



Amazon Product Analytics Report – Explanation

1. Introduction

The **Amazon Products Analytics Dashboard** in Power BI provides a consolidated view of sales data across products, customers, and regions. It helps stakeholders track performance, monitor KPIs, and identify growth opportunities.

2. Objectives

- Measure overall **sales performance**.
 - Identify **top-performing products** and **regions**.
 - Track **customer trends** and **retention**.
 - Support **data-driven decision making** with actionable insights.
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3. Key Performance Indicators (KPIs)

The dashboard highlights the following KPIs:

- **Total Sales Revenue** – overall revenue generated.
- **Total Orders** – number of sales transactions.
- **Customer Count** – active customers during the period.
- **Top Region** – region contributing the most sales.
- **Best-Selling Product** – product with highest revenue.

4. Dashboard Explanation

◆ Sales Trend Analysis

- Displays **monthly/quarterly revenue trends**.
- Identifies peak seasons and low-performing periods.
- Helps forecast future demand.

◆ Regional Performance

- Compares **sales contribution by region**.
- Identifies high-performing vs. underperforming markets.
- Supports decisions on **market expansion**.

◆ Product Analysis

- Shows **revenue share by product category**.
- Identifies best-selling products and low-performing SKUs.
- Helps with **inventory planning** and **product strategy**.

◆ Customer Insights

- Highlights **new vs. returning customers**.
 - Shows **customer segmentation by sales volume**.
 - Measures **customer retention and loyalty**.
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5. Insights & Recommendations

(Example placeholders – will update once real data is available)

- **Sales are increasing steadily**, with Q4 being the strongest quarter.
 - **Region X contributes over 40% of total revenue**, suggesting a mature market.
 - **Product A dominates sales**, but reliance on a single product could be risky.
 - **Customer retention rate is high**, but new customer acquisition needs improvement.
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6. Conclusion

The dashboard provides a clear view of **business performance** and supports:

- **Strategic decisions** (which products/regions to focus on).
- **Operational improvements** (inventory, customer service).
- **Growth planning** (new markets, new customer acquisition).