



Southern Alberta
Institute of Technology



GENERAL PUBLIC

AMAZON SALES ANALYSIS

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User Orientation for the General Public

Introduction & Purpose

The purpose of this document is to help the general public use the Amazon Sales Analysis dashboard, which is intended to give them a clear picture of the company's overall sales performance, popular products, and consumer trends.

Structure & Organization

The dashboard is organized into several easy-to-understand sections.

- Total Sales Revenue by State** to understand revenue generated through different states.
- **Sales Revenue by Category** to understand sales from different products
- **Cancelled Orders by Category** to understand range of products being cancelled
- **Card for ROI, Profit, Cost & Revenue**

Dashboard Features & Components

The dashboard includes easy-to-read graphs and charts, such as bar charts and line graphs, which illustrate sales trends and revenue over time, funnel chart for cancelled products and different card visualizations. These visual components help in quickly understanding the market performance for the dataset.

Step-by-Step Navigation

Open the power bi file(.pbix) through power bi software or open it in browser through power bi website.

Interactivity & User Functionalities

It is user-friendly for a broad audience because it has interactive elements like the ability to hover over data points for more information and click on categories to filter the results.

FAQs & Troubleshooting

Q: How can I find information on the best-selling products?

A: Navigate to the 'Sales Revenue by Category' section.

Q: What is the way to access raw data?

A: There is a pane on the dashboard where user can see table and even download data from browser

Q: What if the charts are not visible properly?

A: Check your internet connection or refresh the dashboard