



Southern Alberta
Institute of Technology



POLICYMAKERS AND RESEARCHERS

AMAZON SALES ANALYSIS

Presented By
SAGAR SINGH

Under Guidance
DR. JUNAID QAZI

User Orientation for Policymakers and Researchers

Introduction & Purpose

This handbook provides guidance on how to use the Amazon Sales Analysis dashboard, which is intended to help researchers and policymakers better understand customer behavior, market trends, and the effects of various policies on sales. For data-driven decision making, the dashboard offers thorough insights into sales revenue by date, category, and geographic distribution.

Structure & Organization

The dashboard includes:

- The dashboard is structured to present a view of Amazon's sales performance with multiple components:
 - Total Sales Revenue by State: A line graph showing trends over time.
 - Total Sales Revenue by Category: A bar chart detailing sales by product category.
 - Cancelled Orders by Category: Highlights the rate of cancellations in different categories.
 - Total Sales Revenue, Sum of Cost, and Profit by Ship-State: A stacked bar chart showing detailed financial metrics by region.
 - CARD: Showing ROI, Cost, Profit, Revenue

Dashboard Features & Components

-Interactive Charts: Visual representations for better comparisons and better granularity in analysis.

Hover-over features are included in every graph and chart to provide access to more detailed data. With the help of filters, users can customize the data to meet their unique research needs by changing the date ranges, categories, and geographic locations.

Step-by-Step Navigation

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

Interactivity & User Functionalities

Click on specific elements within charts to drill down for more detailed data. Hovering over any data point will display additional information and metrics.

Export/Download Options: Users can download data from the dashboard in various formats, such as CSV or PDF, by utilizing the export button.

FAQs & Troubleshooting

Q: How do I access historical data?

A: Select the desired date range from the date filter.

Q: What should I do if the data is not loading?

A: Ensure you have a stable internet connection, or try refreshing the dashboard page.