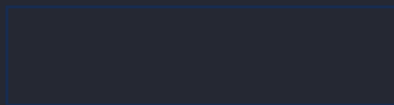# Amazon Sales Dashboard

Interactive Sales Report – State-wise Analysis

Presented by: Saida Mansoor

Dashboard Objective

Analyze Sales Data

Examine Amazon's sales across Indian states.

Derive Key Insights

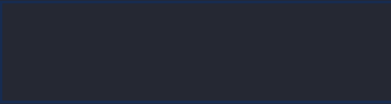Understand total sales and order volume.

Assess Performance

Evaluate delivery success and sales trends.

Dataset Description

Source	Kaggle / Simulated Dataset
Key Columns	Order ID, Date, Sales, Profit, State, Status, Category
Time Range	March 2022 - June 2022
Preprocessing	Date formatting, missing data handling

Key Performance Indicators (KPIs)

₹78.59M

Total Sales

Total revenue generated.

120K

Total Orders

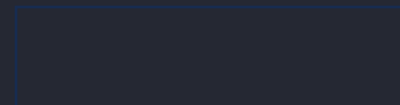Overall number of transactions.

₹652.88

Avg. Order Value

Average revenue per order.

20%

Delivery Rate

Successful deliveries percentage.

Dashboard Overview

Interactivity Features

- Category Slicers

- Sales Channel Slicers

- Status Slicers

Sales Map Insight

Highest Sales Regions

Maharashtra and Karnataka lead in sales.

Regional Patterns

Clear state-wise sales distribution is observed.

Northeast States

Exhibit the lowest sales volumes.

Filters and Interactivity

Category Filter

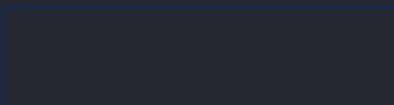Filter data by product categories.

Status Filter

View orders by their current status.

Channel Filter

Analyze sales by different channels.

Design & Usability
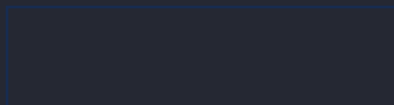
Color Consistency

Brand-aligned for readability.

Responsive Slicers

Adapts to different views.

Clean Layout

Organized for easy analysis.

Conclusion & Recommendations

West India Focus

Drives most sales; target marketing efforts there.

Low Avg Order Value

Opportunity to upsell or bundle products

Improve Delivery Rate

Explore logistics partners or process optimizations

Monitor High Cancellation Rates

Investigate root causes