#### Q Overview:

The dashboard provides a comprehensive overview of Amazon product sales performance using key metrics, visual breakdowns, and top-performing categories. It focuses on YTD (Year-To-Date) and QTD (Quarter-To-Date) performance across products, categories, and time frames (month, week).

### Top-Level KPIs (Cards):

- 1. YTD Sales: \$2.18M
  - o Total revenue generated year-to-date.
- 2. QTD Sales: \$811.09K
  - o Revenue generated in the current quarter.
- 3. YTD Products Sold: 27.75K
  - o Total number of items sold this year.
- 4. YTD Reviews: 19.42M
  - o Total product reviews, indicating high customer interaction.

#### Time-Based Trends:

- Sales by Month (Line Chart):
  - o Strong sales surge observed in September, November, and December.
  - o A relatively flat trend from February to July.
  - November and December are peak months (likely due to holiday/seasonal shopping).
- Sales by Week (Bar Chart):
  - Weekly sales rise steadily from week 10 onward.
  - Highest spikes seen around weeks 40 to 50, aligning with major e-commerce events (e.g., Black Friday, Cyber Monday, and pre-holiday sales).

## Category Performance (Table):

<b>Product Category</b>	YTD Sales	QTD Sales	% of YTD Sales
Men Shoes	\$940,266.00	\$325,090.00	43.18%
Camera	\$492,521.00	\$188,381.00	22.62%
Men Clothes	\$357,644.00	\$136,700.00	16.42%
Car Accessories	\$237,290.00	\$91,359.00	10.90%
Toys	\$110,839.00	\$30,382.00	5.09%
Mobile & Accessories	\$39,178.00	\$39,178.00	1.80%
Total	\$2,177,738.00	\$811,090.00	100.00%

- Men's Shoes dominate with 43% of YTD sales.
- Camera and Clothing categories are strong mid-tier performers.
- Mobile & Accessories show low contribution despite being a high-demand category potential area for improvement.

### Top Products:

- By YTD Sales (Bar Chart):
  - o Nikon (\$34K)
  - o Atomos (\$28K)
  - Solid Gear (\$27K)
  - Canal Toys (\$22K)
  - Vince Camuto (\$19K)
- By YTD Reviews:
  - o SanDisk products dominate review count (3 entries in top 5).
  - o SanDisk's top product has 0.40M reviews—indicating massive user base and reach.
  - o JetTech and Wolverine also appear in the top 5 for reviews.

### **6** Filters (on sidebar):

- Product Category
- Quarter (QTR)

These allow users to dynamically interact with the data by filtering down to specific time frames and product types, improving usability and targeted insights.

# \* Key Insights:

- Peak sales months are September, November, and December—potentially driven by promotions, campaigns, or seasonality.
- Men's Shoes are the top revenue driver, suggesting focus on footwear marketing or expansion.
- High sales don't always correlate with review volume (e.g., Nikon vs. SanDisk)—opportunity to promote high-sale products to drive user feedback.
- Weekly trend reveals opportunity to align stock and marketing with demand spikes post week 30.
- Mobile & Accessories underperform despite potential—calls for pricing strategy or promotional campaigns.

# Conclusion:

This dashboard offers a well-structured, high-level overview of Amazon product sales, enabling datadriven decision-making across marketing, inventory, and product management. The use of both timebased and categorical visuals enhances strategic business planning. Let me know if you'd like this converted into a markdown or Description.txt format for your GitHub repo.