Power BI Dashboard for Amazon Sales Report

1. Overview Page (Main Dashboard)

Purpose:
This page provides a high-level summary of all critical metrics in a single view. It offers users an interactive snapshot of sales performance, product trends, and fulfillment insights.

Key Visualizations:
- **Total Sales by Month (Line Chart):** Displays trends in total sales over time, helping identify peak and slow months.
- **Sales by Product Category (Bar Chart):** Highlights the top-performing product categories to guide inventory and marketing decisions.
- **Fulfillment Method Distribution (Pie Chart):** Shows the proportion of sales handled by the fulfillment method.

- **Sales by State (Bar Chart):** It Offers a perspective of sales to identify high-performing regions.

Insights:
- Seasonal trends in sales can guide marketing campaigns.
- Identify high-demand product categories.
- Understand the state-wise concentration of sales.

2. Product Analysis Page

Purpose:
This page focuses on analyzing product-related metrics to identify best-selling categories, sizes, and quantities.

Key Visualizations:
- **Sales by Product Category (Bar Chart):** A detailed view of revenue contribution by each category.
- **Product Size Distribution (Pie Chart):** Provides insights into customer preferences for product sizes.
- **Quantity Sold by Product Category (Stacked Bar Chart):** Helps track inventory needs based on demand.

Insights:
- Focus on high-demand product categories and sizes to optimize inventory.
- Determine underperforming categories for strategic improvement.

3. Fulfillment and Status Analysis Page

Purpose:
This page evaluates the performance of fulfillment methods and identifies any issues related to order status.

Key Visualizations:
- Fulfillment Success by Method (Stacked Bar Chart): Compares success rates with the fulfillment method.
- Fulfillment Method vs Status (Clustered bar chart): Shows correlations between fulfillment method and order status.
- Total Orders Fulfilled vs Unfulfilled (Pie Chart): Provides an overview of fulfillment efficiency.

Insights:
- Identify fulfillment methods with the highest success rates.
- Address issues in unfulfilled orders to enhance customer satisfaction.

4. Customer and Geographical Segmentation Page

Purpose:
This page segments customers and regions based on sales behavior to target high-value demographics.

Key Visualizations:
- Sales by Customer Segment (Bar Chart): Understand purchasing behavior of different customer types.
- **Sales by City (Bar Chart):** Highlights City-wise sales distribution.
- Sales by Sales Channel (Stacked Bar Chart): Shows performance across sales channels.

Insights:
- Identify high-value customer segments for personalized marketing.
- Target underperforming cities with specific campaigns.

- Evaluate sales channel effectiveness.

5. Insights and Recommendations Page

Purpose:
This page consolidates insights from the analysis and provides actionable recommendations.

Key Visualizations:
- Revenue by Fulfillment Method (Bar Chart): Shows the most profitable fulfillment methods.
- Sales Growth Rate (Line Chart): Tracks growth trends to evaluate performance.
- Actionable Insights & Recommendations (Text Cards): Summarizes key findings and suggested actions.

Insights:
- Optimize fulfillment method to improve profitability.
- Use historical growth data to forecast future trends.
- Implement targeted campaigns based on customer and geographical insights.

Comprehensive Analysis Report

1. Key Findings:
  - Seasonal sales trends and top-performing product categories were identified.
  - Fulfillment by Amazon Easy Ship had the highest success rate.
  - Significant regional variations in sales distribution, with high performance in states like Maharashtra and Karnataka.

2. Visualizations:
  - A total of 15 visualizations, including line charts, bar charts, pie charts, and maps, were developed to support the analysis.

3. Insights on Product Preferences, Customer Behavior, and Geographical Sales:
  - T-shirts and Shirts are the most popular categories.
  - Sizes M and L are in high demand.
  - Metro cities like Hyderabad and Bangalore contribute heavily to sales.

4. Recommendations:
  - Sales Strategies: Focus on high-demand products and peak seasons.

- Inventory Management: Maintain adequate stock of popular sizes and categories.
- Customer Service: Address issues in unfulfilled orders to enhance satisfaction.