

# Executive Summary

 Amazon Sales Performance Report (2011–2014) – Storyboard Overview

## Purpose of This Report

To provide actionable insights into Amazon product sales, regional performance, and trends from 2011 to 2014. This dashboard helps identify top-performing products, profitable categories, and high-potential regions to drive smarter business decisions.

## Design Strategy

### 1. Right Visuals for the Right Data

- . **Line Chart** → Sales trend over time (multi-category comparison)
- . **Pie Chart** → Category-wise sales breakdown
- . **Bar Chart** → Top 10 best-selling products
- . **Map (US)** → Geographic sales distribution
- . **KPI Cards** → Quick stats (Sales, Quantity, Profit)

### 2. Clean and Professional Layout

- . Removed visual clutter
- . Used consistent colors for readability
- . Added slicers for **Category**, **Product**, and **Date** to enable interaction

### ✓ 3. Key Metrics at a Glance

- . 💰 **Total Sales:** 276.20K
- . 📦 **Total Quantity Sold:** 4837
- . 🏆 **Total Profit:** 39.04K
- . 📈 **Peak Sales Period:** Mid-2012
- . 📦 **Top Product:** High Speed Auto Labeler
- . 🌍 **Top Regions:** California, Washington, Colorado

### ✓ 4. Contextualized Insights

- . Visuals titled clearly with legends
- . Tooltip info available on hover
- . Filters allow easy drill-down



## Insights Uncovered

### Business Question and Insights

1) Which categories perform best?

**Phones, Chairs, and Tables dominate sales.**

2) Who are the top products?

**High Speed Auto Labeler and Guest stacker Chair top the charts.**

3) Where do we sell most?

**Major sales hubs include California, Washington, and Colorado.**

4) What's the trend?

**Noticeable sales growth from mid-2011 to end of 2012.**

## **How to Use This Dashboard**

- Use slicers (left) to explore specific **categories, products, or time periods.**
- However on visuals for more details.
- Focus on KPIs to monitor overall performance.

# Amazon Sales Performance Dashboard

Category

Accessories

Appliances

Art

Binders

Bookcases

Chairs

Copiers

Envelope

Product Na...

"While you ...

#10- 4 1/8" ...

#10- 4 1/8" ...

#10 Self-Sea...

#10 White B...

#6 3/4 Gum...

12 Colored ...

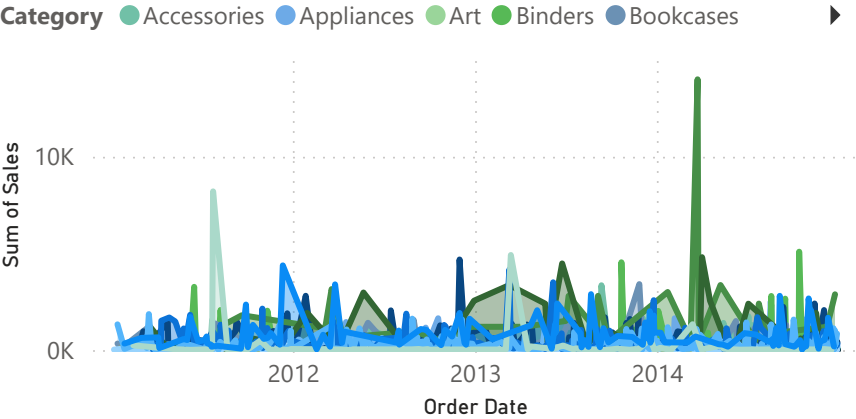
12 1/2 Dia...

Order Date

1/7/2011

12/31/2014

Sales Trend Over Time by Category (2011–2014)



725.46K

Sum of Sales

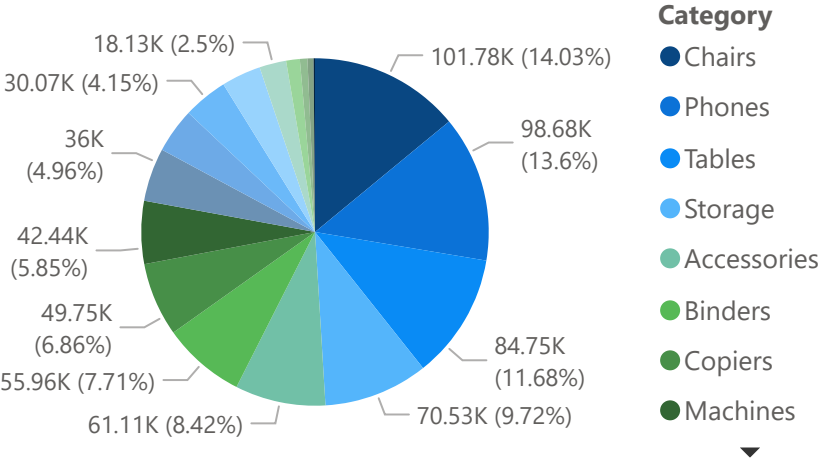
12K

Sum of Quantity

108.42K

Sum of Profit

Category-wise Sales Distribution



Sales by Region (US Map)



Top 10 Best-Selling Products

