**Amazon Sales Dashboard**

**(Storytelling)**

**Objective**: To analyze sales data and uncover actionable business insights using compelling visualizations that inform strategic decisions

**Overview:** This interactive dashboard summarizes sales data from 2017 to 2019, focusing on key metrics like Total Sales, Profit, and Quantity Sold. It offers breakdowns by Sub-Category, Region, Customer, and Shipping Mode, helping business leaders quickly understand performance patterns.

**Key Insights:**

**Top Performing Sub-Categories**

* Phones lead in sales with ₹93K, followed by Bookcases and Storage.
* Sub-categories like Supplies, Furnishings, and Tables show the least sales and could be reevaluated for performance improvements.

**Regional Sales Insights**

* The South region dominates with ₹351K (57.6%), followed by North (23.18%) and Central (19.18%).
* This indicates potential for further investment and marketing focus in the South region.

**Ship Mode Analysis**

* While Standard Class (likely hidden behind aggregated category names) contributes the most to sales, it's important to note that Profit is highest under specific shipping methods like First Class.
* The Immediate ship mode yields the least profit and sales, and may require optimization or removal.

**Customer Purchase Behavior**

* Top customers like **Aaron Davey**, **Aaron Bootman**, and **Abbie Perry** are high-value contributors.
* These insights could support targeted loyalty programs.

**Visual:**

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| --- | --- | --- | --- |
| **Visualization** | |  | | --- | |  |  |  | | --- | | **Purpose** | |
| Bar Chart (Sub-Categories) | Easily shows which product types drive the most sales. |
| Donut Chart (Region Sales) | Simple, comparative view of regional performance. |
| Map Visual (Region) | |  |  | | --- | --- | | |  | | --- | | Geographic insights into where sales are strongest. | | |
| Line Chart (Ship Mode) | |  | | --- | |  | | Reveals profitability vs. sales volume by shipping type. | | |
| Card KPIs (Sales, Profit, Quantity) | |  | | --- | |  |  |  | | --- | | Quick glance summary for top metrics. | |

**Business Recommendations:**

* Focus marketing campaigns in the South region where ROI is highest.
* Boost inventory & offers for Phones, Bookcases, and Storage to maintain leadership.
* Review and possibly phase out low-performing items like Furnishings and Supplies.
* Evaluate shipping strategy — invest in shipping modes with higher profitability.
* Build relationships with top customers through rewards or targeted offers.

**Conclusion:**

The dashboard provides a comprehensive view of sales dynamics and highlights opportunities for strategic business growth. It serves as a strong foundation for data-driven decision-making through visual storytelling.