

Task – 4 Dashboard Design

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Tool Used – Power BI

OBJECTIVE

The purpose of this dashboard was to provide business stakeholders with a **clear, interactive, and data-driven view of Amazon's sales performance**. The goal was to help decision-makers quickly:

- Understand **how sales, profit, and costs** vary over time.
- Identify **top-performing regions, sales channels, and order priorities**.
- Compare **monthly and yearly trends** in profit and units sold.
- Analyze **online vs offline performance** across key metrics.
- Enable **filtering by country and region** for deeper drill-down insights.

KPIs & Features

Total Revenue – Sum of all sales values.

Total Profit – Revenue minus cost, showing actual earnings.

Units Sold – Total quantity of items sold.

Total Cost – Total operational/sourcing cost.

Time-Series Trends – Profit over time (monthly & yearly).

Profit by Region – To analyze which areas generate the most profit.

Sales Channel Performance – Comparison of online vs offline sales.

Order Priority Impact – Profit and volume based on priority levels.

Key Insights:

Key Insights

After analyzing the Amazon sales dataset using Power BI, the following business insights were identified:

Online Sales Outperformed Offline: Online channels generated higher revenue and units sold compared to offline channels.

Sub-Saharan Africa Led in Profit: This region showed the highest profitability among all.

February & November Were Peak Months: These months saw significant spikes in profit and units sold.

Low Order Priority Sold More: Majority of units sold were from low-priority orders, possibly due to bulk or discount strategies.

2012 Was the Best Year: The year 2012 recorded the highest total profit and sales volume.

North America Had Balanced Performance: While not leading in profit, it showed steady performance across metrics.

These insights can support business decisions around **marketing, logistics, seasonal planning, and regional targeting.**