

Amazon Sales Dashboard

1. Project Title

Amazon Sales Dashboard

2. Overview

This dashboard gives a clear picture of Amazon's sales performance from 2014 to 2017. It helps teams quickly understand how different categories, regions, and shipping modes impact revenue and profit.

3. Key Metrics

- Total Sales: \$2.3M
- Total Profit: \$286K
- Total Quantity Sold: 38K

4. Time Range

Orders from March 1, 2014 to December 30, 2017

5. Highlights

- Top Categories by Profit: Technology and Office Supplies
- Top Regions: West and East lead in both sales and profit
- Best Year: 2017 had the highest sales (\$0.73M)
- Popular Ship Mode: Standard Class (59% of sales)

6. Outcome

This dashboard makes it easy to spot trends, compare performance, and guide decisions. Whether you're in sales, operations, or strategy, it gives you the insights you need without the noise.

7. Author

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