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Breakdown Of Orders By Fullfillment

Cancellations By Category & City

Product Category With Mostrevenue

Count Of Orders

Orders Used Promotions

Courierstatus Vs Orderstatus

Sizes & Styles Most In Demand

Count Orders By Date And Status

DAX-Based Profitability Metric

Role-Based Access using Power BI
RLS

Sensitive Metric Protection using
Power BI OLS

Overall Summary

Final Page

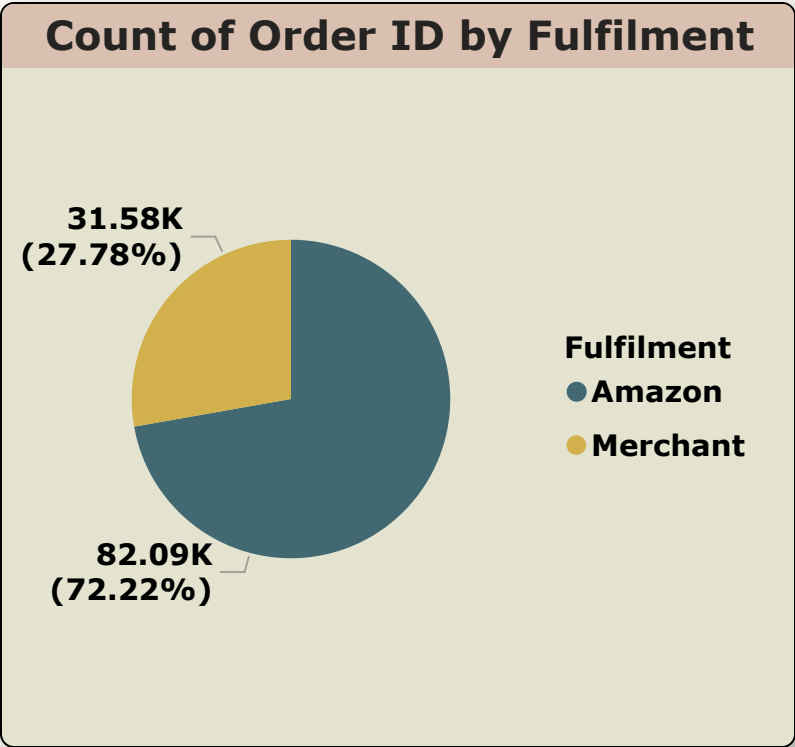
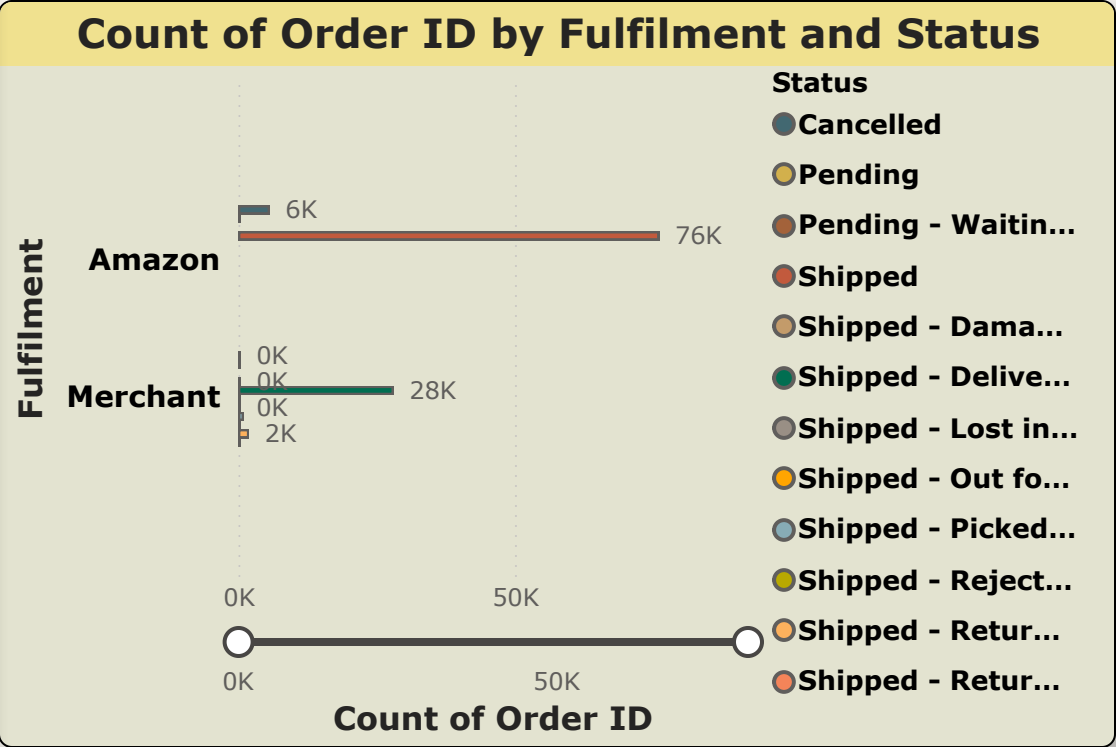
AMAZON SELLER ANALYTICS DASHBOARD

Uncovering Fulfillment and Order Behavior Trends

Prepared By : Venkata Sai Varshini



BREAKDOWN OF ORDERS BY FULLFILLMENT METHOD



- ### SUMMARY
- **Amazon** handles **72.22%** fulfillment split of total orders, while **Merchant** fulfillment covers **27.78%**.
 - **Amazon** fulfillment shows significantly higher order volume (**82K orders**) compared to **Merchant (31K orders)**.
 - **Amazon** has a large number of orders in the **Shipped** and **Cancelled** statuses; **Merchant** also faces cancellations but at a lower overall volume.

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CANCELLATIONS BY CATEGORY AND CITY

Select Date

Date

03-31-22

04-01-2022

04-02-2022

04-03-2022

04-04-2022

04-05-2022

04-06-2022

04-07-2022

04-08-2022

04-09-2022

04-10-2022

04-11-2022

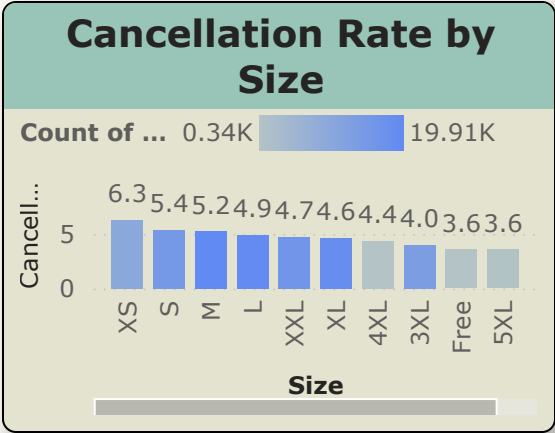
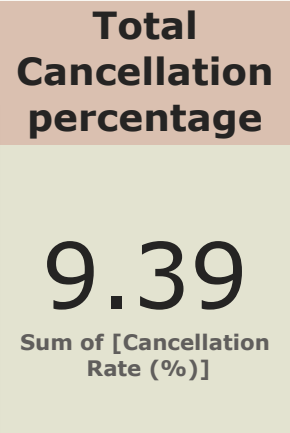
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04-13-22

04-14-22

04-15-22

04-16-22

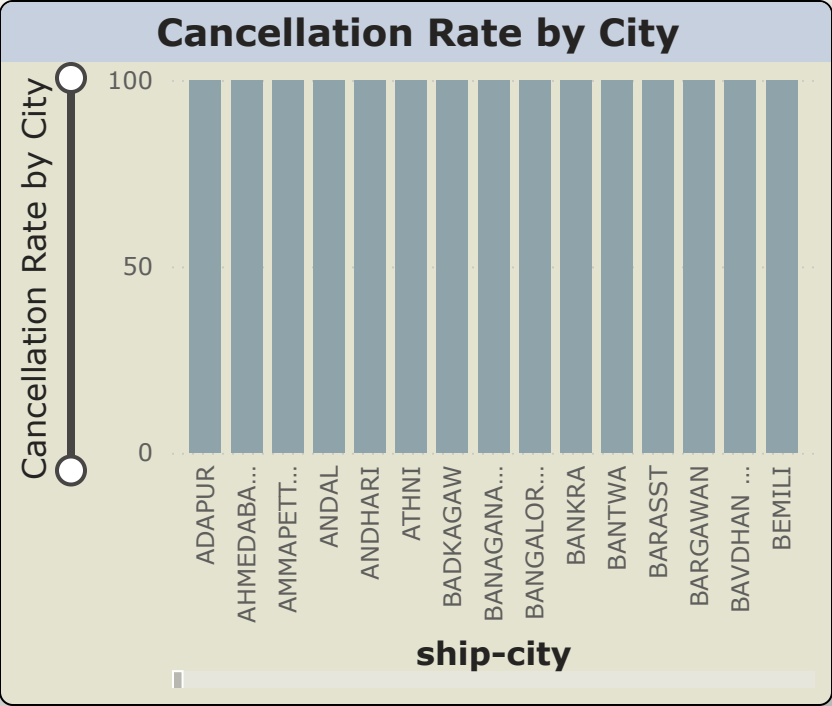
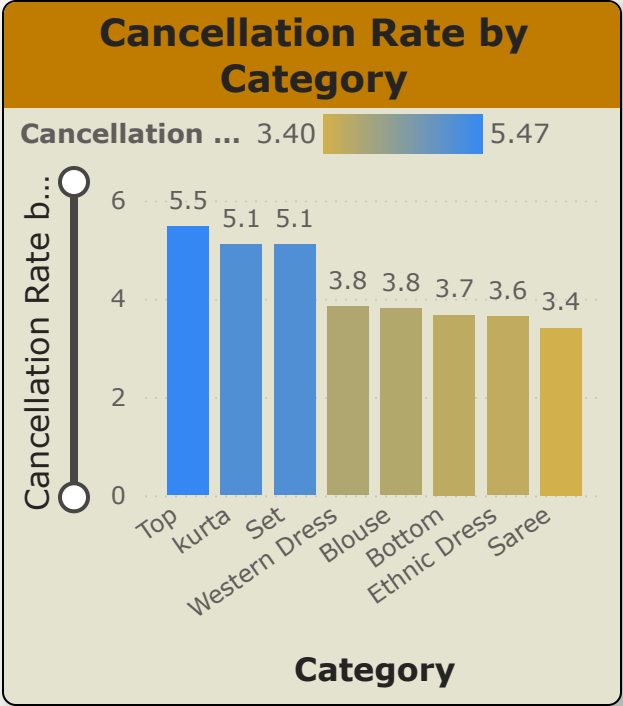


SUMMARY

• Overall Cancellation Rate is 9.39%, indicating moderate order disruption.

• Top, Kurta, and Set categories show the highest cancellation rates (5.5% each).

• XS, S, and M sizes and cities



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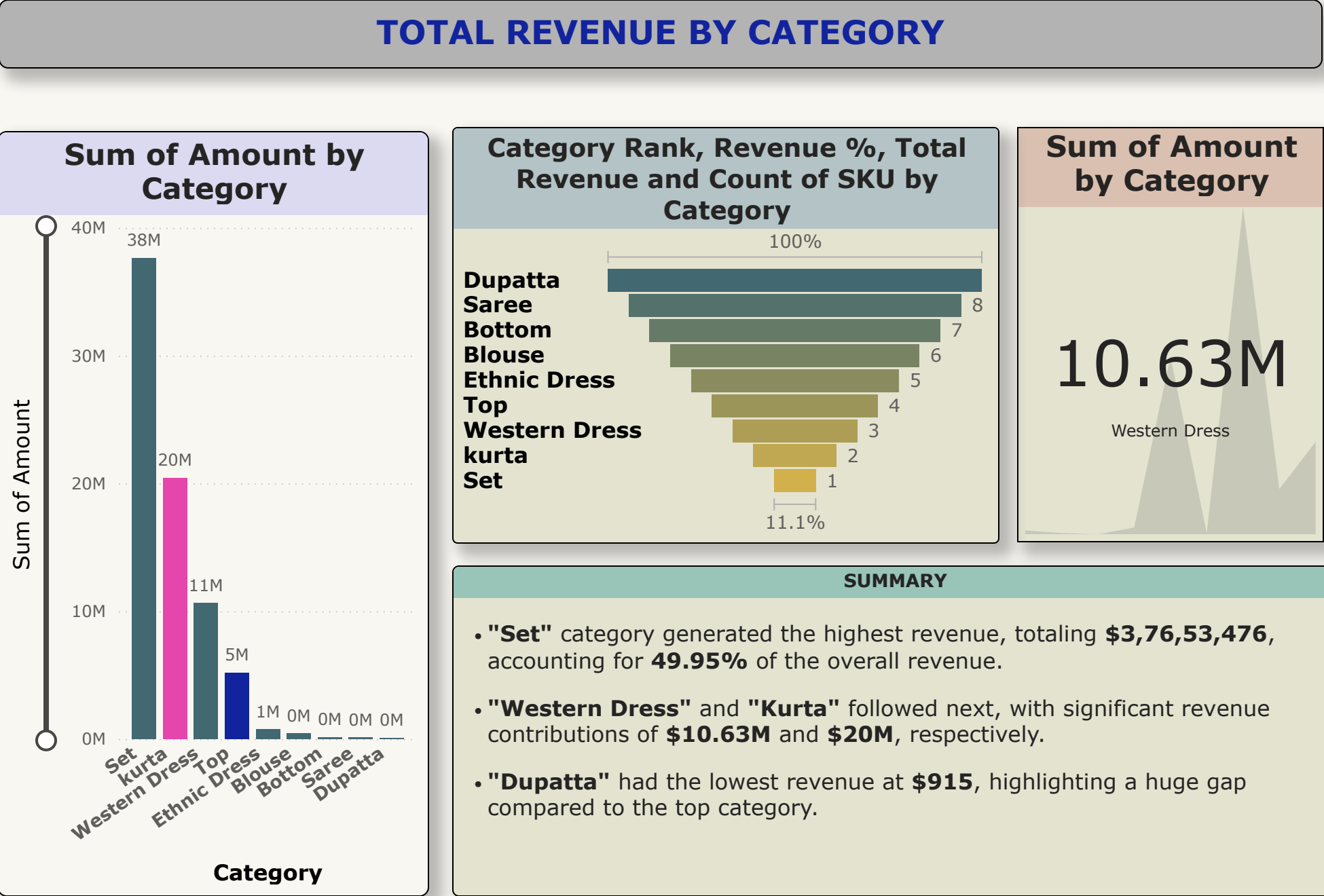
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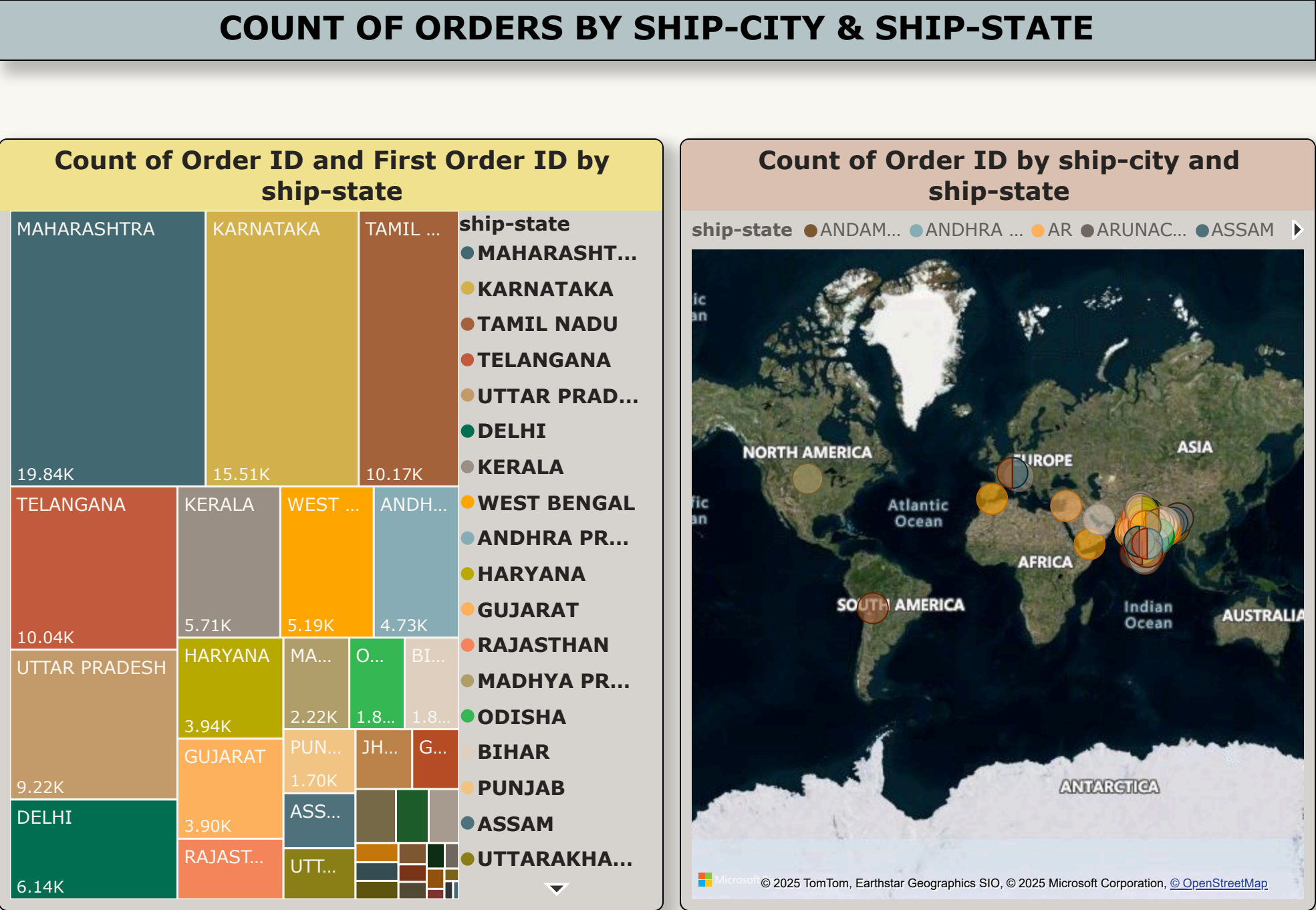
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ORDERS USED PROMOTIONS

with promotion

739.89

AOV With Promotion

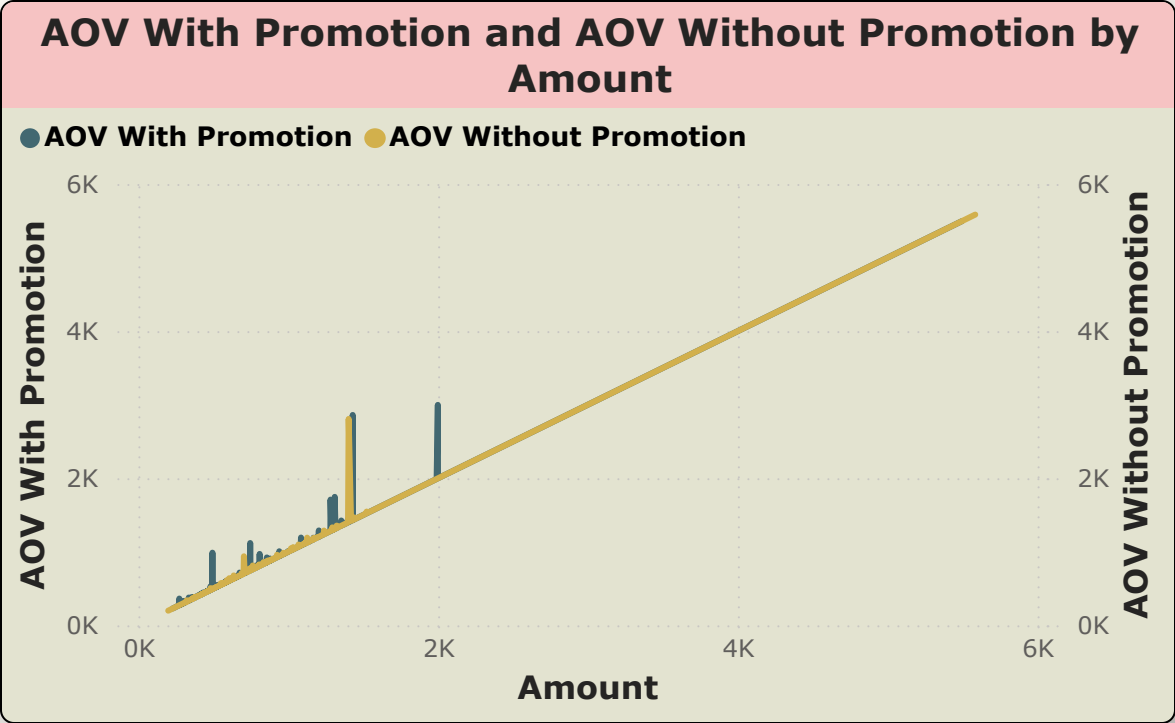
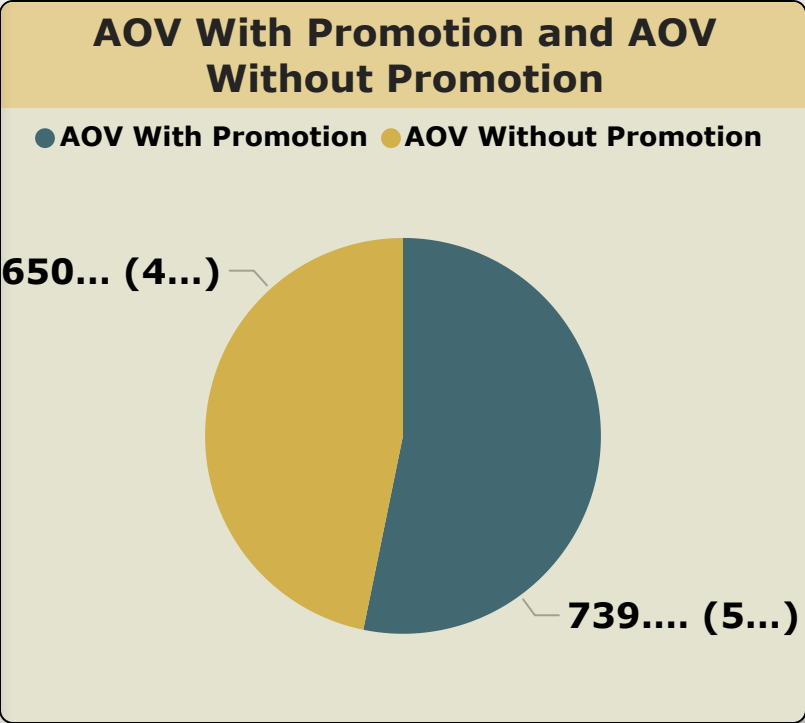
without promotion

650.49

AOV Without Promotion

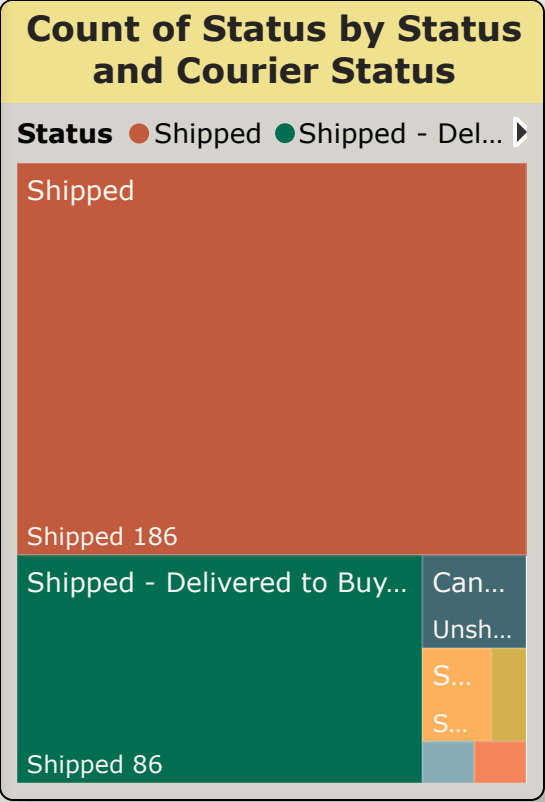
SUMMARY

- Orders with promotions had a higher **Average Order Value (AOV)** at **739.89**, compared to **650.49** without promotions — a **-12.08%** decrease.
- **53.22%** of the order value came from orders **using promotions**, showing promotions contributed more than half of the revenue.
- The **dual-line chart** shows that **AOV with promotion**



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COURIER STATUS VS ORDER STATUS



ship-country and ship-state

- ☒ IN
- ☐ ANDAMAN & ...
- ☐ ANDHRA PRA...
- ☐ AR
- ☐ ARUNACHAL P...
- ☐ ASSAM
- ☐ BIHAR
- ☒ CHANDIGARH

Courier Status with respect to its state

ship-country	Cancelled	Pending	Shipped	Shipped - I
IN	9	3	186	
CHANDIGARH	9	3	186	
Total	9	3	186	

comparision between Courier Status & Status

Courier Status	Cancelled	Pending	Shipped	Shipped - Delivered to Buyer	Shipped - Picked Up	Shipped - Returned to Seller	Shipped -
Shipped			186	86	2	6	
Unshipped	9	3					
Total	9	3	186	86	2	6	

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DAX-Based Profitability Metric

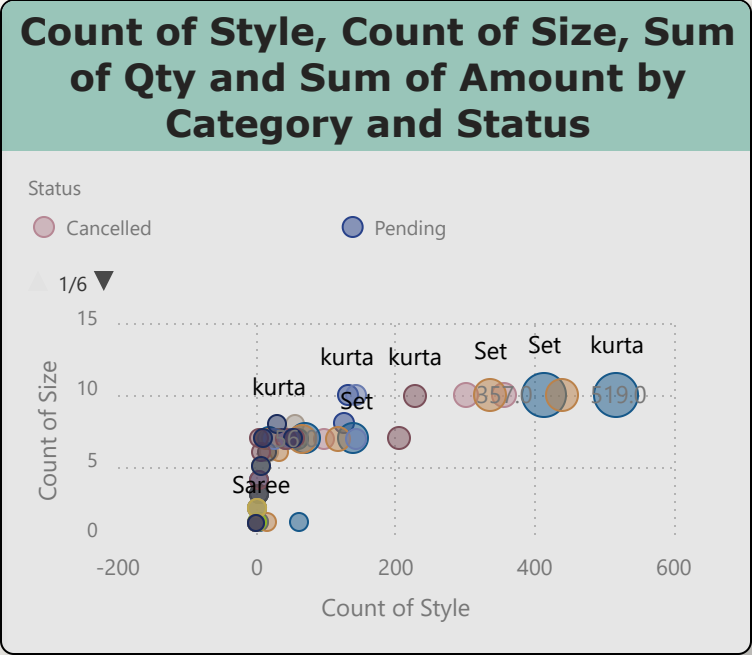
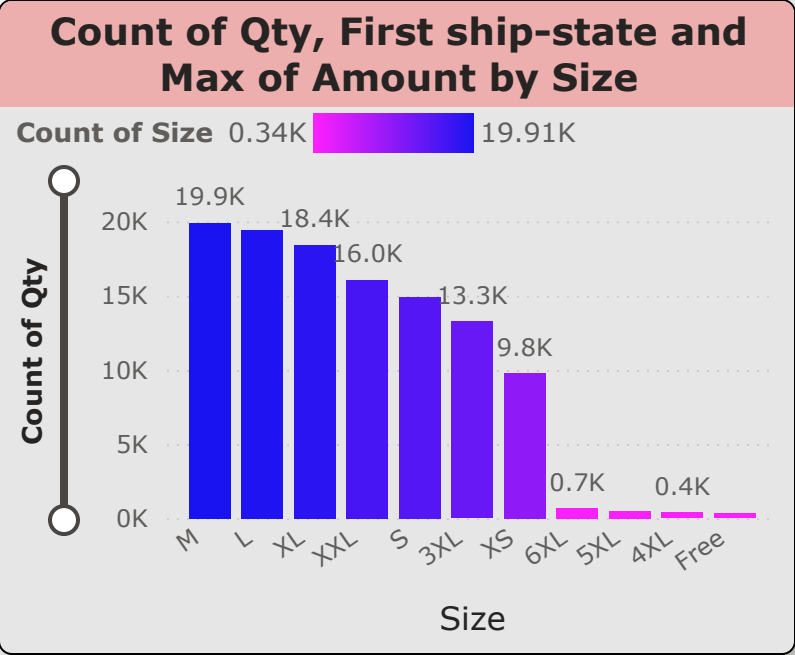
Role-Based Access using Power BI RLS

Sensitive Metric Protection using Power BI OLS

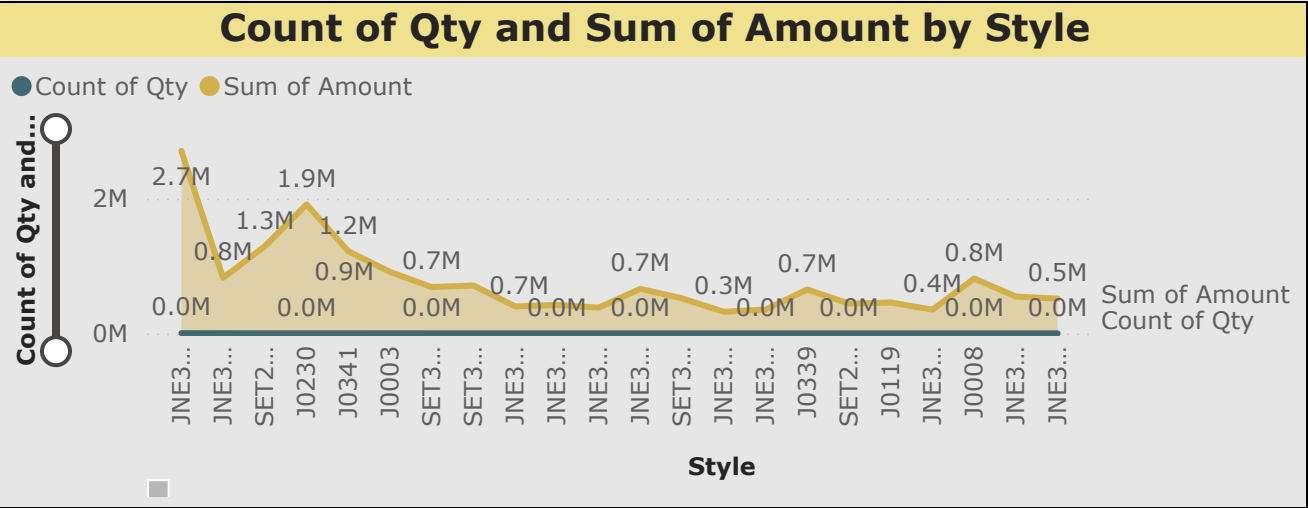
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SIZES & STYLES MOST IN DEMAND



CATEGORY
Blouse
Bottom
Dupatta
Ethnic Dress
kurta

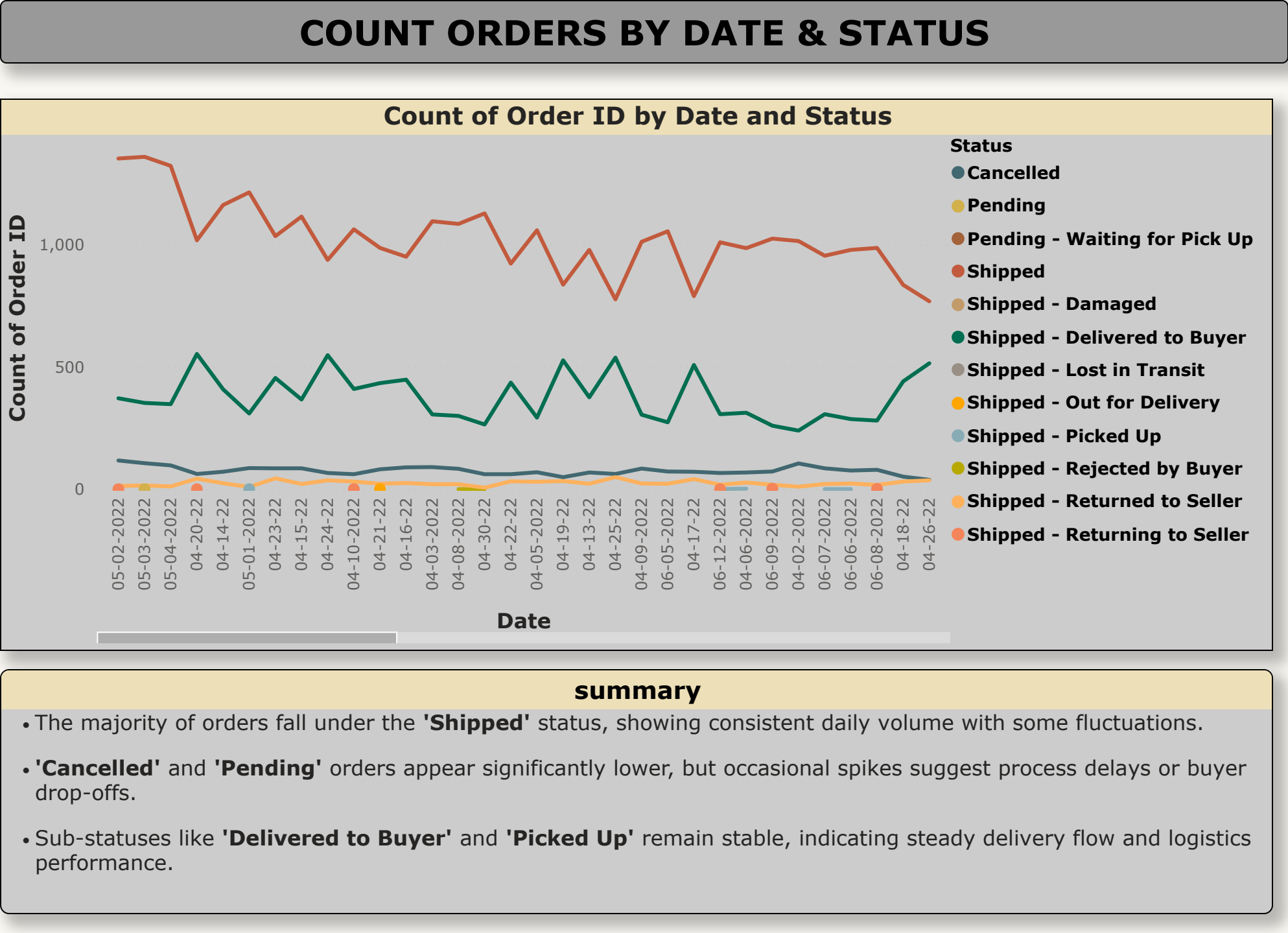


SUMMARY

Set and Top are the most in-demand styles, driving the highest order quantities.

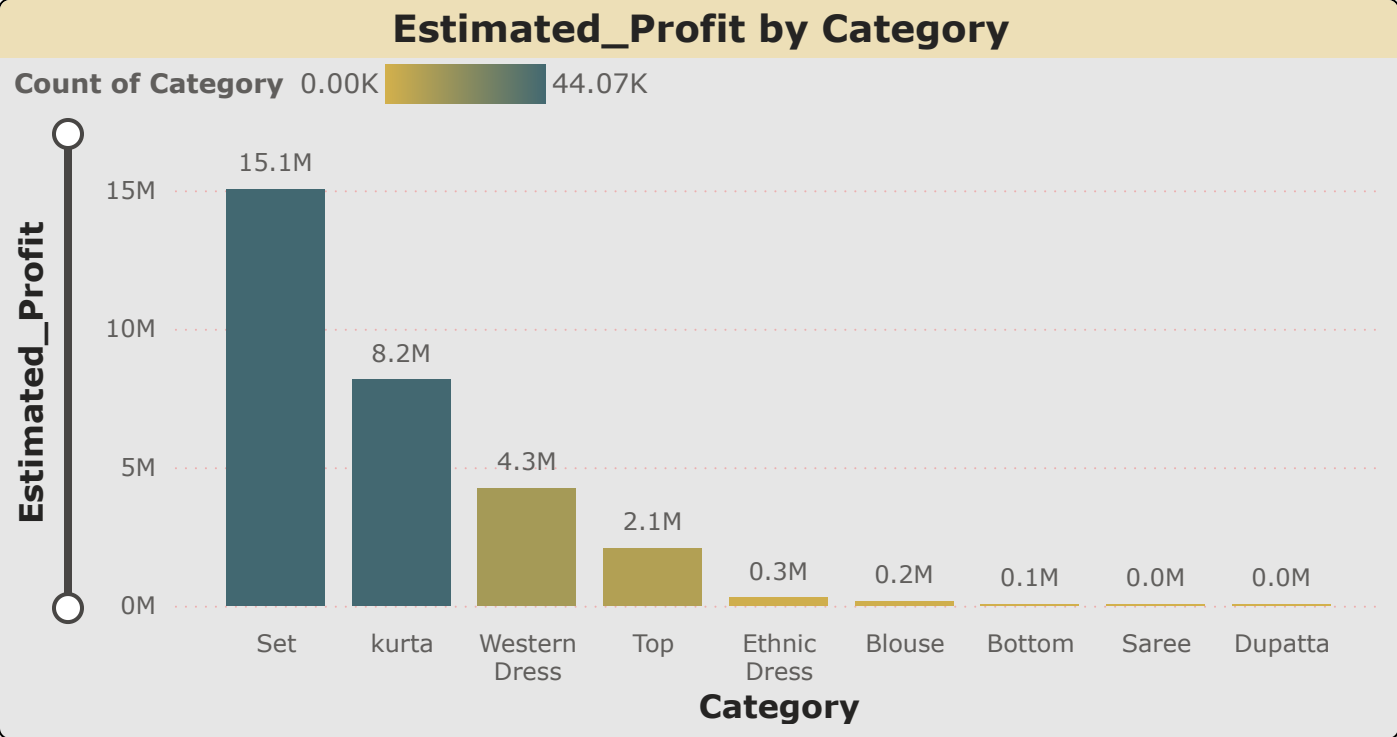
Size M is the most popular, followed by L and XL.

Larger sizes like 6XL, 5XL, and 4XL have minimal demand.



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DAX-BASED PROFITABILITY METRIC



category based on Estimated_profit	
Category	Estimated_Profit
Set	1,50,56,239.05
kurta	81,77,871.11
Western Dress	42,50,923.71
Top	20,81,209.44
Ethnic Dress	3,03,612.71
Blouse	1,73,198.87
Bottom	56,008.61
Saree	47,282.61
Dupatta	366.00
Total	3,01,37,500.95

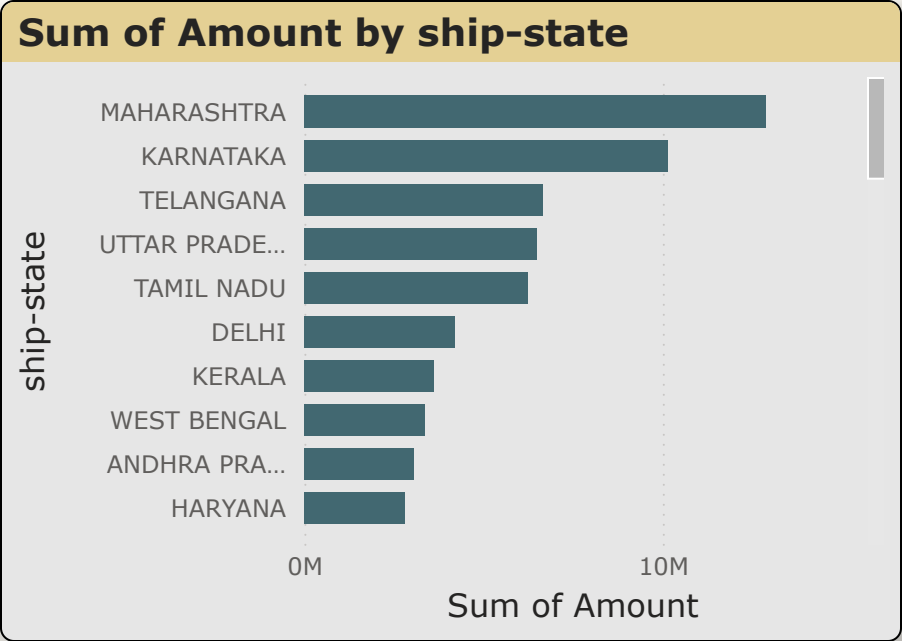
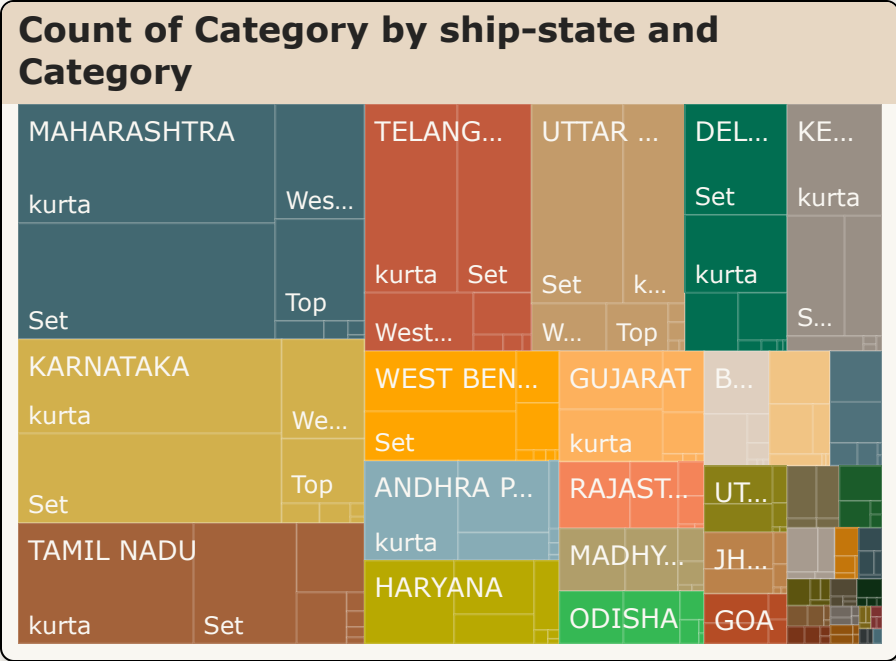
- ### SUMMARY
- The **"Set"** category generated the highest estimated profit at ₹1.5 crore, followed by **"Kurta"** and **"Western Dress."**
 - Total estimated profit across all categories is ₹3.01 crore.
 - Categories like Saree, Bottom, and Dupatta contributed minimally to overall profitability.

30.14M

Estimated_Profit

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Role-Based Access using Power BI RLS



SUMMARY

At 12864511, MAHARASHTRA had the highest Sum of Amount and was 32,24,088.22% higher than PB, which had the lowest Sum of Amount at 399.

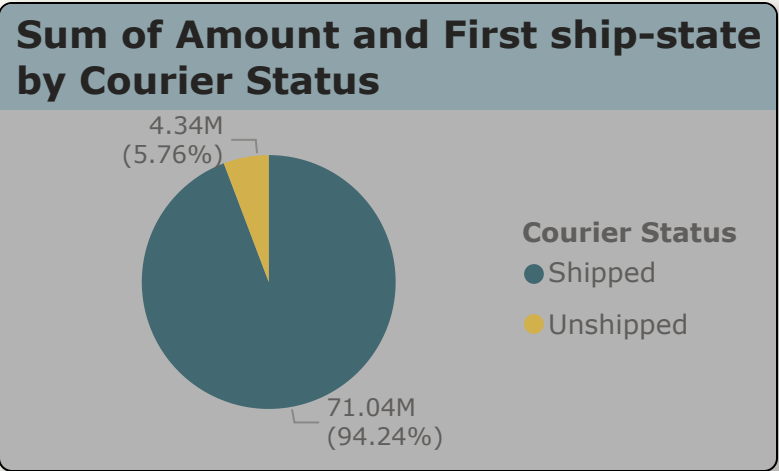
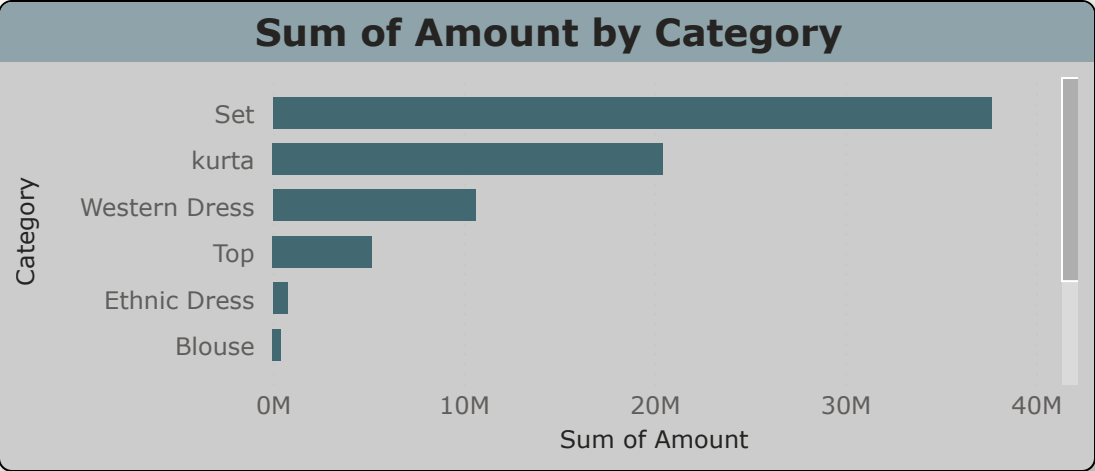
MAHARASHTRA accounted for 17.07% of Sum of Amount.

Across all 46 ship-state, Sum of Amount ranged from 399 to 12864511.

ship-state	Category	Courier Status	Sum of Amount
WEST BENGAL	Blouse	Shipped	17,11
WEST BENGAL	Bottom	Shipped	8,58
WEST BENGAL	Bottom	Unshipped	34
WEST BENGAL	Ethnic Dress	Shipped	29,99
WEST BENGAL	Ethnic Dress	Unshipped	2,86
WEST BENGAL	kurta	Shipped	10,14,31
WEST BENGAL	kurta	Unshipped	59,41
WEST BENGAL	Saree	Shipped	8,99
WEST BENGAL	Set	Shipped	14,66,38
WEST BENGAL	Set	Unshipped	81,11
Total			7,53,84,97

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Sensitive Metric Protection using Power BI OLS



SUMMARY

- Power BI's Object-Level Security (OLS) restricts access to sensitive fields like Amount and Estimated_Profit for specific user roles.
- Using tools like **Tabular Editor** financial data can be hidden from viewers such as vendors or external partners.
- This approach ensures **data privacy and compliance**, making dashboards securely shareable across different access levels.

ship-state	Category	Courier Status	Sum of Amount
ANDAMAN & NICOBAR	kurta	Unshipped	2,037.00
ANDAMAN & NICOBAR	Set	Unshipped	6,440.00
ANDAMAN & NICOBAR	Top	Unshipped	690.00
ANDAMAN & NICOBAR	Western Dress	Unshipped	725.00
ANDHRA PRADESH	Ethnic Dress	Unshipped	1,372.00
ANDHRA PRADESH	kurta	Unshipped	69,249.00
ANDHRA PRADESH	Set	Unshipped	84,504.00
ANDHRA PRADESH	Top	Unshipped	7,747.00
ANDHRA PRADESH	Western Dress	Unshipped	30,993.00
ARUNACHAL PRADESH	Set	Unshipped	5,262.00
ARUNACHAL PRADESH	Top	Unshipped	1,660.00
ARUNACHAL PRADESH	Western Dress	Unshipped	1,334.00
ASSAM	Blouse	Unshipped	625.00
Total			7,53,84,975.00

CONCLUSION

- Amazon handles 72% of orders, significantly more than merchants, with higher shipment and cancellation volumes.
- The "Set" category leads with 50% of total revenue and profit, followed by Kurta and Western Dress.
- Overall cancellation rate is 9.39%, highest in Top, Kurta, and Set categories, especially in smaller sizes and select cities.
- Promotional orders have 13.75% higher AOV and account for over 53% of total revenue.
- Sensitive metrics like profit are secured using role-based access controls in Power BI.



THANK



YOU