

amazon



Amazon Sales Performance Dashboard – Product, Region & Time Analysis(2025)

Dashboard Components:

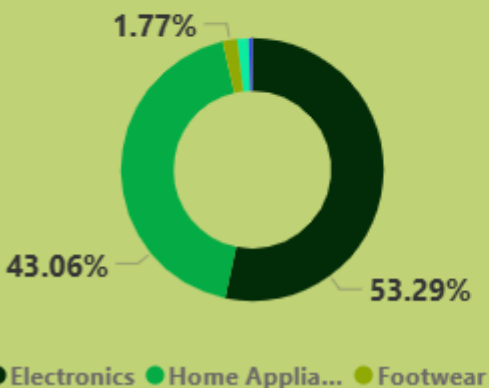
- **Total Sales:** Displays cumulative revenue generated.
- **Units Sold:** Total quantity of items sold.
- **Sales by Month:** Line chart representing monthly sales trends.
- **Sales by Product:** Top-selling products based on total revenue.
- **Sales by Category:** Donut chart indicating category-wise contribution.
- **Sales by Location:** Map showing sales density across regions.
- **Order Fulfillment Funnel:** Breakdown of order statuses – Completed, Pending, and Cancelled.

Amazon Sales Performance Dashboard – Product, Region & Time Analysis

Total Sales
244K

Units Sold
714

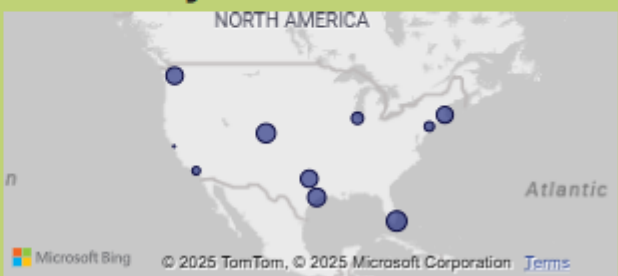
Sales by Category



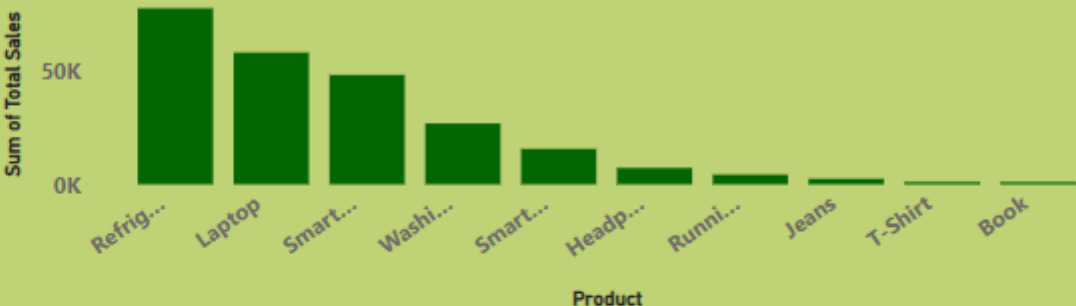
Sales by Month



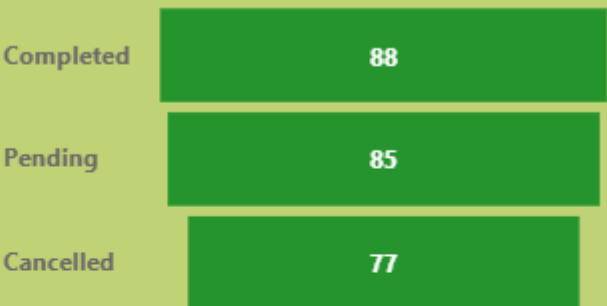
Sales by Customer Location



Sales by Product



Order Fulfillment



Month

- April
- February
- March

Payment Method

- ☐ Amazon Pay
- ☐ Credit Card
- ☐ Debit Card
- ☐ Gift Card

Status

- Cancelled
- Completed
- Pending

Category

- ☐ Books
- ☐ Clothing
- ☐ Electronics
- ☐ Footwear

Customer Location

- Boston
- Chicago
- Dallas

Product

- ☐ Book
- ☐ Headphones
- ☐ Jeans
- ☐ Laptop

Key Insights:

1. Top Performing Products:

- Refrigerators and Laptops are the highest revenue-generating products, together contributing a significant portion of overall sales.

2. Sales Trend Over Time:

- Sales showed a decline from February to April, with the highest revenue recorded in February and a noticeable drop by April.

3. Customer Distribution:

- Sales are geographically concentrated in major U.S. cities like Chicago, Dallas, and Boston, indicating strong regional customer bases.

4. Order Fulfillment Overview:

- Out of all orders, 88 were successfully completed, 85 are still pending, and 77 were cancelled — suggesting an opportunity to improve order processing and reduce cancellations.

Interactivity Features:

- **List of filters used:** Month, Payment Method, Product, Status, Category, and Customer Location.
- These slicers allow users to filter the visuals dynamically, enabling deeper insights by time period, location, and product category.

Conclusion:

- The dashboard provides actionable insights into sales performance and customer behavior.
- Enables identification of high-performing products and underperforming categories.
- Future improvements could include customer segmentation.