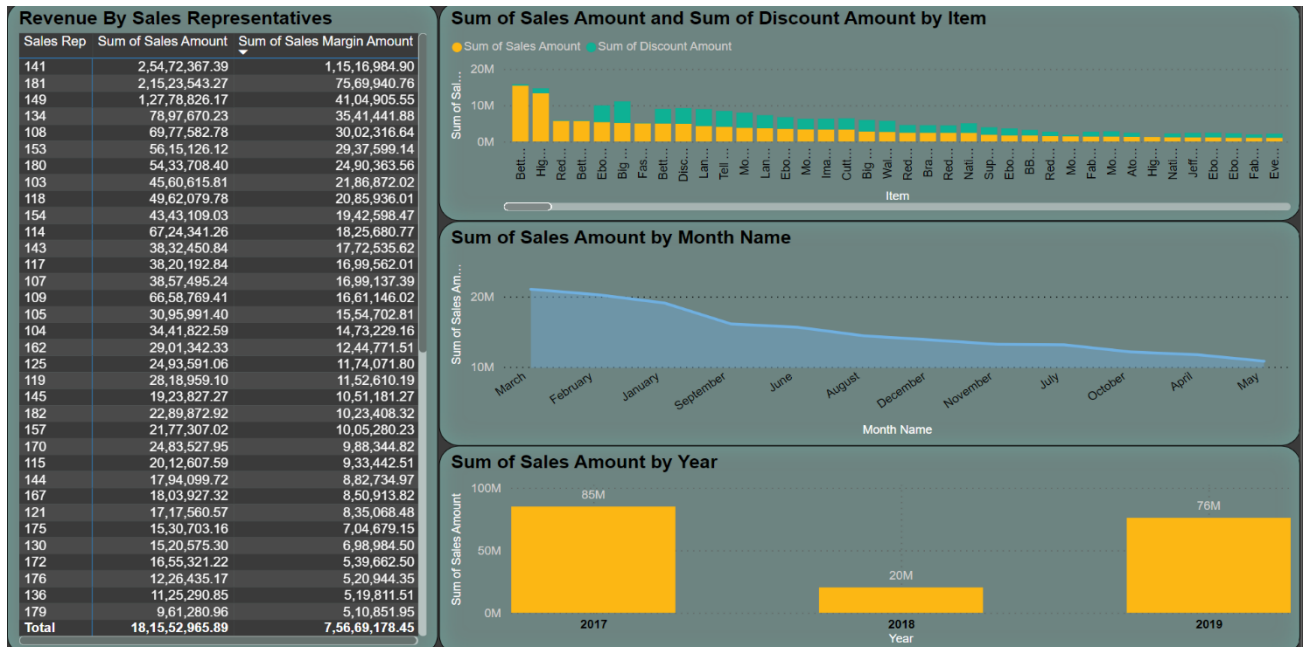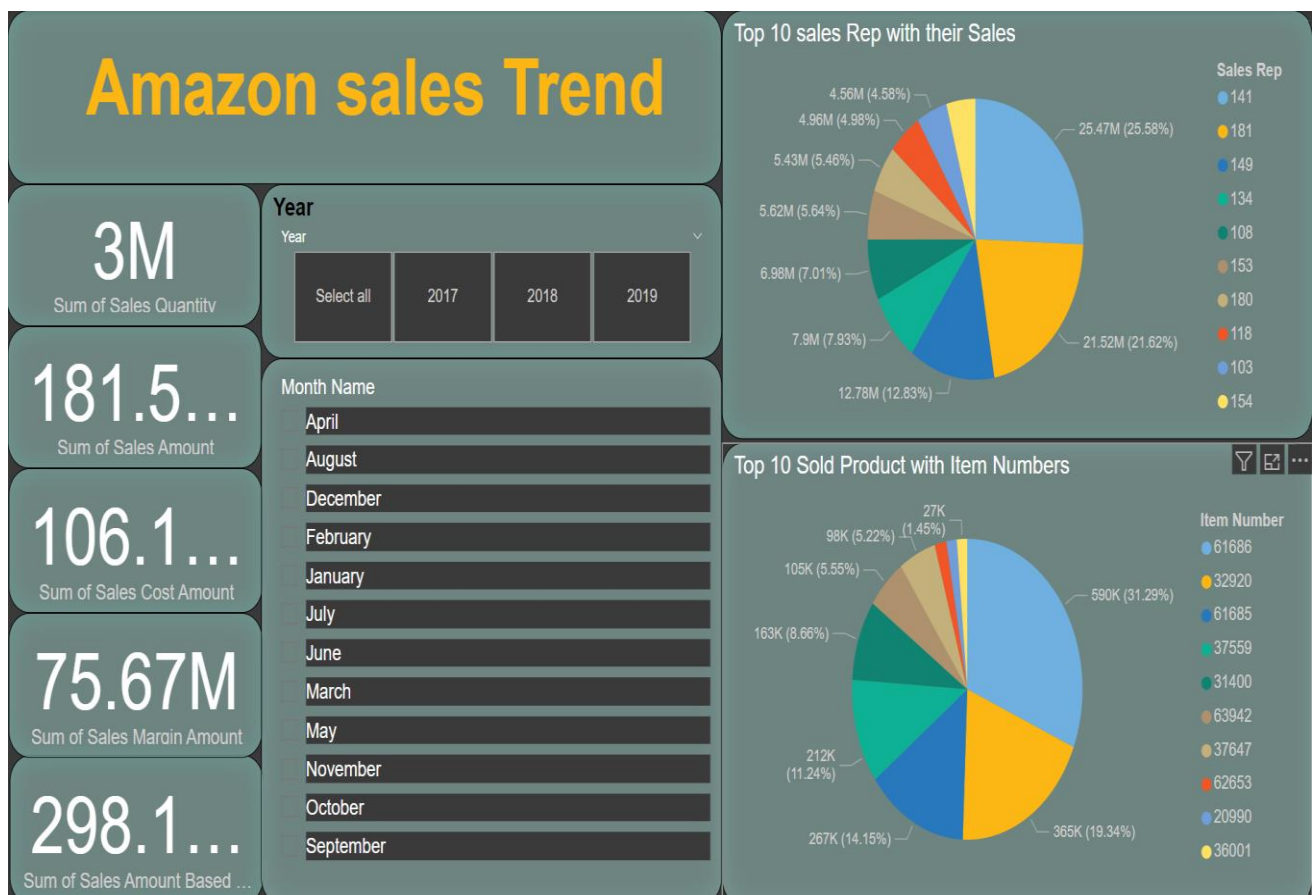# AMAZON SALES TRENDS

Wireframe Documentation

Homepage

As per the problem statement, I have created Amazon sales trends: -

1. **Impact of sales Trends By Yearly:-**

➔ Sum of sale By Year month and sales rep
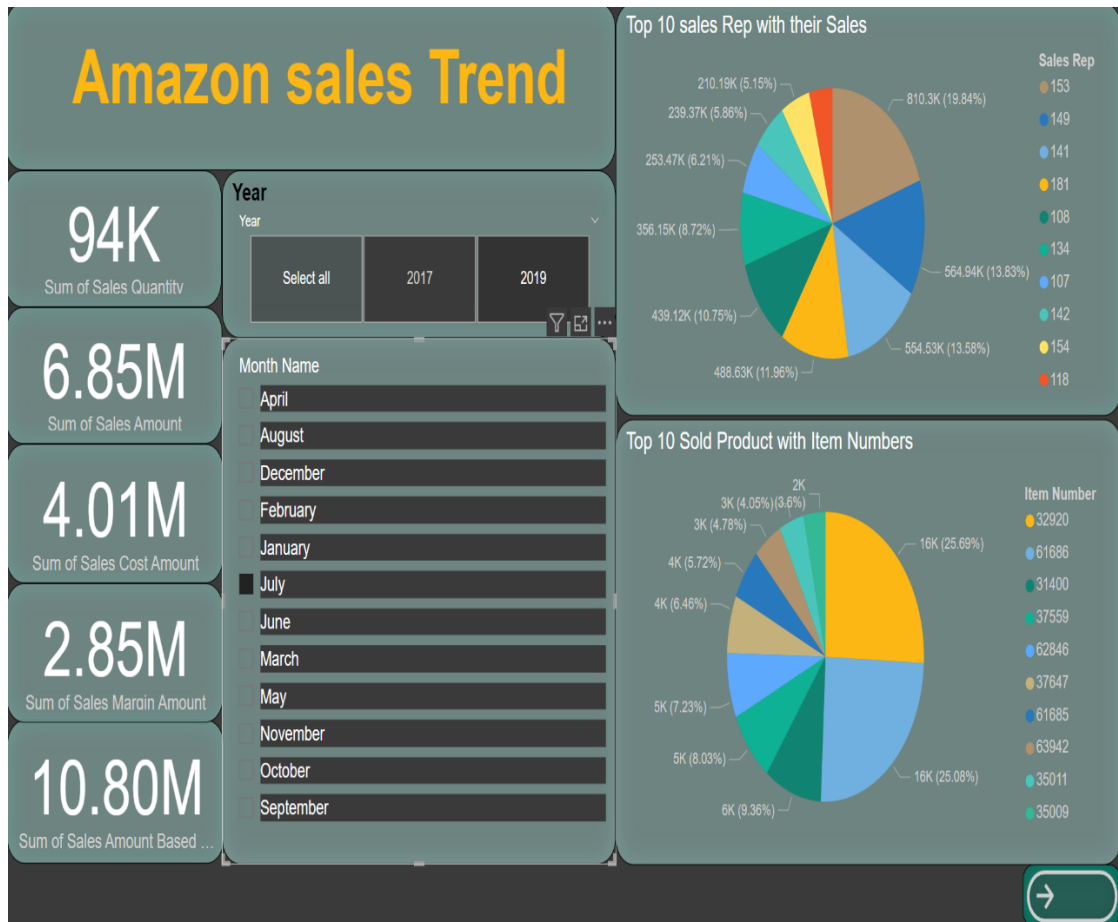

➔ Top Sales Rep and Top Selling Product

2. New Added Columns or Attributes

	t Price	1.2 Sales Cost Amount	1.2 Sales Margin Amount	1.2 Sales Price	1²₃ Sales Quantity	1²₃ Sales Rep	A⁰C U/M	1²₃ Year
1	824.96	0	456.17	456.17	1	127	EA	2017
2	548.66	0	438.93	438.93	1	127	EA	2017
3	185876.6	0	89248.66	196.1509011	455	124	SE	2017
4	795.314	0	424.3	424.3	1	149	EA	2017
5	1150	0	541.92	270.96	2	103	EA	2017
6	778.2	0	353.4	23.56	15	103	EA	2017
7	24721.8	0	11229	187.15	60	103	EA	2017
8	19203.1	0	8722	249.2	35	103	EA	2017
9	757.5765	0	353.43	23.562	15	103	EA	2017
10	2759.5876	0	1472.24	736.12	2	118	EA	2017
11	10212.93	0	5448.6	605.4	9	118	EA	2017
12	0	0	526.64	526.64	1	127	EA	2017
13	346.53	0	346.53	346.53	1	127	EA	2017
14	3096.12	0	3096.12	258.01	12	155	EA	2017
15	1963.5	0	1872.5	5.35	350	145	EA	2017
16	1204.92	0	418.32	104.58	4	167	EA	2017
17	1103	0	603.56	603.56	1	105	EA	2017
18	966.44	0	556.67	556.67	1	105	EA	2017
19	439.7	0	253.27	253.27	1	105	EA	2017
20	824.96	0	475.18	475.18	1	105	EA	2017
21	767.75	0	442.22	442.22	1	105	EA	2017
22	738.84	0	425.57	70.92833333	6	105	EA	2017
23	412.03	0	237.33	237.33	1	105	EA	2017
24	797.64	0	459.44	114.86	4	105	EA	2017
25	6576.99	0	3788.35	541.1928571	7	105	EA	2017
26	831.8	0	479.12	95.824	5	105	EA	2017
27	6511.36	0	3750.54	937.635	4	105	EA	2017
28	877.08	0	495.09	123.7725	4	141	EA	2017
29	1150.4399	0	414.16	414.16	1	161	EA	2017
30	1084.61	0	390.46	390.46	1	161	EA	2017
31	966.44	0	347.92	347.92	1	161	EA	2017
32	1160.7	0	417.85	417.85	1	161	EA	2017
33	1160.7	0	417.85	417.85	1	161	EA	2017
34	1431.23	0	515.24	515.24	1	161	EA	2017
35	1431.23	0	515.24	515.24	1	161	EA	2017
36	1431.23	0	515.24	515.24	1	161	EA	2017
37	1160.7	0	417.85	417.85	1	161	EA	2017

- **Attributes in The Datasets:-**

AmazonFoodCategory_1 Dataset

- Σ CustKey
- 📅 DateKey
- Σ Discount Amount
- 📅 Invoice Date
- Σ Invoice Number
- Item
- Item Class
- Σ Item Number
- Σ Line Number
- Σ List Price
- Month Name
- Σ Order Number
- 📅 Promised Delivery Date
- Σ Sales Amount
- Σ Sales Amount Based on List Price
- Σ Sales Cost Amount
- Σ Sales Margin Amount
- Σ Sales Price
- Σ Sales Quantity
- Σ Sales Rep
- U/M
- Σ Year

Collapse ⌃

3. Sales Trends By Yearly_Month:-

Amazon sales Trend

94K Sum of Sales Quantity	
6.85M Sum of Sales Amount	
4.01M Sum of Sales Cost Amount	
2.85M Sum of Sales Margin Amount	
10.80M Sum of Sales Amount Based …	

Year

Select all | 2017 | 2019

Month Name
- April
- August
- December
- February
- January
- ■ July
- June
- March
- May
- November
- October
- September

Top 10 sales Rep with their Sales

Sales Rep
153
149
141
181
108
134
107
142
154
118

810.3K (19.84%)
564.94K (13.83%)
554.53K (13.58%)
488.63K (11.96%)
439.12K (10.75%)
356.15K (8.72%)
253.47K (6.21%)
239.37K (5.86%)
210.19K (5.15%)

Top 10 Sold Product with Item Numbers

Item Number
32920
61686
31400
37559
62846
37647
61685
63942
35011
35009

16K (25.69%)
16K (25.08%)
6K (9.36%)
5K (8.03%)
5K (7.23%)
4K (6.46%)
4K (5.72%)
3K (4.78%)
3K (4.05%)
2K (3.6%)

Revenue By Sales Representatives

Sales Rep	Sum of Sales Amount	Sum of Sales Margin Amount
141	2,54,72,367.39	1,15,16,984.90
181	2,15,23,543.27	75,69,940.76
149	1,27,78,826.17	41,04,905.55
134	78,97,670.23	35,41,441.88
108	69,77,582.78	30,02,316.64
153	56,15,126.12	29,37,599.14
180	54,33,708.40	24,90,363.56
103	45,60,615.81	21,86,872.02
118	49,62,079.78	20,85,936.01
154	43,43,109.03	19,42,598.47
114	67,24,341.26	18,25,680.77
143	38,32,450.84	17,72,535.62
117	38,20,192.84	16,99,562.01
107	38,57,495.24	16,99,137.39
109	66,58,769.41	16,61,146.02
105	30,95,991.40	15,54,702.81
104	34,41,822.59	14,73,229.16
162	29,01,342.33	12,44,771.51
125	24,93,591.06	11,74,071.80
119	28,18,959.10	11,52,610.19
145	19,23,827.27	10,51,181.27
182	22,89,872.92	10,23,408.32
157	21,77,307.02	10,05,280.23
170	24,83,527.95	9,88,344.82
115	20,12,607.59	9,33,442.51
144	17,94,099.72	8,82,734.97
167	18,03,927.32	8,50,913.82
121	17,17,560.57	8,35,068.48
175	15,30,703.16	7,04,679.15
130	15,20,575.30	6,98,984.50
172	16,55,321.22	5,39,662.50
176	12,26,435.17	5,20,944.35
136	11,25,290.85	5,19,811.51
179	9,61,280.96	5,10,851.95
Total	**18,15,52,965.89**	**7,56,69,178.45**

Sum of Sales Amount and Sum of Discount Amount by Item

● Sum of Sales Amount ● Sum of Discount Amount

Sum of Sales Amount by Month Name

Sum of Sales Amount by Year

2017	2018	2019
85M	20M	76M

4. Perform ETL with Applied Steps:-

➔ Cleaned Columns and Rows

■ Applied Steps:-

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type
- Removed Columns
- Replaced blank to P01
- Removed Errors
- Inserted Month Name
- Reordered Columns
- Inserted Year
- Changed Type in discount Amt
- Calculated Absolute discount ...
- Removed NULL and 0 from di...
- Removed NULL from custkey
- Replaced PO1 to P01
- Removed null from item num...
- Calculated Absolute sales mar...
- Removed Errors1
- × Filtered Rows

5. Architecture Of Power BI

Power BI Architecture

Hundreds of Data Sources

CONNECT

Power BI Services

Power BI Desktop

PUBLISH

Power BI Gateways

ACCESS

6. Power BI Process Flow:-