

Amazon Sales Dashboard –Interactive Business Insights

Internship Task 3 – Dashboard Design

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Tool Used: Power BI

Objective:

- To build an interactive dashboard that helps stakeholders monitor Amazon's sales performance.
- Use data visualizations to derive meaningful insights from key metrics like profit, sales, and returns.

Tools Used:

- Power BI for dashboard creation
- Excel for initial data preparation



Year Wise Sales | Amazon Global Dashboard

2012

2013

2014

2015

Sales Projection

2.26M

Product Unit

3022

KPI

31K

Return

368

Sales By Segment

0.39M (17.4...)



0.69M
(30.61%)

1.17M
(51.94%)

Segment

- Consumer
- Corporate
- Home Office

Sales By Market

385.1K
(17.04%)



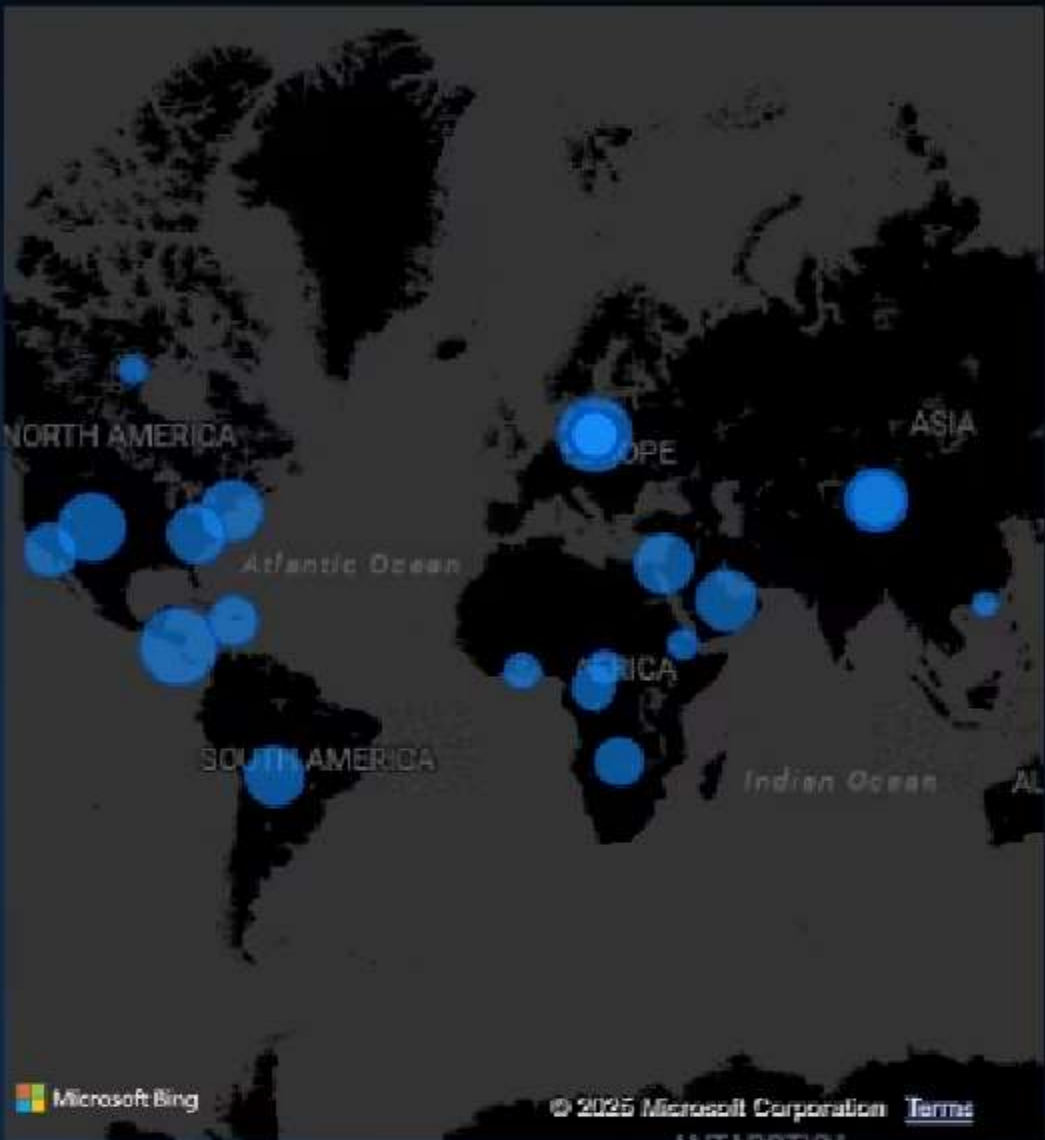
492.76K
(21.81%)

713.66K (31.5...)
540.75K (23.93%)

Market

- Asia Pacific
- Europe
- USCA
- LATAM
- Africa

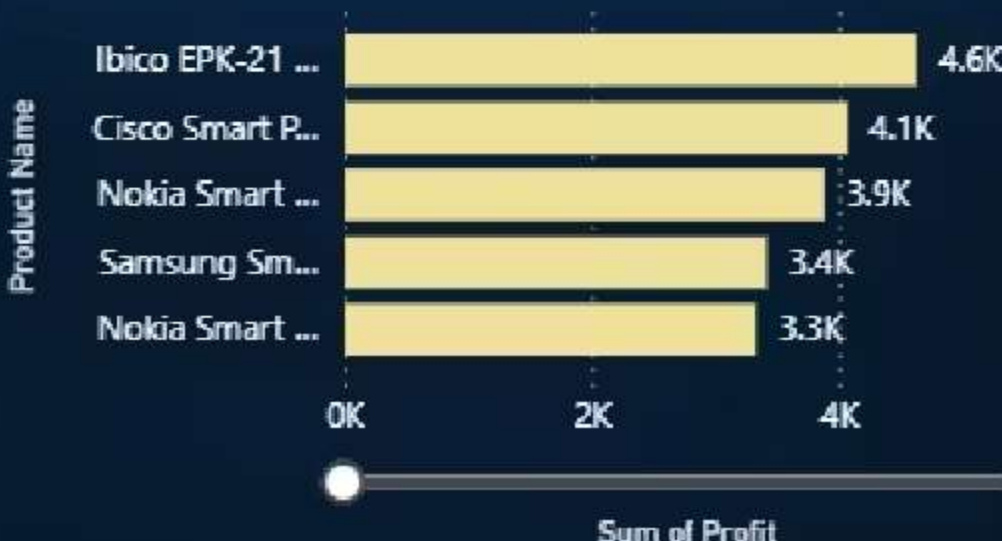
Sales By Region



Profit By Customer Name



Top 5 Profit By Product



Bottom 5 Profit By Product



Key Business Insights:

- ✓ Consumer segment generates the highest total sales.
- ✓ Highest returns observed in Technology category.
- ✓ South region is the top-performing region by profit.
- ✓ Discounts significantly impact profitability in some categories.
- ✓ Top 5 products contribute ~40% of total revenue.

Slicers Used:

- Segment
- Region
- Product Category

Conclusion:

- The dashboard enables quick, interactive analysis for business users.
- It highlights key performance drivers and problem areas in sales and returns.
- Designed to support decision-making across marketing, sales, and inventory teams.