

Amazon Sales & Orders Dashboard

AN INTERACTIVE POWER BI VISUALIZATION
& BUSINESS INTELLIGENCE BEST PRACTICES



Dashboard Overview

- Built using Power BI for interactive data exploration.
- Analyzes Amazon e-commerce data across multiple dimensions.
- Tracks sales, orders, order status, categories, and geography.
- Designed to assist in decision-making for sales, marketing, and fulfillment teams.

Key Metrics Summary

- **Total Sales:** ₹50.32 Million
- **Total Orders:** 129,000+
- **Shipped Orders:** 60.32%
- **Pending Orders:** 22.41%
- **Cancelled Orders:** 14.21%
- Highlights strong order fulfillment and potential gaps in cancellations and pending deliveries.

Category-wise Sales Performance

☐ Top Performing Categories:

- ☐ Set
- ☐ Western Dress
- ☐ Ethnic Dress

☐ Low Performing Categories:

- ☐ Dupatta
- ☐ Blouse

☐ Suggests where to focus marketing and inventory efforts.

Order Fulfilment Status Breakdown

- **Shipped Orders:** Majority at 60.32%
- **Pending Orders:** Nearly one-fourth of total
- **Cancelled Orders:** 14.21%
- Indicates fulfillment process is strong but needs attention in reducing delays and cancellations.

Geographic Sales Performance

- **Top States by Revenue:**

- Maharashtra
- Karnataka
- Telangana

- **Low Sales States:**

- Bihar
- Jharkhand
- Assam
- Region-specific insights can drive logistics and local

Sales Trend Over Time

- Line chart visualizes sales pattern over dates.
- Slight decline seen in recent periods.
- Can indicate effects of seasonality or marketing gaps.
- Useful for forecasting and promotional planning

Conclusion and Next Steps

- Strong overall sales and fulfillment rates.
- Top categories and states identified for growth scaling.
- Need to address:
 - High cancellation and pending rates
 - Low-demand regions and categories
- **Actionable Suggestions:**
 - Improve logistics in underperforming regions
 - Boost visibility of low-performing categories
 - Use trend data to plan seasonal strategies