🎯 Problem Statement: Amazon Sales Dashboard Project

The objective of this project is to analyze Amazon's sales data to uncover insights into product performance, profitability, regional distribution, and customer behavior.

Despite growing online sales, it remains challenging for e-commerce businesses to quickly assess which product categories, customer segments, or regions are underperforming or driving profit. Additionally, logistical issues like shipping preferences and return rates can significantly impact customer satisfaction and operational cost.