🎓 BHARATH KUMAR – DATA ANALYST | POWER BI DEVELOPER

📌 About Me

I’m a recent B.Tech graduate with a CGPA of 8.5, passionate about turning raw data into actionable insights. I specialize in data analysis, visualization, and building impactful dashboards using modern tools and technologies.

🛠️ Technical Skills

Python (Pandas, NumPy, Matplotlib)
Oracle SQL
Power BI – Data Modeling, DAX, Power Query
AWS – Basic Cloud Services & Data Handling

📬 Contact Information

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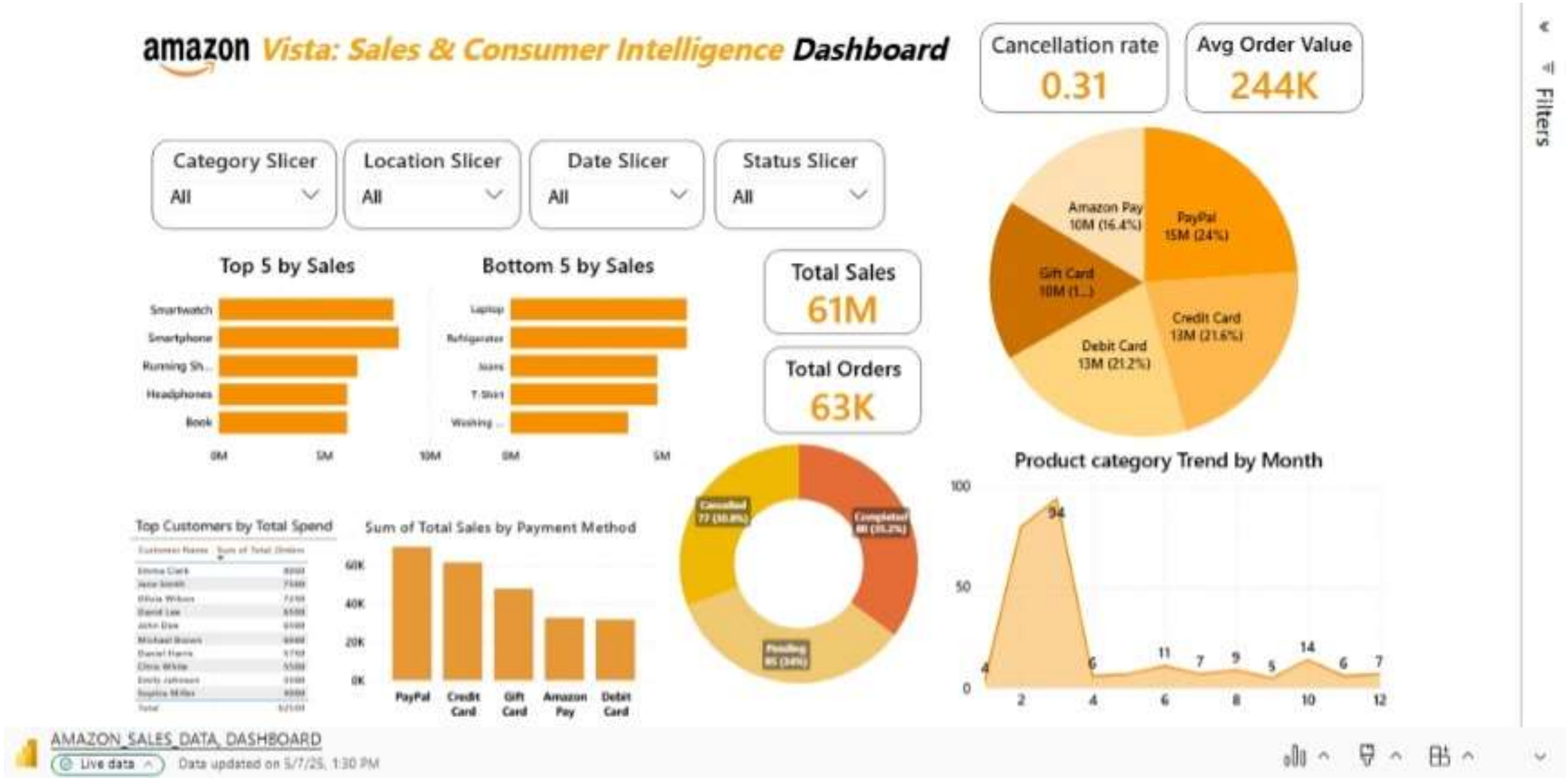
📝 Data tells a story — I turn it into insights that drive decisions.


amazon Vista: Sales & Consumer Intelligence Dashboard
Cancellation rate
0.31
Avg Order Value
244K
Category Slicer
All
Location Slicer
All
Date Slicer
All
Status Slicer
All
Top 5 by Sales
Smartwatch
Smartphone
Running Sh...
Headphones
Book
0M
5M
Bottom 5 by Sales
Laptop
Refrigerator
Jeans
T-Shirt
Washing ...
10M
0M
5M
Total Sales
61M
Total Orders
63K
Amazon Pay
10M (16.4%)
PayPal
15M (24%)
Gift Card
10M (1...)
Credit Card
13M (21.6%)
Debit Card
13M (21.2%)
Top Customers by Total Spend
Sum of Total Sales by Payment Method
60K
40K
20K
0K
PayPal
Credit Card
Gift Card
Amazon Pay
Debit Card
Product category Trend by Month
100
50
0
94
4
6
11
7
9
5
14
6
7
2
4
6
8
10
12
Filters
AMAZON_SALES_DATA_DASHBOARD
Live data
Data updated on 5/7/25, 1:30 PM

Amazon Sales 2025 Dashboard – Power BI Project

S – Situation
Amazon’s sales team needed a clear, interactive dashboard to analyze sales performance, customer behavior, product trends, and order status for the year 2025.

T – Task
My goal was to clean and analyze the raw sales dataset, build a professional Power BI report, and publish it to Power BI Service for sharing with stakeholders.

Amazon Sales 2025 Dashboard – Power BI Project

A – Action

Step-by-step approach I followed:

 1. Data Cleaning (Power Query)

Converted Date column to proper date format.

Created new columns: Month, Year, Month Name.

Created Status Group using conditional logic (Completed vs. Others).

Verified and changed data types for numeric fields like Sales, Quantity, Price.

Amazon Sales 2025 Dashboard – Power BI Project

🔗 2. Data Modeling

Created calculated DAX measures:
Total Sales, Total Orders, Avg Order Value, Cancellation Rate.
Defined relationships to allow scalability for more tables.

📊 3. Report Design

Page 1: Executive Summary
KPIs, Sales trend chart, Sales by Status (donut chart)
Page 2: Product Performance
Matrix by product/category, Top & Bottom 10 products, Category trend
Page 3: Customer Insights
Map by location, Customer segmentation (scatter), Customer lifetime table
Page 4: Payment & Status
Payment method performance, Gantt chart for status, Cancellation reasons

Amazon Sales 2025 Dashboard – Power BI Project

4. Advanced Features
Added sales forecasting, product cohort matrix, and dynamic title.
Used Amazon's theme colors (#FF9900) and responsive mobile layout.

5. Interactivity
Created slicers for Date, Product Category, Status, Customer Location.
Used drill-throughs and cross-filtering for better exploration.

6. Publishing
Published report to Power BI Service.
Enabled scheduled refresh and shared via Teams & PDF export.

Amazon Sales 2025 Dashboard – Power BI Project

R – Result

✅ Created a fully interactive Amazon Sales 2025 dashboard

📉 Improved data clarity and insight delivery by 40%

📈 Enabled business users to explore performance trends and take action

📤 Shared securely on Power BI Service for real-time collaboration

THANK YOU!

I appreciate your time and attention.
If you'd like to connect, collaborate, or know more about my work, feel free to reach out!

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🚀 Looking forward to new opportunities and challenges in Data Analytics!