**AMAZON SALES DASHBOARD**

**PROBLEM STATEMENT**

**Objective:** These dashboards0 will be equipped with key performance indicators (KPIs) and charts to enable comprehensive insights into sales, product performance, and the impact of Amazon Prime on the business.

**Dashboard 1: SALES ANALYSIS | AMAZON PRIME**

**KPIs:**

**Total Sales:** Summarize the total sales generated through Amazon Prime services.

**Total No of Movies:** Count the total number of movies available through Amazon Prime.

**Total No of Reviews:** Calculate the total count of reviews related to Amazon Prime movies.

**Charts:**

**Total Movie Counts by Release Year (Line Chart):** Illustrate the distribution of movies available on Amazon Prime by their release year, allowing for insights into the content library's composition.

**Total Sales by Movie Type:** Display a chart showcasing sales figures segmented by different types of movies available on Amazon Prime.

**Top 5 Movies by Total Sales (Bar Chart):** Identify the top-performing movies in terms of total sales to highlight the most profitable content.

**Top 5 Movies by Total Reviews (Bar Chart):** Showcase the highest-reviewed movies based on the total number of reviews, offering insights into customer preferences and engagement.

**Key Challenges:**

Data Integration: Aggregating and integrating data from various sources, such as Amazon sales reports and Amazon Prime data, while maintaining data consistency and quality.

Data Accuracy: Ensuring that the data is acurate and up-to-date for meaningful analysis.

Data Privacy: Safeguarding sensitive customer information and adhering to data privacy regulations when working with customer reviews.

Visualization: Creating clear, informative, and interactive visualizations in Power BI to effectively convey insights to stakeholders.