**Amazon Sales Dashboard**

**Project Overview**

This Power BI project is a dynamic, interactive dashboard designed to analyse and visualize Amazon's sales performance across regions, product categories, and time. The dashboard helps stakeholders quickly identify trends, monitor key metrics, and make data-driven decisions.

**Key Insights**

1. **Total Sales and Profit**:
   * Total sales amounted to ₹5,017M, with a total profit of ₹475M.
   * A high number of 100K orders and 551K units sold showcase significant sales activity.
2. **Regional Performance**:
   * Sales are distributed nearly equally across all regions (East: 24.87%, North: 25.04%, South: 25.07%, West: 25.03%), highlighting balanced regional contributions.
   * The interactive map reveals key states driving sales and profit.
3. **Monthly Trends**:
   * Sales and profit peaked in November, indicating seasonal demand (likely due to festive shopping or major sales events).
   * A steady upward trend is observed from January to November, followed by a dip in December.
4. **Sales by Payment Method**:
   * Payment methods are evenly distributed, with Cash (24.98%), Credit (25.22%), Debit (25.08%), and Online (24.73%) showing consistent consumer preferences.
5. **Top Categories and Sub-Categories**:
   * **Technology** (₹1,690M), **Furniture** (₹1,672M), and **Office Supplies** (₹1,655M) are the top-performing categories.
   * Sub-category performance is led by **Laptops (₹571M)**, followed by **Tables, Mobile Devices, Monitors, and Chairs**, all generating over ₹550M each.

**Features**

* **Interactive Visuals**: Users can filter data by region, time period, and payment methods.
* **Drill-Down Capabilities**: Navigate through detailed sales and profit insights for specific states and categories.
* **Custom Visualizations**: Dynamic charts (line graphs, pie charts, and maps) enhance data storytelling.

**Tools Used**

* **Power BI**: For data visualization and dashboard creation.
* **Microsoft Excel**: To clean and preprocess data.
* **DAX (Data Analysis Expressions)**: For creating measures and calculated columns.