

# Amazon Sales Report



## KPIs Cards (Summary Tiles)

### Metrics Displayed:

- **Total Sales**
- **Total Orders**
- **Units Sold**
- **Average Order Value**
- **Insight:** Gives quick glance at overall business performance.
- **Usage:** Used for executive summaries or dashboard overviews.



# Introduction

- Amazon Sales Dataset Description

This dataset contains 250 records of Amazon sales transactions, including details about the products sold, customers, payment methods, and order statuses.

- Columns Description:

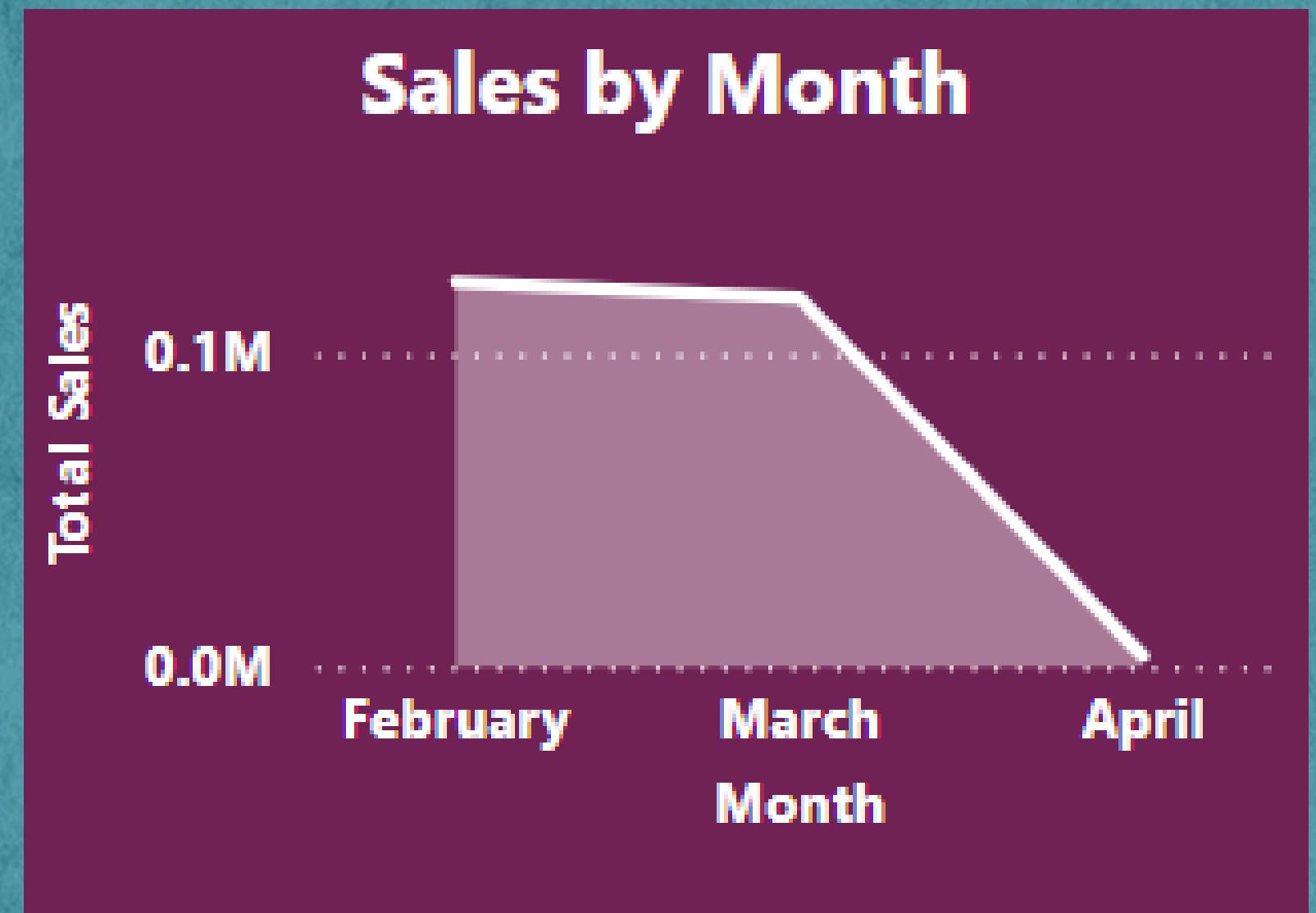
- Order ID - Unique identifier for each order (e.g., ORD0001).
- Date - Date of the order.
- Product - Name of the product purchased.
- Category - Product category (Electronics, Clothing, Home Appliances, etc.).
- Price - Price of a single unit of the product.
- Quantity - Number of units purchased in the order.
- Total Sales - Total revenue from the order ( $\text{Price} \times \text{Quantity}$ ).
- Customer Name - Name of the customer.
- Customer Location - City where the customer is based.
- Payment Method - Mode of payment (Credit Card, Debit Card, PayPal, etc.).
- Status - Order status (Completed, Pending, or Cancelled).
- This dataset can be used for sales analysis, customer behavior insights, and revenue trends visualization.



# Sales by Month

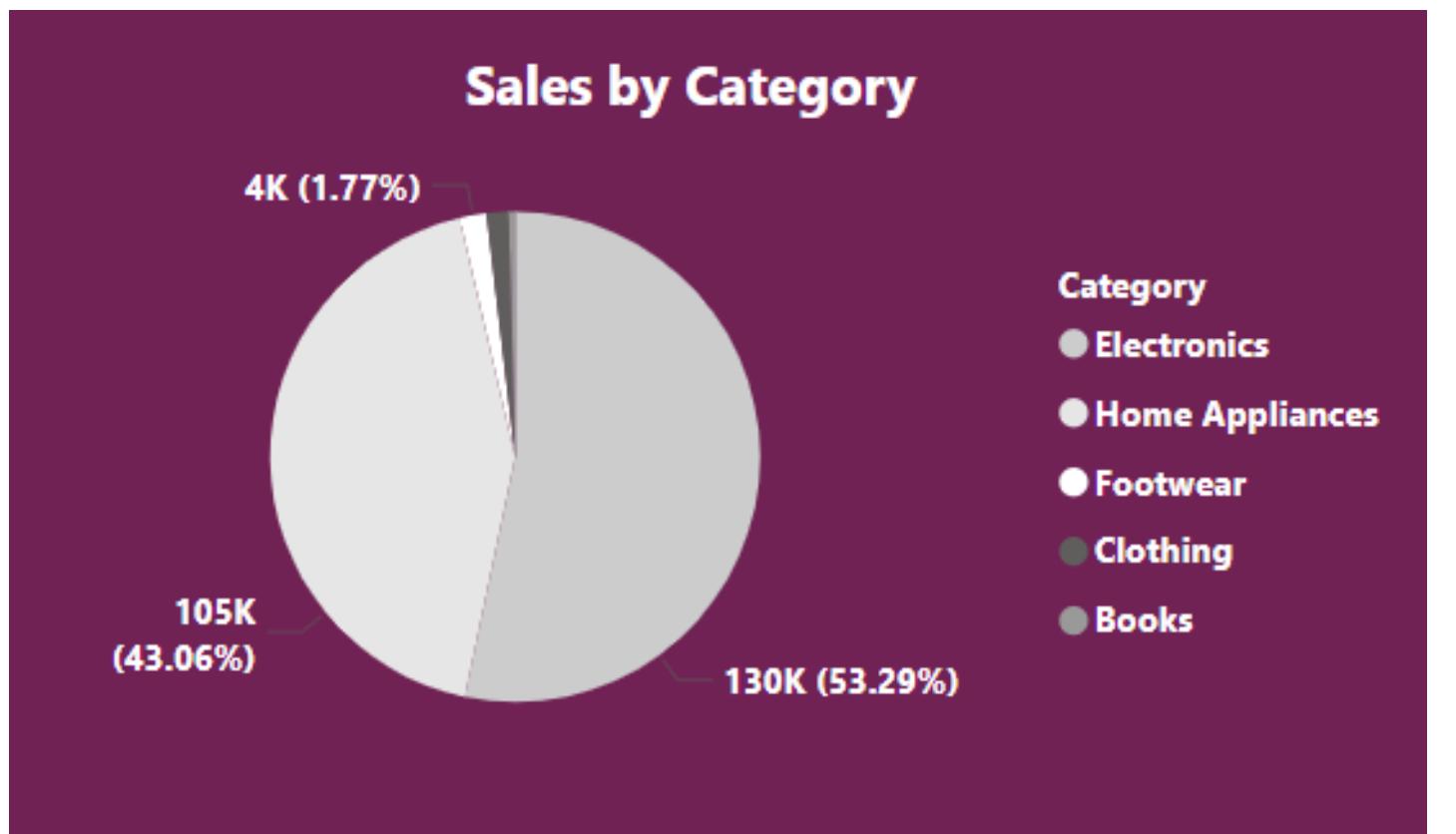
## Total Sales Over Time (Line Chart)

- **Purpose:** To track how overall sales have changed over time (monthly).
- **Insight:** Identifies growth patterns, peak sales periods, and seasonal trends.
- **Usage:** Helps in planning marketing or inventory decisions around high-demand months.



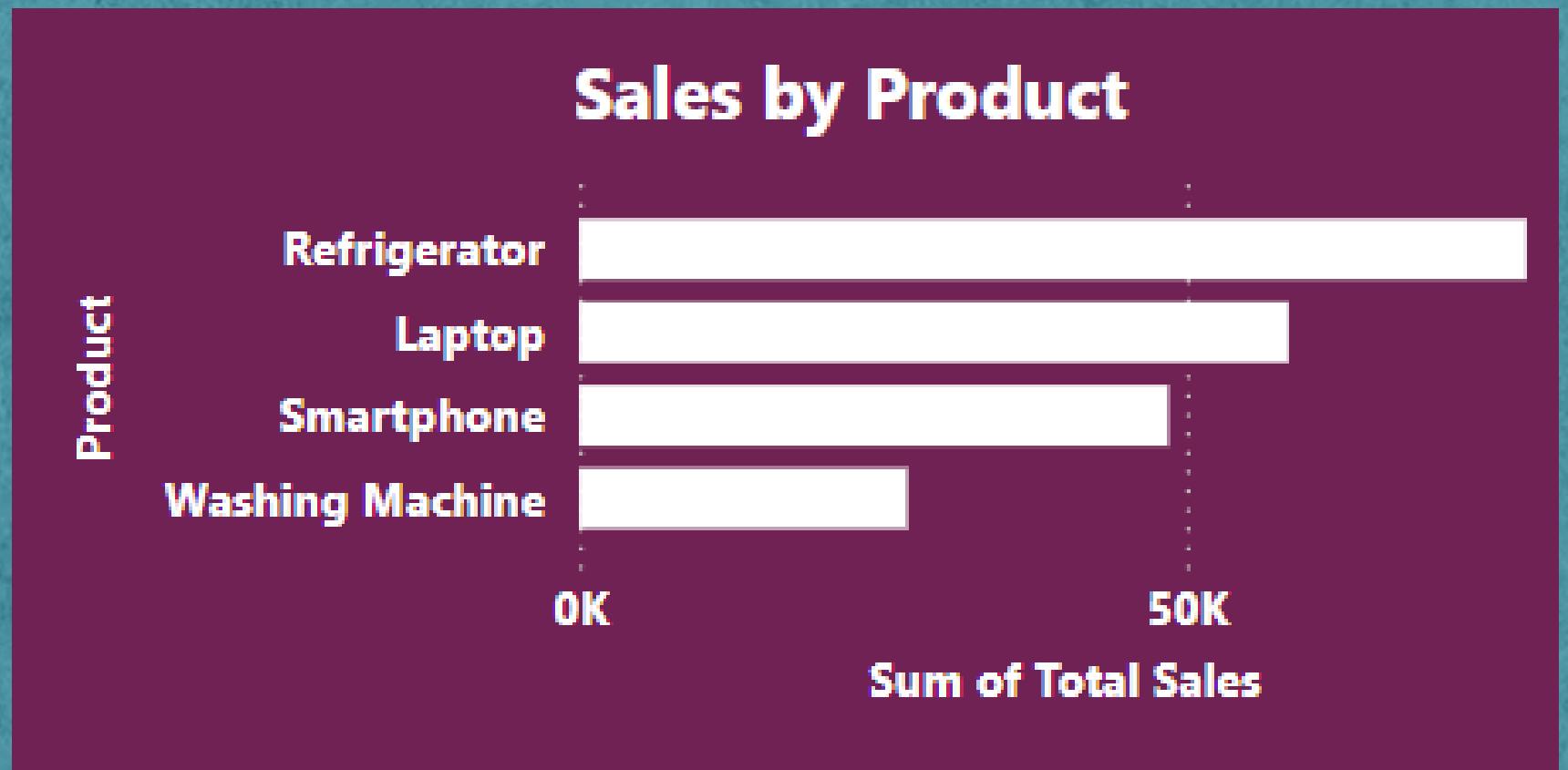
# Sales by category

- **Sales by Category (Donut/Column Chart)**
- **Purpose:** Break down total sales by product category.
- **Insight:** Reveals which product categories are most profitable.
- **Usage:** Allocate resources and marketing accordingly.



# Units Sold by Category

- **Purpose:** Visualizes quantity of items sold per category.
- **Insight:** Shows volume-wise performance regardless of revenue.
- **Usage:** Supports inventory and logistics decisions.



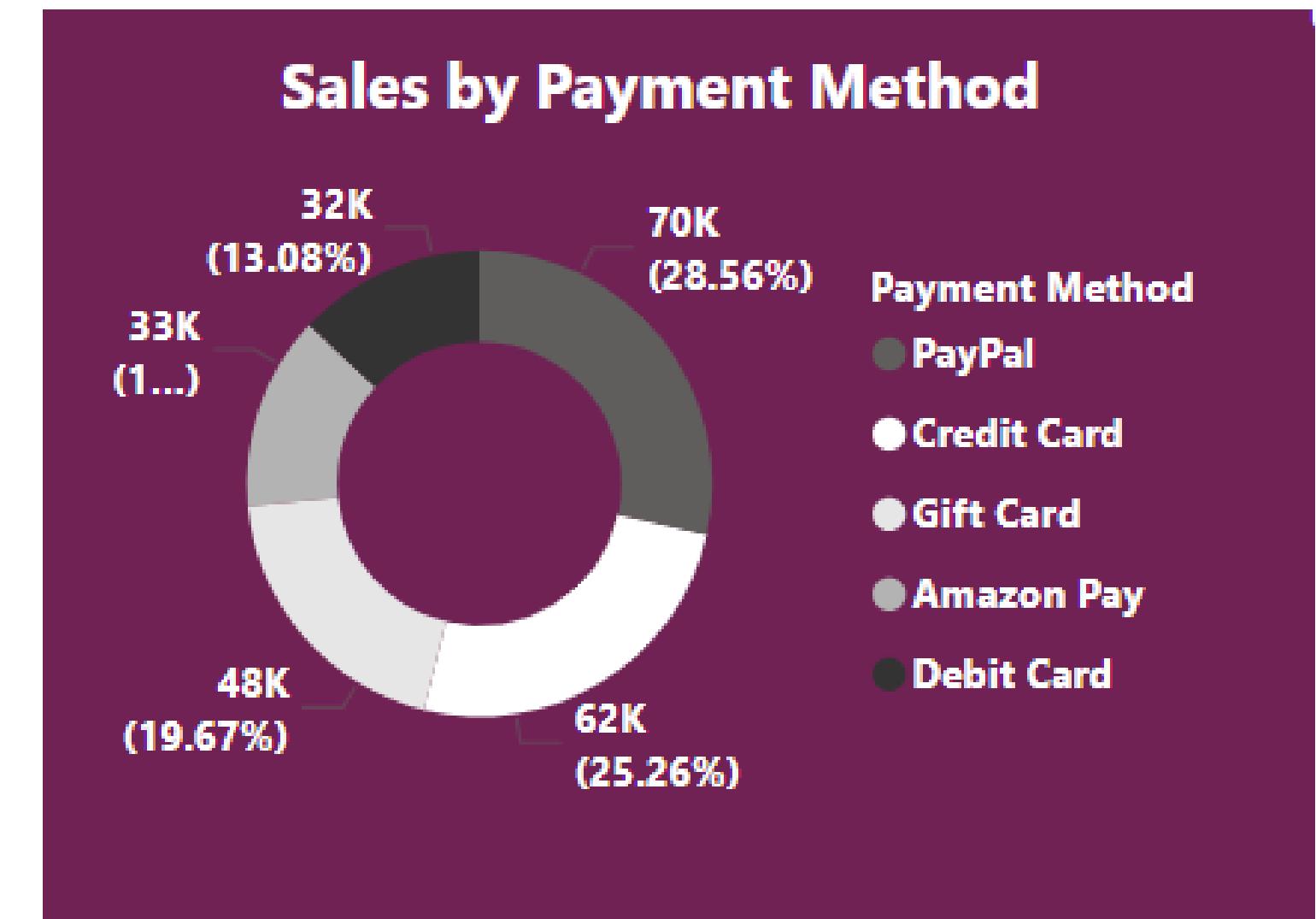
# Sales by Customer Location

- **Purpose:** Visualizes regional distribution of sales.
- **Insight:** Identifies high-performing regions and expansion opportunities.
- **Usage:** Helps target local promotions and regional inventory planning.



# Sales by Payment Method

- Purpose: Displays distribution of revenue by customer payment method.
- Insight: Helps understand customer preferences in payment.
- Usage: Inform payment gateway partnerships or UX improvements.



# Key Takeaways from the Sales Dashboard

- Data-Driven Insights:

Monthly trends, top products, and high-performing categories help identify growth areas and sales drivers.

- Strategic Decision Support:

KPIs and visual breakdowns enable informed decisions in marketing, inventory, and customer engagement.

- User-Friendly Design:

Interactive navigation, slicers, and tooltips make it easy for users to explore data from multiple angles.

- Operational Efficiency:

Sales by payment methods and order status highlight backend process performance and customer preferences.



# Thank you!

