DASHBOARD: AMAZON SALES DASHBOARD : EXECUTIVE OVERVIEW

DASHBOARD: PRODUCT & CATEGORY DEEP DIVE

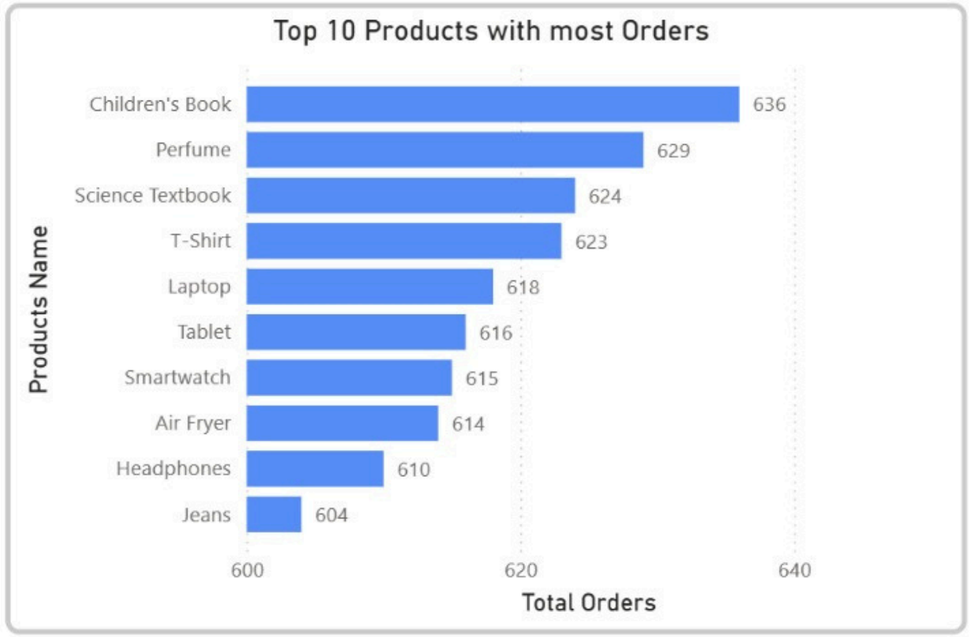
Product & Category Deep Dive

Total Order
15.00K

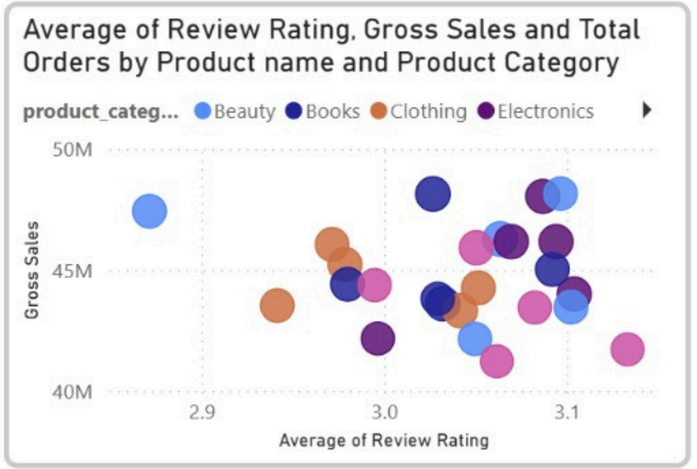
Gross Sales
1.12bn

Returned Order
4881

Return Rate
0.325



product_category	Total Orders	Gross Sales	Returned Orders	Return Rate	Sum of unit_price_inr	Average of review_rating
⊞ Electronics	3036	226,564,923.33	1006	0.33	75,700,709.87	3.07
⊞ Home & Kitchen	2910	216,698,693.10	910	0.31	71,672,117.63	3.06
⊞ Beauty	2997	227,489,624.68	954	0.32	75,393,664.03	3.04
⊞ Books	3035	224,999,226.56	1029	0.34	76,426,922.95	3.03
⊞ Clothing	3022	222,409,335.83	982	0.32	75,136,291.25	3.00
Total	**15000**	**1,118,161,803.50**	**4881**	**0.33**	**374,329,705.73**	**3.04**

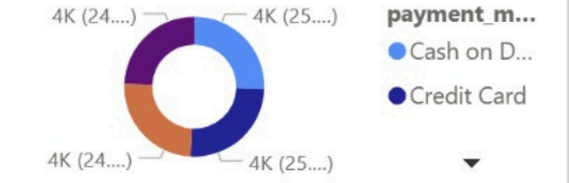


DASHBOARD : CUSTOMER & PAYMENT INSIGHTS

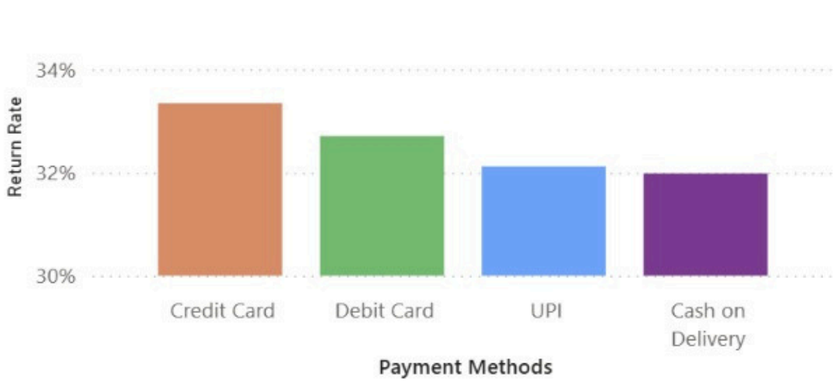
Customer & Payment Insights

Total Order	COD Share	Return Rate	Digital Payment Share	Digital Payment Share
15.00K	25.513%	32.540%	74.487%	74.487%

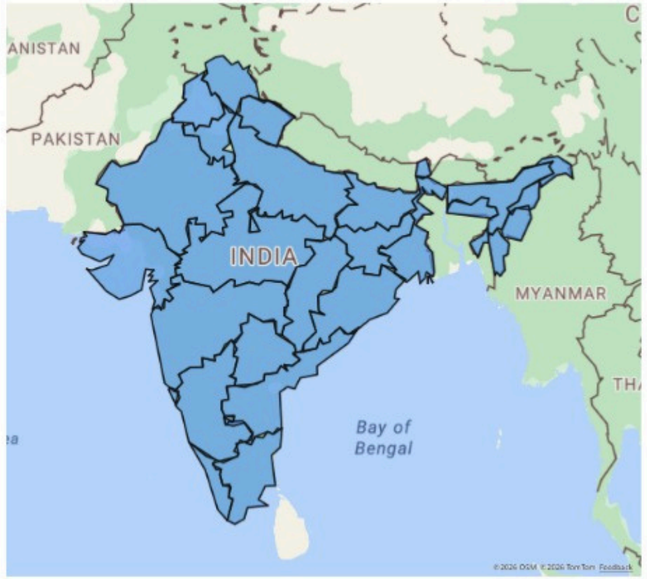
Total Orders by payment_method



Return Rate by Payment Method

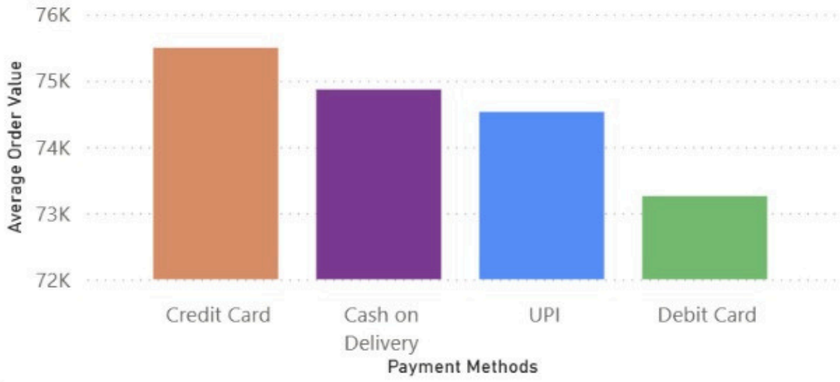


First state and Sum of total_sales_inr by state



Total Orders and Sum of total_sales_inr by state

Average of total_sales_inr by payment_method

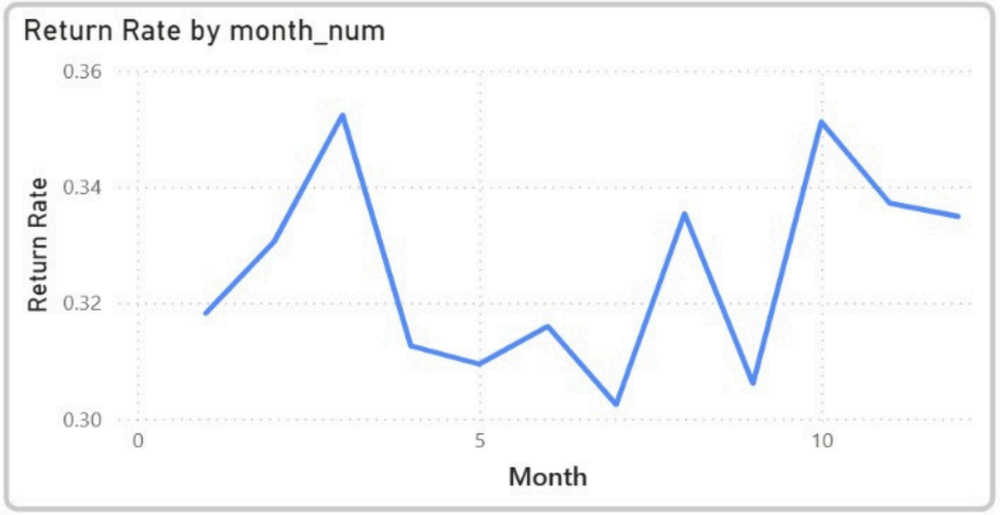


payment_method	Total Orders	Gross Sales	Returned Orders	Average of total_sales_inr	Return Rate
Credit Card	3800	286,889,235.45	1267	75,497.17	0.33
Cash on Delivery	3827	286,511,414.62	1224	74,865.80	0.32
Debit Card	3727	273,036,622.49	1219	73,259.09	0.33
UPI	3646	271,724,530.94	1171	74,526.75	0.32
Total	**15000**	**1,118,161,803.50**	**4881**	**74,544.12**	**0.33**

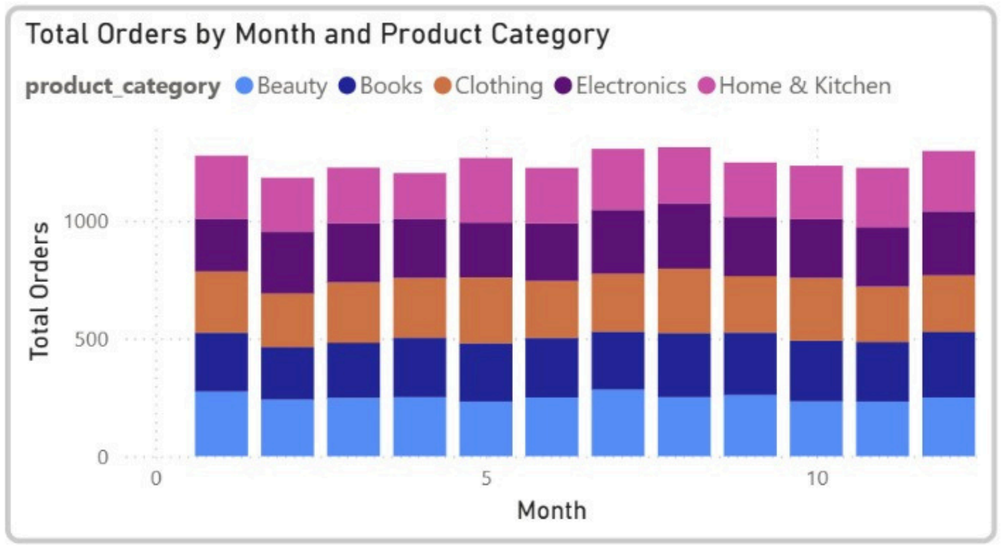
DASHBOARD: TIME INTELLIGENCE : GROWTH

Time Intelligence & Growth

Total Order MoM%	Total Sales MoM%	Ave Sales/ Day	Ave Sales/ Month	Ave Sales/ Year
9.46%	9.55%	3.06M	93.18M	279.54M



product_category	1	2	3	4	5	6	7	8	9	10	11	12
Beauty	274	241	247	250	231	249	283	250	260	232	231	249
Books	250	222	234	253	248	253	246	272	265	259	254	279
Clothing	260	228	257	254	280	242	246	275	239	266	235	240
Electronics	224	262	251	251	232	244	271	276	253	249	252	271
Home & Kitchen	268	230	237	195	276	237	260	239	231	227	253	257

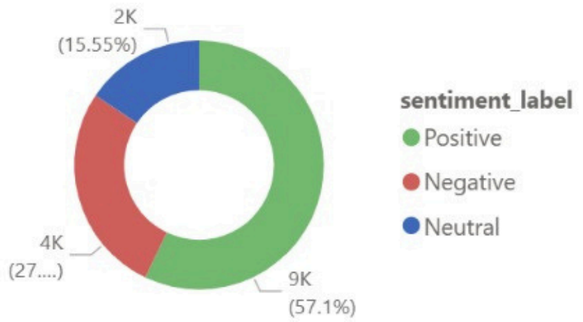


DASHBOARD: SENTIMENT ANALYSIS

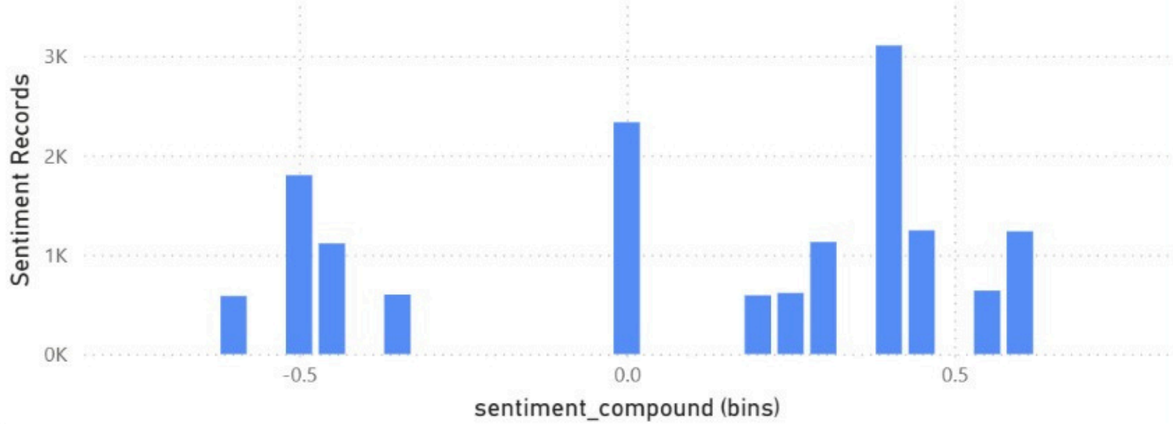
Performance Table

Total Records	Avg Sentiment	Positive Sentiments	Negative Sentiments	Net Sentiment Index
15.00K	0.13	57.10%	27.35%	0.30

Sentiment Records by Sentiment Label



Sentiment Records by Sentiment Compound (bins)



Review % within Category and Count of sentiment_label by product_category and sentiment_label

product_category: Beauty, Books, Clothing, Electronics, Home & Kitchen

Beauty	Books	Clothing	Electronics	Home & Kitchen
Positive 56.66%	Positive 56.51%	Positive 55.66%	Positive 58.40%	Positive 58.32%
Negative 28.23%	Negative 27.45%	Negative 28.29%	Negative 26.19%	Negative 26.56%
Neutral 15.12%	Neutral 16.05%	Neutral 16.05%	Neutral 15.42%	Neutral 15.12%

CHALLENGES:

Data & ETL Challenges

- Integrating multiple CSV datasets into a consistent SQL data model
- Handling missing values, duplicates, formatting issues and inconsistent categories
- Designing a star-schema suitable for BI reporting
- Ensuring data accuracy & KPI consistency after transformations

Dashboard & Analytics Challenges

- Creating DAX measures for KPIs like AOV, Return Rate & MoM Trends
- Optimizing relationships & filters to avoid circular dependencies
- Aligning sentiment scores with product/category-level insights
- Designing a dashboard that is clear, intuitive & business-focused

LESSONS LEARNED:

Technical Learnings

- Importance of clean ETL pipelines before visual analytics
- SQL star-schema design significantly improves performance & clarity
- DAX requires careful logic planning for reliable KPI outputs
- Data validation is critical for trustworthy insights

Business & Analytical Learnings

- Returns & payment behavior have direct revenue impact
- Category-level trends highlight where to focus marketing & inventory
- Sentiment analytics help understand customer experience drivers
- A structured BI workflow improves decision-making transparency

THANK YOU

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