**Amazon Sales Report - Project Documentation**

**Intern Details**

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**1. Project Overview**

This project focuses on analyzing Amazon sales data to extract key business insights related to sales trends, product performance, order fulfillment, and customer behavior. The Power BI dashboard provides interactive visualizations to help business leaders make informed decisions.

The dashboard consists of four pages:

1. Overview Page – A high-level summary with interactive buttons.
2. Sales Insights & Product Performance – Analyzes sales trends and product performance.
3. Order Fulfillment & Customer Behavior – Examines fulfillment methods and customer behavior.
4. Market Trends & Business Strategy – Focuses on geographical sales and business insights.

**2. Tech Stack Used**

• Power BI – For creating the interactive dashboard.

• DAX (Data Analysis Expressions) – Used for creating calculated measures and KPIs.

• Power Query – For data cleaning and transformation.

• CSV Data Processing – The dataset was imported from a CSV file.

**3. Dashboard Structure**

**3.1 Overview Page**

**Description:**

The Overview Page provides a high-level summary of sales, order fulfillment, and customer behavior. It contains interactive buttons that allow users to dynamically view key insights from different sections.

**Key Components:**

* Navigation Panel – Allows users to switch between pages using buttons.
* Interactive Buttons (Explore Key Insights & Trends) – Clicking on each button dynamically updates the KPIs and visuals.
* KPI Cards – Display key sales, order, and customer metrics.
* Description Box – Provides an overview of each section’s content.

**Interactive Buttons:**

* Sales Insights & Product Performance → Displays key sales and product trends.
* Order Fulfillment & Customer Behavior → Shows fulfillment and customer-related insights.
* Market Trends & Business Strategy → Highlights geographical and business strategy insights.

**3.2 Sales Insights & Product Performance Page**

**Description:**

This page provides an in-depth analysis of sales performance and product distribution across different categories, sizes, and fulfillment methods.

**Filters (Slicers):**

* Select Month (Dropdown Slicer) → Filters the data by month.
* Select Category (Dropdown Slicer) → Filters by product category.
* Select Size (Dropdown Slicer) → Filters by product size.

**KPI Cards:**

* Total Sales → The total revenue generated from all orders.
* Average Selling Price → The average price per unit sold.
* Highest Order Value → The highest single order amount recorded.
* Total Units Sold → The total quantity of items sold.
* Best Selling Category → The product category with the highest sales.
* Best Selling Size → The most sold product size.

**Charts:**

* Monthly Sales Trend (Line Chart) → Displays sales trends over the months.
* Sales by Sales Channel (Donut Chart) → Breakdown of sales from Amazon.in vs. Non-Amazon

**platforms.**

* Monthly Sales by Category (Stacked Column Chart) → Sales trends across different product categories.
* Sales Contribution by Product Category (Bar Chart) → Highlights which product categories contribute the most to total sales.
* Sales Performance by Fulfillment Method (Stacked Bar Chart) → Compares sales between Amazon and Merchant fulfillment.
* Top 5 Products by Quantity Sold (Clustered Column Chart) → Shows the top-selling products in terms of quantity.
* Sales by Product Size (Stacked Bar Chart) → Visualizes sales by different product sizes.

**3.3 Order Fulfillment & Customer Behavior Page**

**Description:**

This page analyzes order fulfillment efficiency and customer purchasing behavior by examining fulfillment methods, order status, and customer trends.

**Filters (Slicers):**

* Select Month (Dropdown Slicer) → Filters by month.
* Select Fulfillment Method (Vertical List Slicer) → Filters orders fulfilled by Amazon or Merchant.
* Select Order Status (Dropdown Slicer) → Filters by order status (Shipped, Delivered, Canceled, etc.).
* Select B2B (Tile Slicer) → Filters B2B (Business-to-Business) vs. B2C (Business-to-Customer) orders.
* Select Courier Status (Dropdown Slicer) → Filters by courier status (On the way, Shipped, Canceled, etc.).

**KPI Cards:**

* Total Orders Processed → Total number of orders processed.
* Fulfillment Success Rate (%) → Percentage of successfully fulfilled orders.
* Total Customers (Unique Customers) → The number of unique customers who placed an order.
* Average Order Value (₹) → The average revenue per order.
* Top Customer by Order Amount → Displays the customer with the highest total purchase amount.
* Fulfilled By → Indicates the fulfillment method (Amazon or Merchant).

**Charts:**

* Order Fulfillment Method Breakdown (Pie Chart) → Shows the proportion of orders fulfilled by Amazon vs. Merchant.
* Order Status Breakdown (Stacked Column Chart) → Displays the distribution of order statuses (Shipped, Canceled, Pending, etc.).
* Cancelled vs. Successful Orders (Stacked Bar Chart) → Compares the number of canceled vs. successfully completed orders.
* Fulfillment Success Rate by Month (Gauge Chart) → Visual representation of fulfillment success rates over time.
* Courier Status Breakdown (Pie Chart) → Shows the breakdown of courier delivery statuses.
* Orders by Product Category (Clustered Bar Chart) → Displays the distribution of orders by product category.
* Orders by Customer Type (Pie Chart) → B2B vs. B2C order distribution.

**3.4 Market Trends & Business Strategy Page**

**Description:**

This page provides geographical sales analysis and business insights to optimize future sales strategies.

**Filters (Slicers):**

* Select State (Dropdown Slicer) → Filters data by state.
* Select City (Dropdown Slicer) → Filters data by city.
* Select Ship Service Level (Dropdown Slicer) → Filters between Standard and Expedited shipping.
* Select Month (Dropdown Slicer) → Filters by month.

**KPI Cards:**

* Top Selling State → The state with the highest total sales.
* Top Selling City → The city with the highest total sales.
* Total Ship Cities → The number of unique cities where orders were shipped.
* Ship Country → Displays the shipping country (India).
* Highest Ship Service Level → The most used shipping service (Standard or Expedited).
* Fulfilled By → The primary fulfillment method (Amazon or Merchant).

**Charts:**

* Sales Distribution by State & City (Map Chart with Pie Bubbles) → Displays geographical sales trends across India.
* Top 5 States by Total Orders (Column Chart) → Shows the top-performing states based on order volume.
* Top 5 Cities by Total Orders (Stacked Column Chart) → Highlights top cities contributing to sales.
* Sales by Ship Service Level (Stacked Bar Chart) → Compares sales between Standard and Expedited shipping.
* Fulfillment Method Performance by Region (Stacked Column Chart) → Analyzes fulfillment success in different regions.

**4. Key Insights & Business Recommendations**

* Sales peak in certain months, indicating seasonal demand.
* T-shirts are the highest-selling product category.
* EasyShip fulfillment shows better delivery success rates.
* Major sales are concentrated in key states.
* Amazon dominates sales, while Non-Amazon channels are minimal.