

# Daily-Auto Dashboard of Amazon Top 15 Best Selling Products

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## 1. Introduction

- **Background and Objective:**  
In today's era of big data, businesses sell many products every day. The goal of this project is to establish an **auto-updating dashboard** to help team members stay on top of sales performance in real-time. The dashboard will clearly display the daily sales rankings and the price distribution of best-selling products. With the visual insights provided, team members can **quickly spot any anomalies** or issues with products, enabling **faster decision-making** and the ability to **adjust strategies immediately** and provide **real-time insights**.
  - **Project Goal:**
    - **Reduce manual reporting efforts** by automating data collection and reporting processes (Build an auto-updating dashboard & Automatically fetch data every day from the Amazon Best Selling website).
    - **Convert data into visual charts** to make it easier for the team to understand sales trends and help the team quickly spot issues.
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## 2. Project Process

1. **Automated Web Scraping:** Every day, an automated web scraper fetches the top 15 products from the Amazon Best Sellers website.
  2. **Data Integration:** The scraped data is automatically imported into a database for storage.
  3. **Dashboard Auto-Update:** The dashboard links to the database, ensuring the data visualization is automatically updated with the latest data.
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## 3. Automated Web Scraping & Data Integration

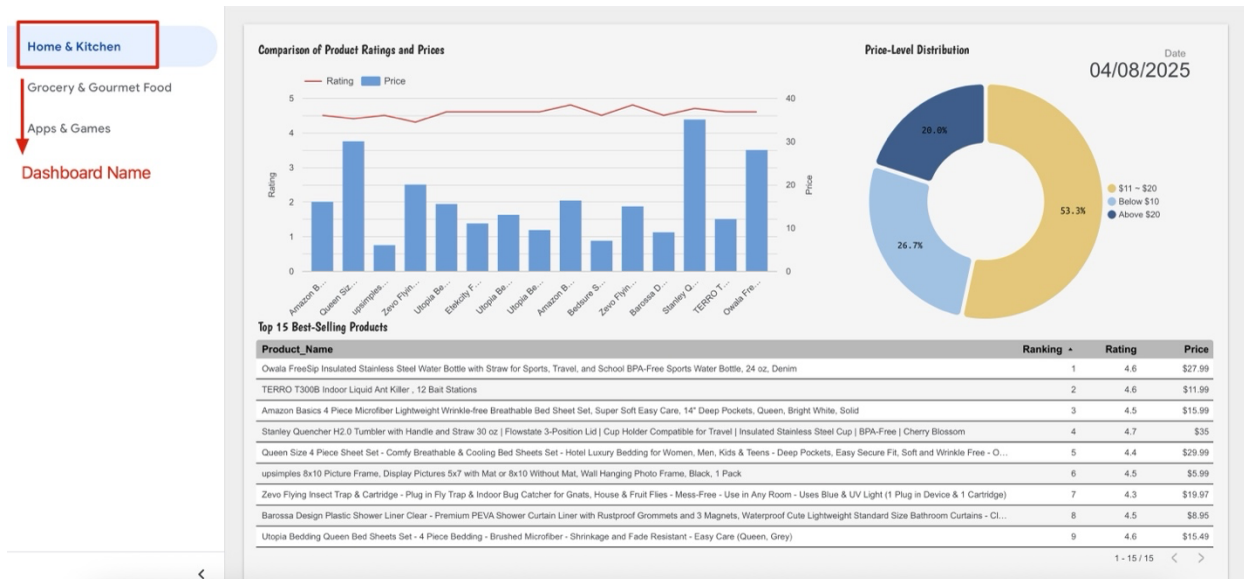
- **Data Source:** <https://www.amazon.com/Best-Sellers/zgbs>
- **Using Tool:** make.com
- **The Process:**



1. **Scrape HTML from Amazon's Website:** Fetch HTML content from Amazon Best Sellers.
2. **Convert HTML to Text:** Extract plain text from the HTML.
3. **Use OpenAI API:** Process the text to generate a JSON list of the top 15 products.
4. **Parse JSON:** Convert the JSON into a usable format.
5. **Convert JSON to Array:** Transform the JSON into an array.
6. **Bulk Insert into Database:** Insert multiple rows into the cloud-based database, and ensure the data is updated properly.

## 4. Data Visualization

Using Tool: Google Looker Studio



<https://lookerstudio.google.com/reporting/26890c4a-4eb1-4106-8393-0b329f7f24bf>

## 6. References:

<https://www.youtube.com/watch?v=5w6Bf5pponE>

<https://www.youtube.com/watch?v=qXwJUJ5iU>