

Amazon Excel Dashboard Project – User Guide

Purpose of This Guide

This guide will walk you through how to open, explore, interact with, and interpret the Amazon product dashboard built using Microsoft Excel. Whether you're a beginner in Excel analytics or a business user, this guide makes it easy to understand and extract insights from the dashboard.

Files You Need

File Name	Description
Amazon case study set.xlsx	Original raw product dataset
Amazon_Excel_Dashboard.xlsx	Final interactive Excel dashboard
README.md	Project overview on GitHub

Requirements

Software	Version
Microsoft Excel	2016 or later (Excel 365 recommended)
No Add-ins	Required — uses built-in Pivot Tables, Charts & Slicers

How to Use the Dashboard

Step 1: Open the File








- Open Amazon_Excel_Dashboard.xlsx in Excel.
 - Enable **editing** and **content** if prompted.
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Step 2: Explore the Dashboard Sheet

Navigate to the **Dashboard** sheet. Here, you'll find:

- **KPI Cards** at the top
- **Pivot Charts** grouped by category, rating, discount
- **Slicers** for interactivity

Dashboard Components Overview

Section	Element	Description
 KPIs	Total Products, Avg Rating, Total Reviews	Summary figures across the dataset
 Category Insights	Avg Discount by Category, Product Count	Compare which categories offer better deals
 Ratings	Distribution Chart, Top-Rated Products	Understand how products are rated overall
 Price Insights	Avg Actual vs Discounted Price	Helps evaluate pricing strategies
 Revenue & Reviews	Total Revenue Estimate by Category	Simulated revenue: $\text{actual_price} \times \text{rating_count}$
 Top/Bottom Lists	Products with most reviews, highest discount	Product-level deep dive
 Slicers	Category, Rating Range, Price Bucket	Filter data and update charts dynamically

Calculated Metrics

Metric Name	Formula
Discount %	$(\text{Actual Price} - \text{Discounted Price}) / \text{Actual Price}$
Potential Revenue	$\text{Actual Price} \times \text{Rating Count}$
Rating × Review Score	$\text{Rating} \times \text{Rating Count}$
Price Bucket	<₹200, ₹200–₹500, >₹500 based on Discounted Price
High Discount Flag	Products with 50% or more discount

How to Filter the Dashboard

You can filter the entire dashboard in real-time using slicers:

- **Category** → View a specific type of product only
 - **Rating** → Focus on well-reviewed or poorly reviewed items
 - **Price Bucket** → Compare product distribution by pricing levels
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Interpreting Key Insights

Question	What to Look For
Which category is most discounted?	Check Avg Discount % by Category
Where is the most revenue generated?	Look at Potential Revenue chart
Are top-rated products also heavily discounted?	Use scatter or list with Rating vs Discount
Which products are most competitive?	Check top 5 based on Rating × Review count
Who to retarget?	Products with < 1,000 reviews = low exposure

Example Use Cases

- **Business Strategy:** Identify high-rated, low-reviewed products to push in ads
 - **Marketing:** Promote categories with deep discounts and good ratings
 - **Inventory Decision:** Focus on revenue-generating or underperforming products
 - **Customer Insights:** Understand what product types customers value
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Troubleshooting

Issue	Solution
Slicers not working	Click inside any pivot table to reactivate them
Charts not updating after filtering	Refresh all: Go to Data > Refresh All

Issue	Solution
Numbers showing incorrectly	Format cells as Number or Currency
Dashboard missing	Check if it's in the "Dashboard" tab or hidden
Can't open file	Make sure you're using Excel 2016+

Contact

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GitHub: <https://github.com/janny2967/Amazon-Product-Data-Analysis>