amazon

SALES DASHBOARD

OVERVIEW

OUR AMAZON SALES DASHBOARD PROVIDES A COMPREHENSIVE VIEW OF OUR SALES PERFORMANCE THROUGH A VARIETY OF METRICS AND VISUALIZATIONS. THESE INCLUDE:

1. **TOTAL SALES: A RUNNING TOTAL OF ALL SALES REVENUE GENERATED.**
2. **NUMBER OF ORDERS: THE TOTAL COUNT OF ORDERS PLACED WITHIN THE SPECIFIED TIME FRAME.**
3. **AVERAGE ORDER VALUE (AOV)**: THE AVERAGE AMOUNT SPENT PER ORDER, GIVING INSIGHTS INTO CUSTOMER SPENDING PATTERNS.
4. **SALES TRENDS: LINE GRAPHS AND BAR CHARTS SHOWCASING DAILY, WEEKLY, AND MONTHLY SALES TRENDS, HELPING TO IDENTIFY PEAK SALES PERIODS AND SEASONAL VARIATIONS.**
5. **PRODUCT PERFORMANCE: DETAILED BREAKDOWNS OF SALES PER PRODUCT, INCLUDING BEST-SELLING ITEMS AND THOSE WITH THE HIGHEST REVENUE CONTRIBUTION.**
6. **CUSTOMER INSIGHTS: ANALYSIS OF CUSTOMER DEMOGRAPHICS AND BUYING BEHAVIOR, AIDING IN TARGETED MARKETING STRATEGIES.**

STEPS

1. **DATA CONNECTION:** LOAD THE DATA.
2. **DATA TRANSFORMATION:** CLEANSE THE DATA AND DO ETL USING THE POWER QUERY EDITOR.
3. **DATA MODELING:** CREATE RELATIONSHIPS WITHIN THE MODEL VIEW.
4. USE STRONG DAX TO CREATE SIGNIFICANT MEASURES.
5. **DATA VISUALIZATION:** VISUALIZATION IS BEING DONE IN REPORTS USING CHARTS WITHIN REPORT VIEW.
6. **FORMATTING:** CUSTOMIZE THE APPEARANCE OF VISUALS AND THE REPORT LAYOUT.
7. **INTERACTIVITY**: ADD FILTERS, SLICERS, AND DRILL-THROUGHS FOR INTERACTIVE REPORTS.
8. GET IT PUBLISHED.

AMAZON SALES DASHBOARD

YEAR: All

Location: All

Product Category: All

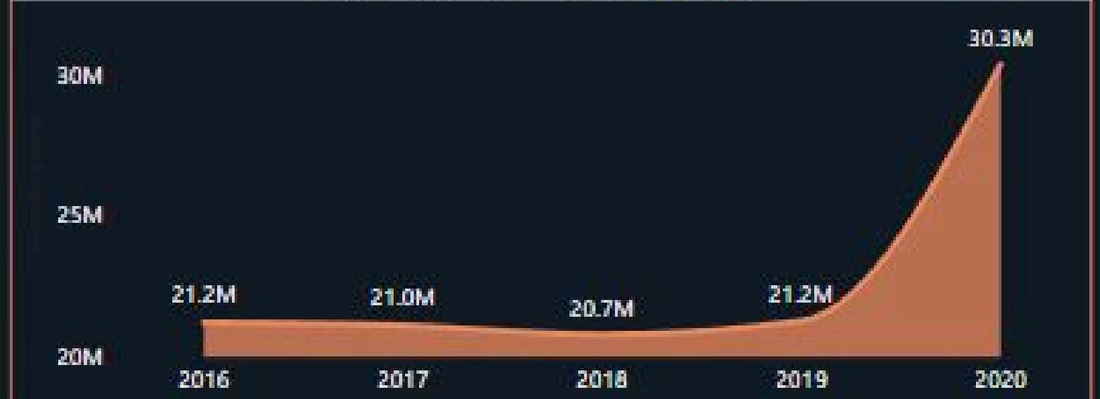
Zone: All

SubCategory: All

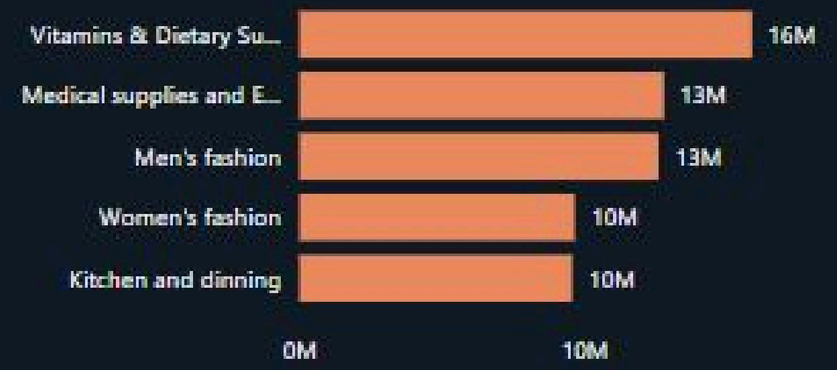
Status: All

TOTAL REVENUE	TOTAL PROFIT	TOTAL ORDERS	TOTAL PRODUCT	AVG RATING
136M	75M	113K	44	3

Sum of revnue by YEAR

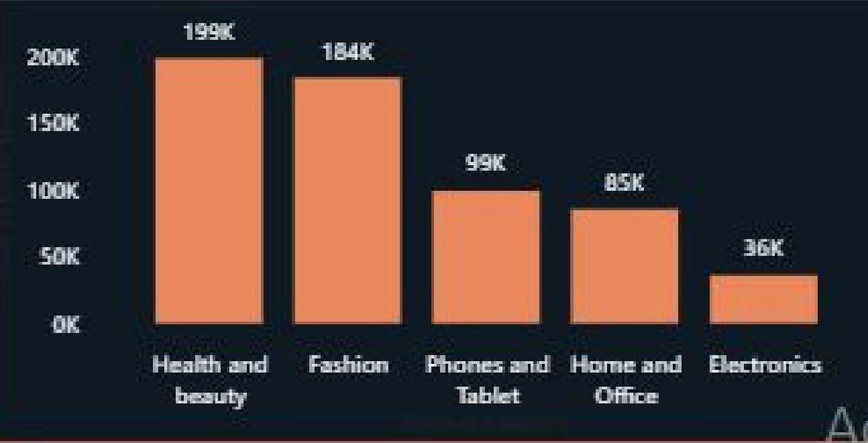


Sum of revnue by SubCategory



TOP 5 LOCATION BY REVENUE

TOP SELLING BY PRODUCT CATEGORY



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THANK YOU