

TITEL : AMAZON E-COMMERCE SALES ANALYSIS DSHBOARD

E-COMMERCE SALES ANALYSIS:

E-commerce sales analysis means studying and evaluating online sales data to understand how products are selling, how customer behave, and how the business is performing.

It helps companies track revenue, orders, customer, and profits, identify best-selling products, and make better business decisions to increase and growth.

QUESTIONS:

1. How are overall sales and revenue performing over time?
2. Which products and categories contribute the most to total revenue?
3. Which regions or locations generate the highest and lowest sales?
4. How do profit margins vary across products and categories?
5. What is the customer purchasing behavior and order frequency?
6. Which time periods show peak and low sales performance?
7. How effective are discounts and offers in driving sales?