AMAZON SALES DASHBOARD

PROBLEM STATEMENT

Background: A thriving e-commerce business, actively selling products on Amazon and offering Amazon Prime services, seeks to bolster its sales analysis capabilities for better understanding of product performance and the impact of Amazon Prime. To achieve this, the organization is embarking on a Power BI project to create robust dashboards and reports.

Objective: The goal of this Power BI project is to design two distinct dashboards: one dedicated to Amazon product sales analysis and the other to Amazon Prime performance. These dashboards will be equipped with key performance indicators (KPIs) and charts to enable comprehensive insights into sales, product performance, and the impact of Amazon Prime on the business.

Dashboard 1: SALES ANALYSIS | AMAZON PRODUCTS

KPIs:

YTD Sales: Monitor year-to-date sales to gauge the overall revenue performance over time.

QTD Sales: Track quarterly sales figures to identify sales trends and fluctuations.

YTD Products Sold: Analyse the total number of products sold throughout the year to understand product movement.

YTD Reviews: Keep tabs on year-to-date product reviews to assess customer feedback and satisfaction.

Charts:

YTD Sales by Month (Line Chart): Visualize sales trends over time on a monthly basis to identify seasonal patterns and growth trends.

YTD Sales by Week (Column Chart): Display sales data on a weekly basis to pinpoint shorter-term fluctuations and performance insights.

Sales by Product Category (Text/Heat Map): Utilize a text or heat map visualization to provide a high-level overview of sales across different product categories.

Top 5 Products by YTD Sales (Bar Chart): Highlight the top-performing products based on year-to-date sales to focus on key revenue generators.

Top 5 Products by YTD Reviews (Bar Chart): Identify the top-rated products by year-to-date reviews to understand customer preferences.

Dashboard 2: SALES ANALYSIS | AMAZON PRIME

KPIs:

Total Sales: Summarize the total sales generated through Amazon Prime services.

Total No of Movies: Count the total number of movies available through Amazon Prime.

Total No of Reviews: Calculate the total count of reviews related to Amazon Prime movies.

Charts:

Total Movie Counts by Release Year (Line Chart): Illustrate the distribution of movies available on Amazon Prime by their release year, allowing for insights into the content library's composition.

Total Sales by Movie Type: Display a chart showcasing sales figures segmented by different types of movies available on Amazon Prime.

Top 5 Movies by Total Sales (Bar Chart): Identify the top-performing movies in terms of total sales to highlight the most profitable content.

Top 5 Movies by Total Reviews (Bar Chart): Showcase the highest-reviewed movies based on the total number of reviews, offering insights into customer preferences and engagement.

Key Challenges:

Data Integration: Aggregating and integrating data from various sources, such as Amazon sales reports and Amazon Prime data, while maintaining data consistency and quality.

Data Accuracy: Ensuring that the data is accurate and up-to-date for meaningful analysis.

Data Privacy: Safeguarding sensitive customer information and adhering to data privacy regulations when working with customer reviews.

Visualization: Creating clear, informative, and interactive visualizations in Power BI to effectively convey insights to stakeholders.