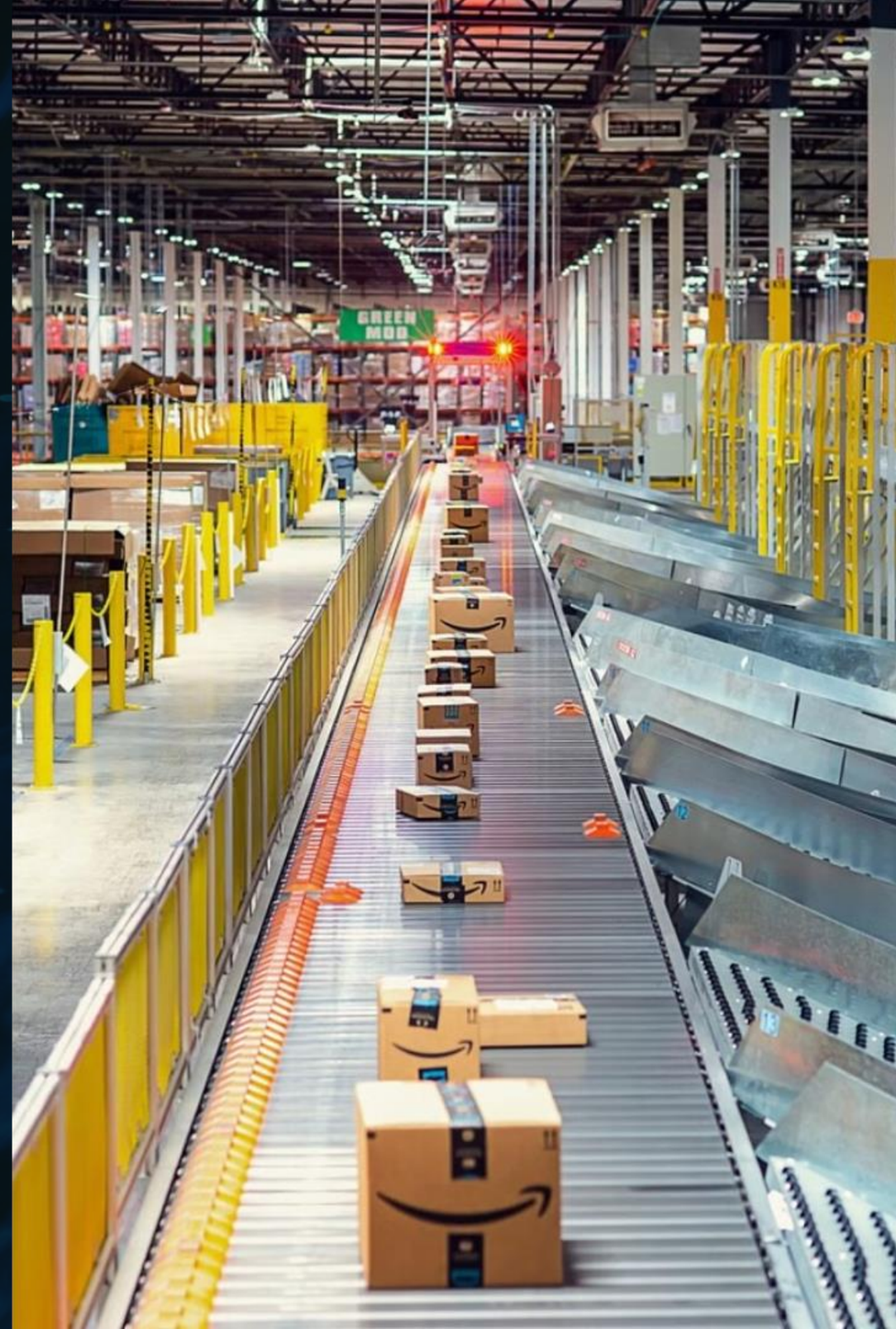
Amazon Sales Dashboard

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.



$2.18M	$811.09K	27.75K	19.42M
YTD Sales	QTD Sales	YTD Products Sold	YTD Reviews

Sales Analysis: Amazon Products

YTD Sales

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

YTD Products Sold

Analyse the total number of products sold throughout the year to understand product movement.

Sales by Product Category

Product Category	YTD Sales	QTD Sales	%YTD Sales
Men Shoes	$9,40,266	$3,25,090	43.18%
Camera	$4,92,521	$1,88,381	22.62%
Men Clothes	$3,57,644	$1,36,700	16.42%
Car Accessories	$2,37,290	$91,359	10.90%
Toys	$1,10,839	$30,382	5.09%
Mobile & Accessories	$39,178	$39,178	1.80%
Total	**$21,77,738**	**$8,11,090**	**100.00%**

1 2 3 4

QTD Sales

Track quarterly sales figures to identify sales trends and fluctuations.

YTD Reviews

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

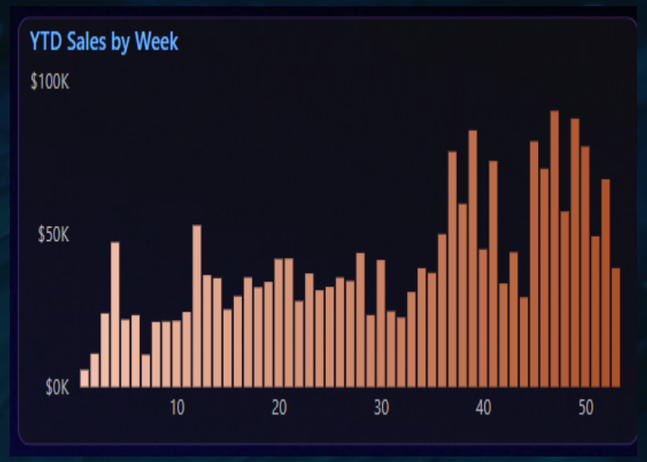
Sales Analysis: Amazon Products

YTD Sales by Month

Visualize sales trends over time on a monthly basis to identify seasonal patterns and growth trends.

YTD Sales by Week

Display sales data on a weekly basis to pinpoint shorter-term fluctuations and performance insights.



Sales by Product Category

Utilize a text or heat map visualization to provide a high-level overview of sales across different product categories.

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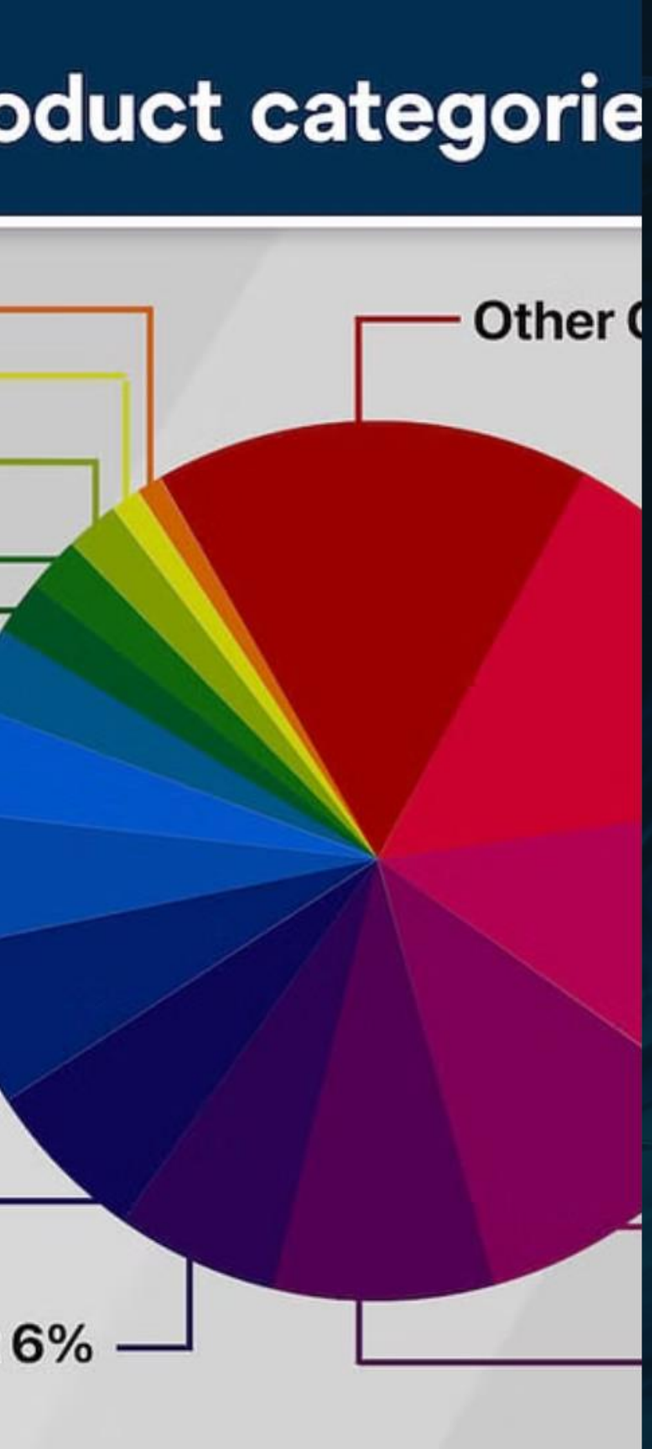


Sales Analysis: Amazon Products

1

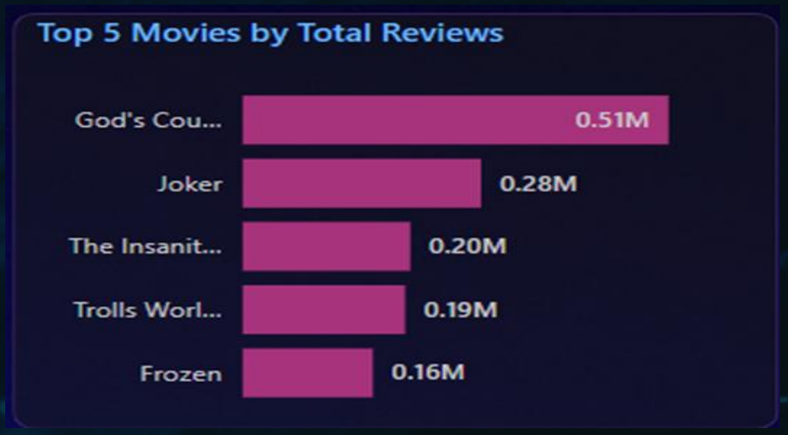
Top 5 Products by YTD Sales

Highlight the top-performing products based on year-to-date sales to focus on key revenue generators.

2

Top 5 Products by YTD Reviews

Identify the top-rated products by year-to-date reviews to understand customer preferences.



Sales Analysis: Amazon Prime

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.

Sales Analysis: Amazon Prime

Total Movie Counts by Release Year

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

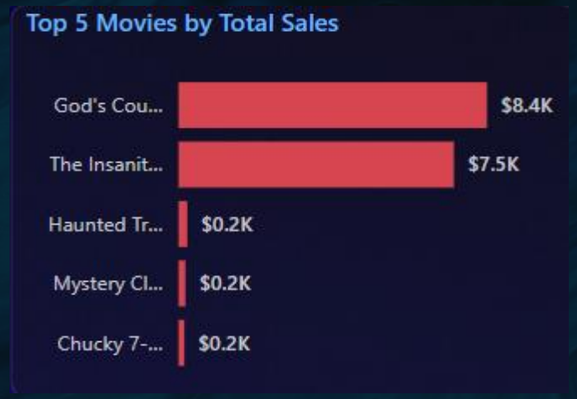
Display a chart showcasing sales figures segmented by different types of movies available on Amazon Prime.

Sales Analysis: Amazon Prime

1

Top 5 Movies by Total Sales

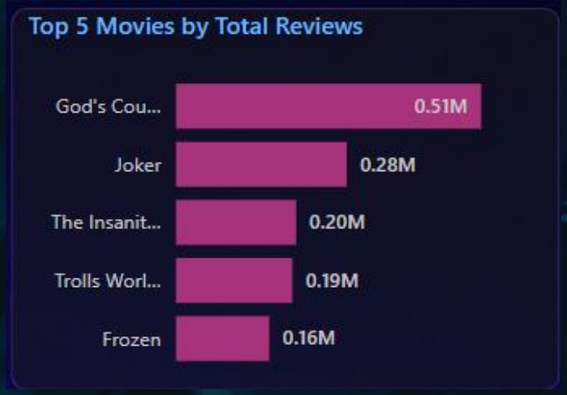
Identify the top-performing movies in terms of total sales to highlight the most profitable content.



2

Top 5 Movies by Total Reviews

Showcase the highest-reviewed movies based on the total number of reviews, offering insights into customer preferences and engagement.



Key Challenges

1

Data Integration

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

2

Data Accuracy

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

3

Data Privacy

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

4

Visualization

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