AMAZON STORE SALES DASHBOARD – PROJECT REPORT

1. Introduction :

This project focuses on building an **interactive Amazon Store Sales Dashboard** using Power BI. The main objective of this project is to analyze store sales data and present key performance indicators (KPIs) through meaningful visualizations. The dashboard provides insights into sales, profit, orders, product performance, and customer behavior, helping businesses make informed decisions.

The purpose of this project was to **practice business intelligence (BI) skills** and to create a professional dashboard that can be showcased in a portfolio and resume.

2. Dataset Description :

- **Source of Dataset:** Obtained during a webinar session
- **Number of Records:** 5,902 rows
- **Number of Columns:** 21 features
- **Key Features include:**
    - Order ID
    - Order Date
    - Customer Name
    - Segment
    - Category & Sub-category
    - Ship Mode
    - Payment Mode
    - Sales
    - Profit
    - Quantity
    - Region
    - Return Status

The dataset was already cleaned, so no preprocessing was required.

3. Tools & Technologies Used :

- **Power BI** (for data visualization and dashboard design)

4. Steps Followed :

1. Imported dataset into Power BI
2. Explored dataset structure (already cleaned, no preprocessing done)
3. Built multiple charts, KPIs, and maps for analysis
4. Designed and formatted the dashboard for better readability and interaction

5. Dashboard Design & Visuals :

The dashboard contains the following components:

- **KPI Cards (Top Section):**
  - Sales: **1.57M**
  - Profit: **0.18M**
  - Orders: **5901**
  - Products: **1755**
- **Products by Ship Mode (Donut Chart):**
  Shows the distribution of products shipped by different modes (First Class, Second Class, Standard Class, etc.).
  Business use: Helps understand preferred shipping modes.
- **Sales by Segment (Donut Chart):**
  Displays sales contribution from different customer segments (Consumer, Corporate, Home Office).
  Business use: Identifies the most profitable customer base.
- **Count of Order ID by Payment Mode (Donut Chart):**
  Shows the distribution of payment methods (Cards, COD, Online).
  Business use: Helps in planning promotions for popular payment methods.

- **Monthly Distribution per Year (Line Chart):**
  Visualizes sales trends across months for multiple years.
  Business use: Detects seasonal demand and peak sales periods.
- **Sales by Category (Bar Chart):**
  Breaks down sales into categories such as Office Supplies, Technology, and Furniture.
  Business use: Identifies top-performing product categories.
- **Geo Distribution (Map):**
  Shows sales distribution across different countries/regions.
  Business use: Highlights regions contributing the most sales.
- **Sales vs Profit per Quarter (Bar Chart):**
  Compares quarterly sales against profit.
  Business use: Shows profitability trends over the year.
- **Top 5 Profitable Sub-Categories (Bar Chart):**
  Lists the most profitable sub-categories (e.g., Copiers, Accessories, Phones, etc.).
  Business use: Identifies products to focus on for higher returns.
- **Order by Return Status (Pie Chart):**
  Shows percentage of accepted vs returned orders.
  Business use: Helps in monitoring return rates.

6. Key Insights :

- The **Consumer segment** generated the maximum sales.
- **Standard shipping mode** was the most used.
- **Office Supplies** category contributed the highest sales.
- Sales peaked towards the end of the year (November–December).
- The **United States** contributed the majority of sales.
- **Copiers** were the most profitable sub-category.
- Return rates were very low (**< 5%**), which is good for business.

7. Challenges Faced :

- Selecting the right type of chart for each metric

- Designing a layout that balances readability and insights
- Formatting visuals for professional presentation

8. Project Outcome :

- Gained hands-on experience in **Power BI dashboard creation**
- Learned how to use different visuals effectively
- Understood how to represent KPIs and business insights clearly
- This dashboard can help businesses track sales performance, customer behavior, and profitability trends

9. Conclusion :

The Amazon Store Sales Dashboard provides an **interactive and comprehensive analysis** of sales performance. By exploring different KPIs, categories, and regional trends, businesses can make data-driven decisions to improve sales strategies, optimize supply chains, and enhance customer satisfaction.