

# Project Spotlight

## Automated Amazon Brand Performance Dashboard



### The Goal

To create a single source of truth for brand health by automating data integration and visualizing performance metrics. The aim was to track the entire sales funnel and individual listing performance with live data, moving beyond manual reports.

### What I Did: My Contributions



#### Automated Data Integration

Built a seamless, automated data pipeline between Amazon Seller Central and Google Looker Studio, ensuring fresh, real-time data.



#### Custom Dashboard Development

Designed and developed a fully interactive Looker Studio report to provide a clear, at-a-glance view of brand performance.



#### Insight-Driven Visualizations

Created specific charts and tables to analyze the sales funnel, market share, and top-performing keywords effectively.

### Explore the Dashboard

This dashboard provides live, filterable data. Click the link below to explore the interactive version I built.

[View Live Dashboard](#)

### Impact

This report empowers the marketing team with the real-time, data-driven insights needed to optimize listings, improve marketing strategy, and drive sales on Amazon.