Amazon Sales Dashboard Report

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1. Executive Summary

This report provides a business-level analysis of the Amazon Sales Dashboard project. The dashboard visualizes key sales metrics, profit trends, product performance, and regional distribution. The objective of this analysis is to derive actionable insights that support strategic decision-making and improve overall business performance.

2. Project Overview

Tool Used: Microsoft Excel / Power BI Key Features: KPI Cards, Monthly Sales Trends, Category & Sub-Category Analysis, Regional Performance Insights, Profit Analysis, and Interactive Filters The dashboard enables stakeholders to track revenue growth, monitor profit margins, and evaluate top and bottom performing products across different regions.

3. Key Dashboard Highlights

- Total Sales, Total Profit, and Order Count KPIs
- Monthly and Yearly Sales Trend Analysis
- Category-wise and Sub-Category Performance
- Top and Bottom Performing Products
- Region-wise Sales and Profit Distribution
- Customer Segment Insights
- Profit Margin Evaluation

4. Key Business Insights

- A small number of categories contribute significantly to overall revenue.
- Some products generate high sales but comparatively lower profit margins.
- Regional sales distribution highlights strong and underperforming markets.
- Seasonal sales peaks indicate demand fluctuation trends.

- Profit analysis suggests opportunities for pricing and cost optimization.

5. Strategic Recommendations

- Strengthen marketing efforts in high-performing categories and regions.
- Review pricing strategies for low-margin high-volume products.
- Optimize inventory planning based on seasonal demand patterns.
- Focus on cost control to improve overall profit margins.
- Use data-driven forecasting to support growth planning.

6. Conclusion

The Amazon Sales Dashboard effectively transforms transactional data into meaningful business insights. It demonstrates strong analytical thinking, visualization skills, and business intelligence capabilities, making it suitable for stakeholder reporting and portfolio presentation.