

Amazon Sales Dashboard – Power BI Report

Project Overview

This Power BI dashboard provides a comprehensive analysis of Amazon sales data, capturing both B2B and B2C performance metrics across various product categories, time periods, fulfillment types, and geographic regions.

Key Insights

- **Total Orders:** 121K
- **Total Revenue:** ₹78.59M
- **Cancelled Orders:** 11K
- **Order Types:**
 - B2C: 120K orders
 - B2B: 843 orders

Dashboard Features

- **Time-Series Trends:** Visualizes monthly order trends from April to October 2022.
- **Category Performance:** Revenue breakdown by product category, including top performers like Kurta, Western wear, and Ethnic Dresses.
- **Fulfillment Insights:** Comparison between Amazon-fulfilled and merchant-fulfilled orders.
- **Geographical Analysis:**
 - Orders by state and city
 - Top revenue-generating cities: Bengaluru, Hyderabad, Mumbai, New Delhi, and Chennai.
- **Order Status & Tier Breakdown:** Tracks pending, cancelled, and fulfilled orders by state and urgency level.
- **Delivery Speed & Promotions:**
 - Analysis of standard vs expedited shipping
 - Impact of promotions on order volume

Tools & Technologies

- **Power BI Desktop**
- Data source embedded within the .pbix file.

78.59M

Total Revenue

121K

Total Orders

11K

Cancelled Ord...

843

B2B Orders

120K

B2C Orders

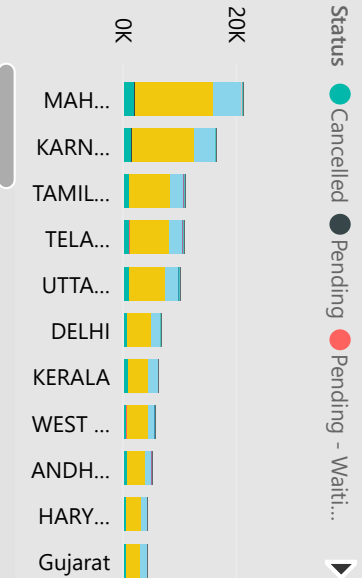
0.68

Expedited %

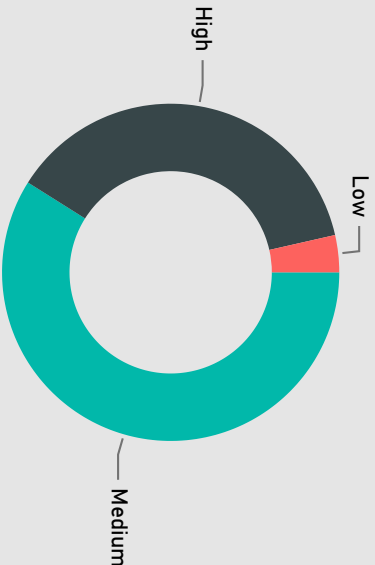
Total Orders Over Time



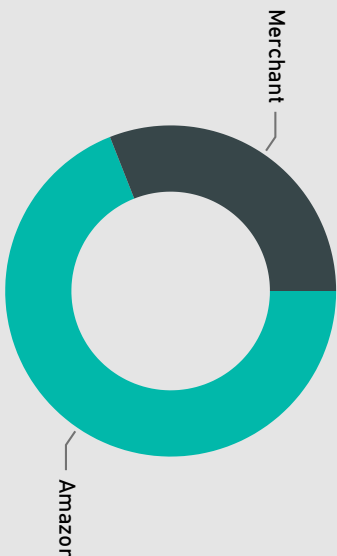
Orders by Status & State



Count of Order by Tier



Orders by Fulfillment



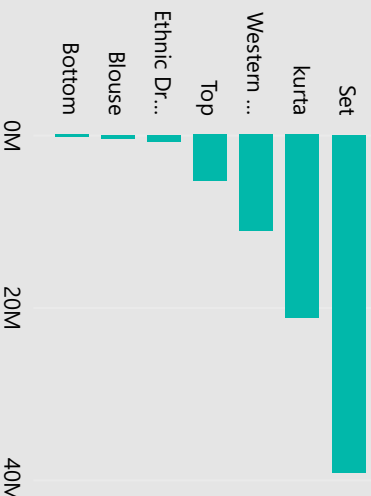
Average Order Amount by Type



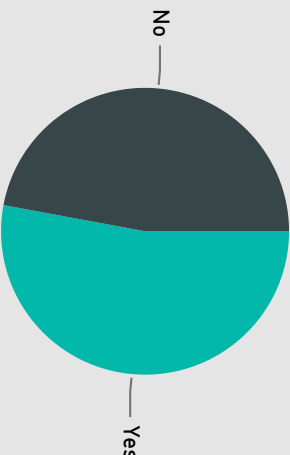
Delivery Speed Breakdown



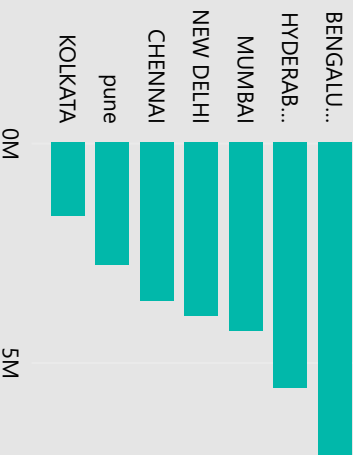
Revenue by Category



Promotion Usage Effect



Top Cities by Revenue



Month

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October

Category

All

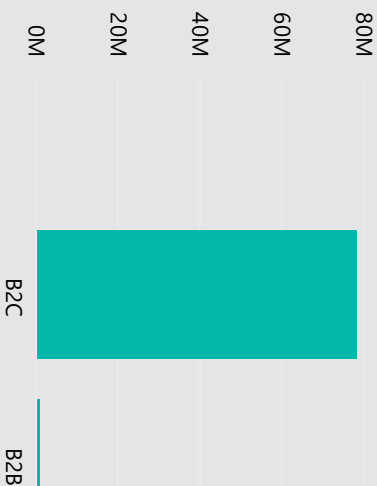
Shipping State

All

Order Type

- ☐ Select all
- ☐ B2B

Total Revenue by Order Type



Orders by State

