

Amazon Sales Dashboard

Portfolio Project | Power BI

Created by Ninh Phuong Hong

Contact: ninhphuonghong@gmail.com

LinkedIn: [linkedin.com/in/hong-ninh](https://www.linkedin.com/in/hong-ninh)

About this report:

This Power BI report analyzes historical Amazon sales data (Apr - Jun 2022) to analyze sales performance, identify high-performing and underperforming categories, and forecast short-term demand for inventory planning.

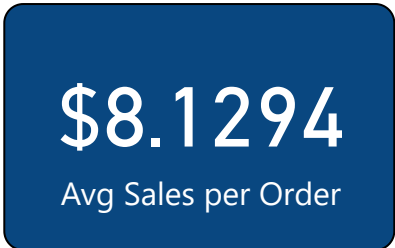
It showcases BI skills including data transformation, modeling, DAX calculations, conditional formatting, visual storytelling, and business insight generation.

Raw data: <https://www.kaggle.com/datasets/vaidhaijadhav/amazon-sales-csv>

Tools Used:

Power BI | DAX | Data Modeling | Trend Forecasting | Visualization Best Practices

Overview

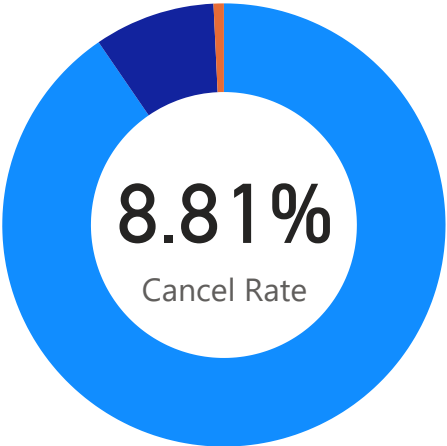


Month Order distribution by Status

- 4
- 5
- 6

Status

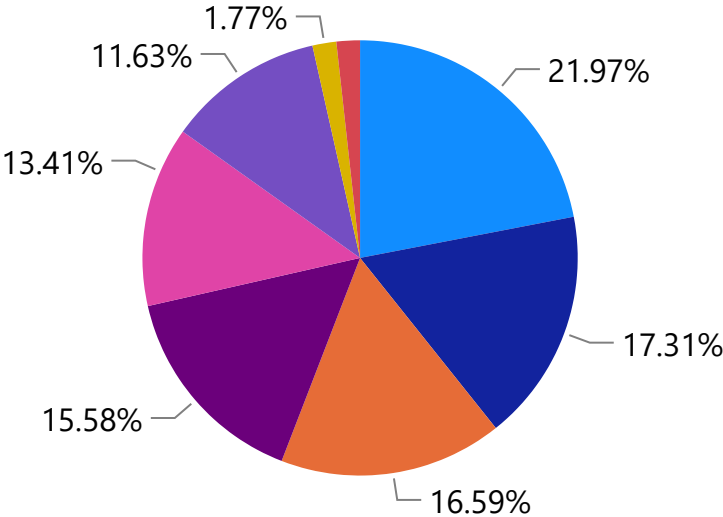
- Shipped
- Cancelled
- Pending



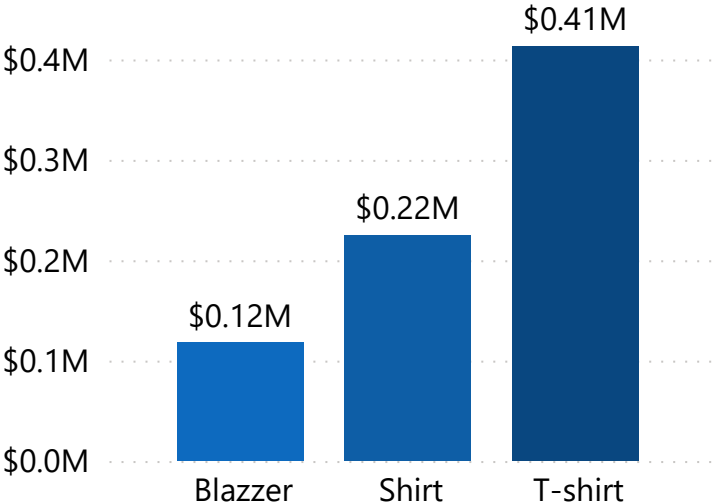
Sales % by Size

Size (groups)

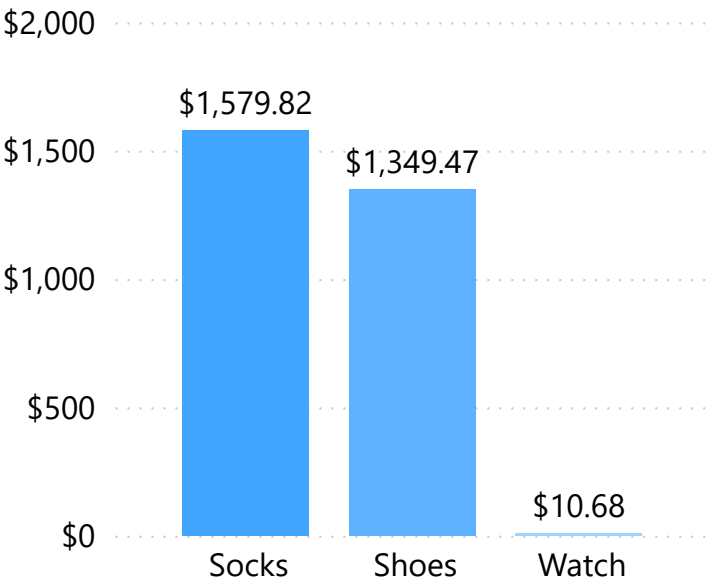
- XS & S
- M
- L
- XL
- XXL
- 3XL
- Free
- 4XL, 5XL, 6XL



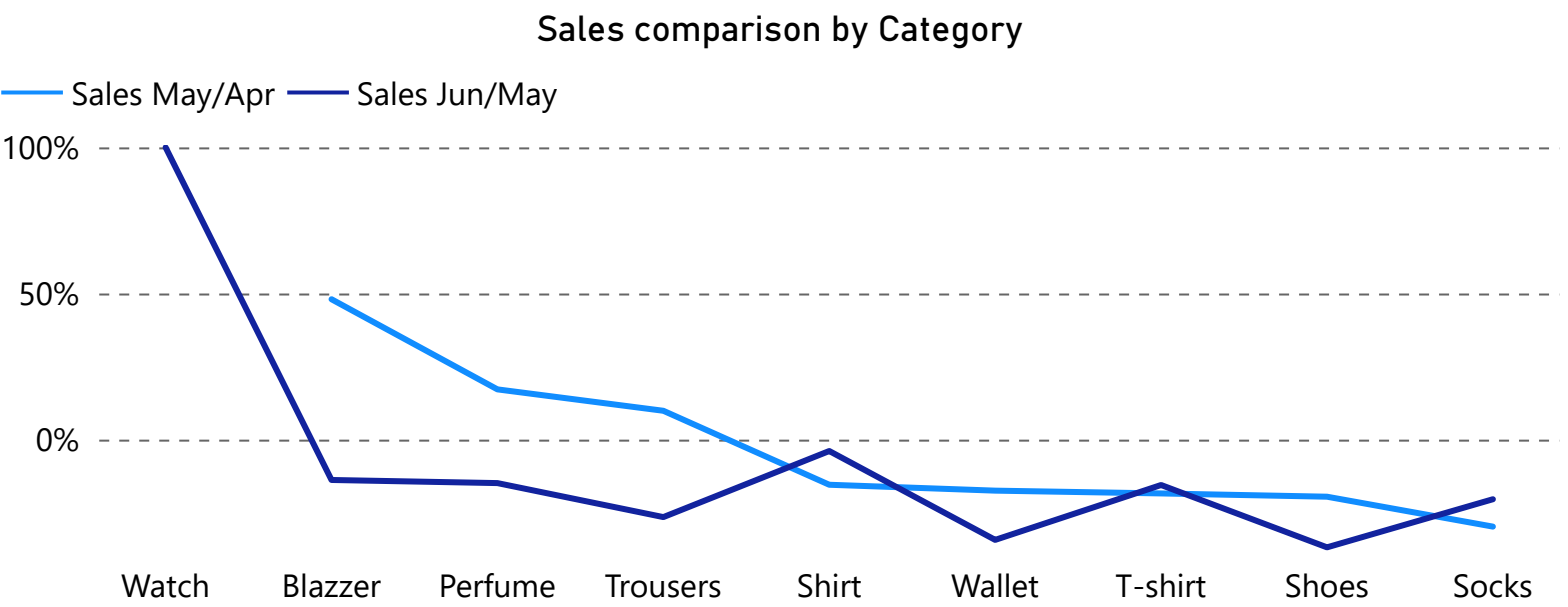
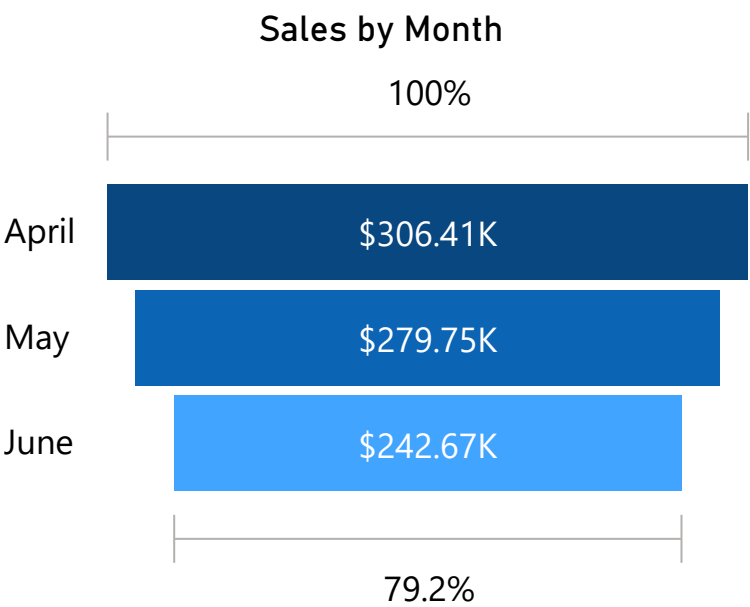
Top 3 Highest Sales by Category



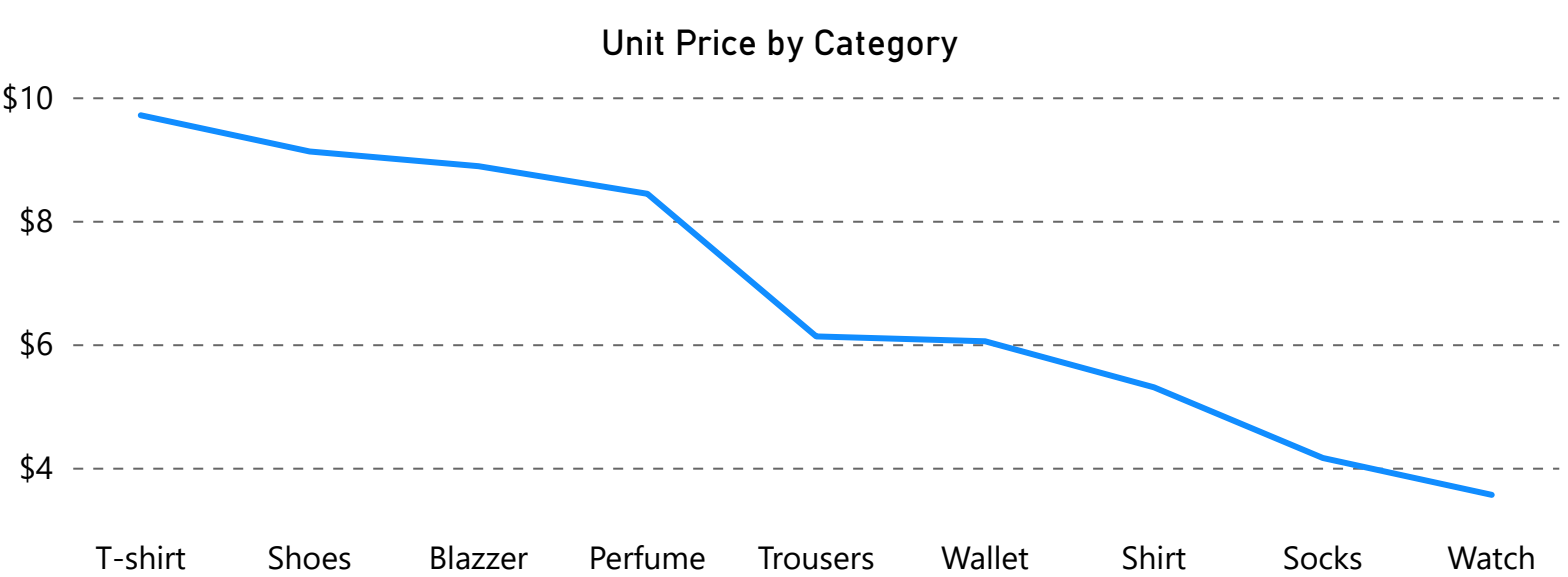
Top 3 Lowest Sales by Category

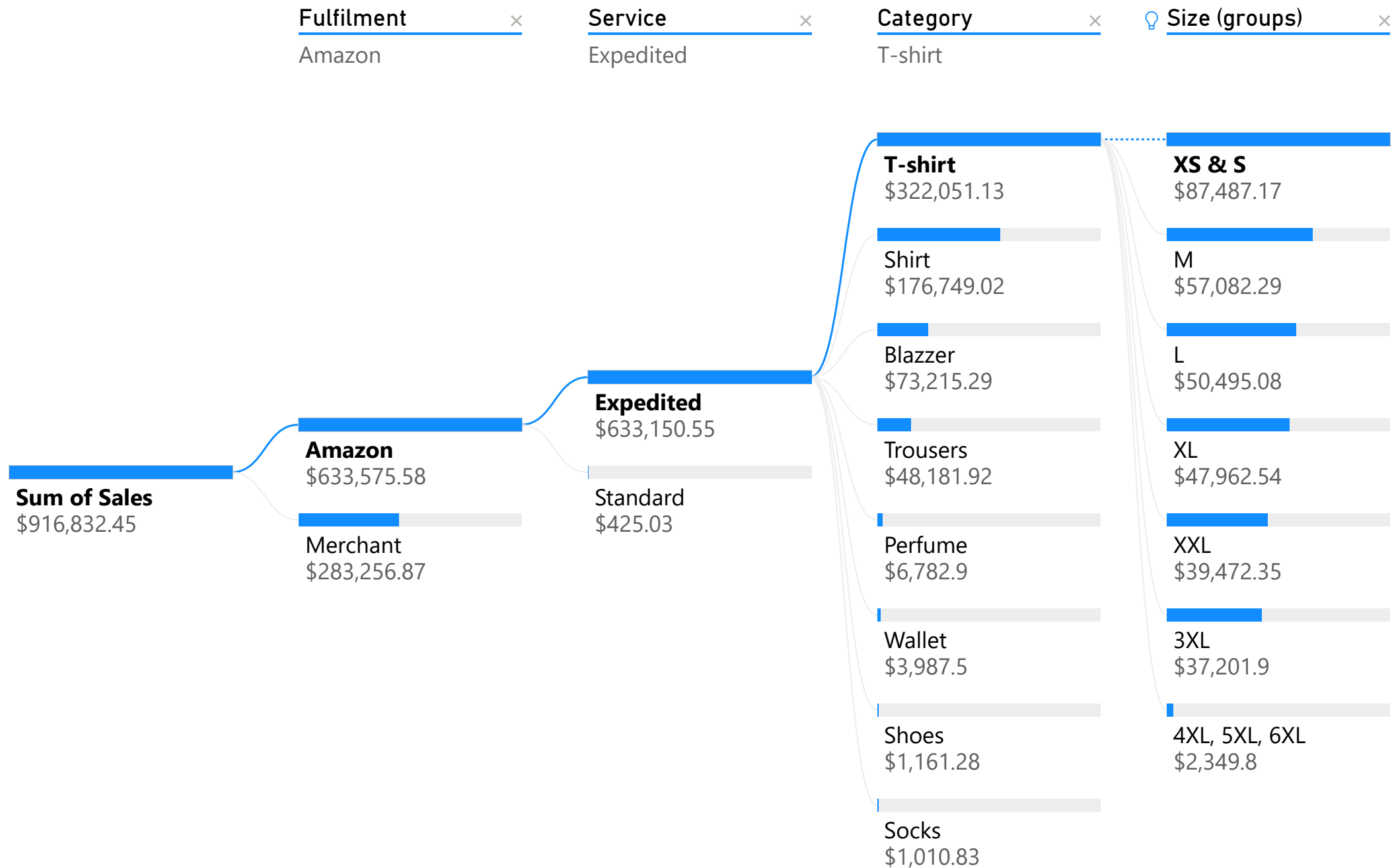


Sales by month & category.



Category	Sales May/Apr	Sales Jun/May
Watch		100.00%
Blazzer	48.04%	-13.80%
Perfume	17.20%	-14.87%
Trousers	9.88%	-26.50%
Shirt	-15.44%	-3.89%
Wallet	-17.45%	-34.30%
T-shirt	-18.41%	-15.52%
Shoes	-19.53%	-36.85%
Socks	-29.76%	-20.39%
Total	-8.70%	-13.25%





Trend & Forecast

Date

4/1/2022



6/29/2022



Category

- ☐ Blazzer
- ☐ Perfume
- ☐ Shirt
- ☐ Shoes
- ☐ Socks
- ☐ Trousers
- ☐ T-shirt
- ☐ Wallet
- ☐ Watch

Total Qty sold by Date



Summary.

[Overview]:

- KPIs and measures: total successful orders, total quantity sold, total sales, and average sales per completed orders.
- Order performance metrics: order status and cancellation rate.
- Sales distribution by sizes.
- Product performance metrics: best-selling and least-selling product categories. These can be filtered by month.

[Sales by month & category]:

Total sales by month continuously decreased over time. By calculating and comparing sales increase/decrease percentage, it is able to point out some reasons of sales drop:

- Apr - May: the decline in sales of shoes, socks and t-shirt is the main factor of sales decrease in May.
- May - Jun: blazers, perfume and trousers were the only categories to see an increase in May. However sales of these 3 dropped significantly in June, leading to a decrease in total sales of this month.
- Whole period: socks, shoes, t-shirt and wallet performed a stable decrease in sales over time, despite that t-shirt was the best-selling category among all months.
- High value categories: t-shirt, shoes, blazer, perfume. Decrease in sales of these categories also led to decrease in overall sales.

Given the above statistics, Sales and Marketing team might be able to focus on the suitable categories to boost sales. For instance, boost promotions for top-selling categories during seasonal peaks; or reevaluate low-converting categories or sizes to consider changes in pricing, presentation, or creating bundle options.

[Decomposition tree]: sales split by fulfilment, service, category and size; allow to find the field of high/low values for the metrics.

[Trend & Forecast]: forecasted future quantity sold in the next 2 weeks, with confidence interval of 90%. This could support the purchasing plan for each category, which can be chosen in the slicer on the left.