

Amazon Sales Data Analysis Report

1. Introduction

This report analyzes Amazon sales data using an interactive Power BI dashboard. The purpose is to evaluate overall sales performance, customer engagement, product category contribution, and time-based trends to support data-driven business decisions.

2. Dataset Overview

The dataset contains **89,082 records** with the following key attributes:

- **Product Category** – Classification of products sold on Amazon
- **Product Description** – Product details and names
- **Price (Dollar)** – Selling price of products
- **Number of Reviews** – Customer feedback volume
- **Shipment** – Shipment method
- **Order Date** – Date of purchase

All fields were cleaned and standardized before analysis to ensure accuracy and consistency.

3. Dashboard Overview

The Power BI dashboard titled “**Sales Analysis | Amazon Products**” provides a consolidated view of sales performance through KPIs, charts, tables, and interactive filters.

3.1 Key Performance Indicators (KPIs)

- **YTD Sales (\$2.2M)**: Represents total sales achieved from the beginning of the year to date.
- **QTD Sales (\$811.09K)**: Indicates sales generated in the current quarter.
- **YTD Products Sold (27.75K)**: Shows the total number of products sold.
- **YTD Reviews (19.42M)**: Reflects customer engagement and product popularity.

4. Sales Trend Analysis

4.1 Monthly Sales Trend

The monthly sales line chart highlights a gradual increase in sales throughout the year, with noticeable peaks during the later months. This suggests strong seasonal demand, especially during festive and year-end periods.

4.2 Weekly Sales Trend

The weekly bar chart reveals fluctuations in sales across weeks, helping identify high-performing weeks and potential promotional impact. Increased activity toward the later weeks indicates rising customer demand.

5. Product Category Performance

The category-wise table compares **YTD Sales**, **QTD Sales**, and **percentage contribution** to total sales. Categories such as **Men Shoes** and **Cameras** contribute a significant share of revenue, indicating strong market demand in these segments.

6. Top Performing Products

The Top 5 Products visuals display products with the highest year-to-date sales. These products are key revenue drivers and should be prioritized for inventory planning, marketing campaigns, and customer retention strategies.

7. Filters and Interactivity

Interactive filters for **Product Category** and **Quarter** allow users to drill down into specific segments, enabling detailed and flexible analysis without altering the core dashboard.

8. Business Insights and Recommendations

- Focus on high-performing categories to maximize profitability.
- Leverage seasonal trends for targeted promotions.
- Promote top-selling products to increase revenue consistency.
- Monitor customer reviews to improve product quality and satisfaction.

9. Conclusion

The Amazon Sales Dashboard provides a clear and actionable overview of sales performance and customer behavior. By leveraging these insights, businesses can improve strategic planning, optimize product offerings, and enhance customer engagement.