

# 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.