



Amazon Power BI Desktop Sales Dashboard

This detailed sales dashboard provides a comprehensive overview of Amazon's Power BI Desktop sales performance. Covering key metrics such as total cost, unit cost, sales by region, and sales channel and item type counts, this dashboard offers valuable insights to help drive business growth and decision-making.

AMAZON SALE DASHBOARD



93.18M

Total Cost

19.10K

Unit Cost

44.17M

Total Profit

137.35M

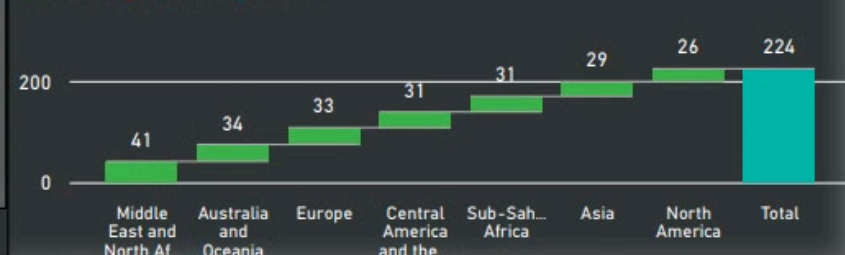
Total Revenue

Region

- ☐ Asia
- ☐ Australia and Oceania
- ☐ Central America and the Caribbean
- ☐ Europe
- ☐ Middle East and North Africa
- ☐ North America
- ☐ Sub-Saharan Africa

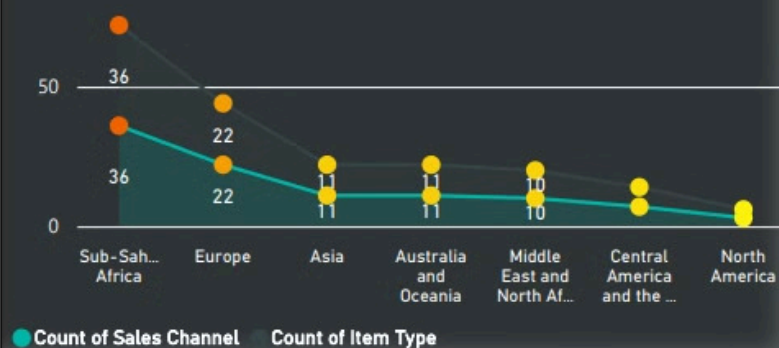
Profit margin by Region

● Increase ● Decrease ● Total

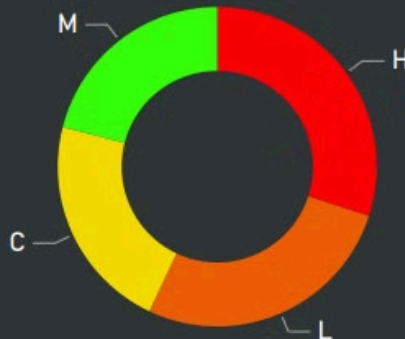


Sales by Region

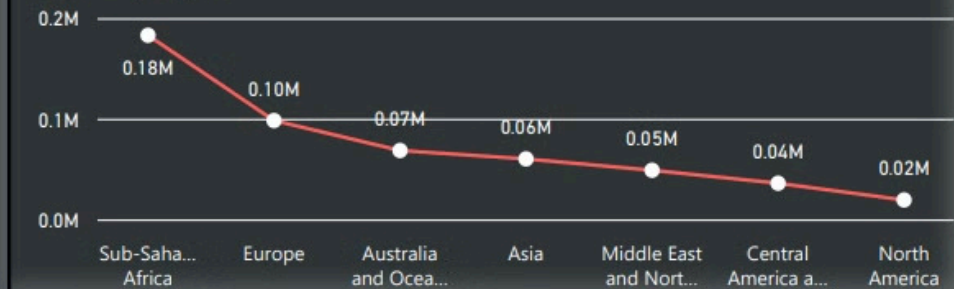
Count of Sales Channel and Count of Item Type by Region



Total profit by Region

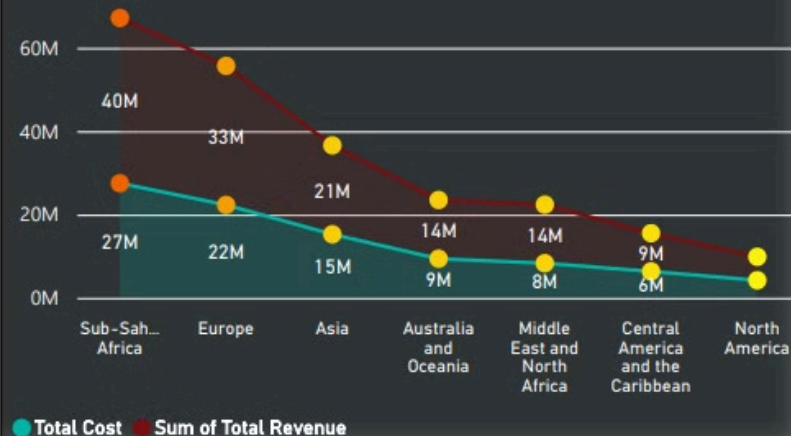


Units Sold by Region



cost and revenue by Region

Total Cost and Sum of Total Revenue by Region



Total profit by Region



Total profit by Region

Profit by Region



Ship Date

- ☐ 1/13/2012
- ☐ 1/20/2011
- ☐ 1/21/2011
- ☐ 1/23/2017
- ☐ 1/28/2014
- ☐ 1/31/2011
- ☐ 1/5/2011
- ☐ 1/7/2012
- ☐ 10/20/2012
- ☐ 10/23/2011
- ☐ 10/24/2013

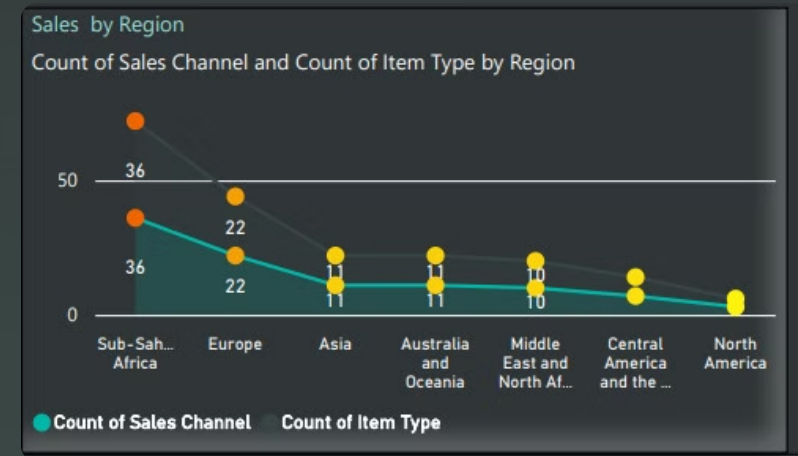
Made with Gamma

Sales by Region

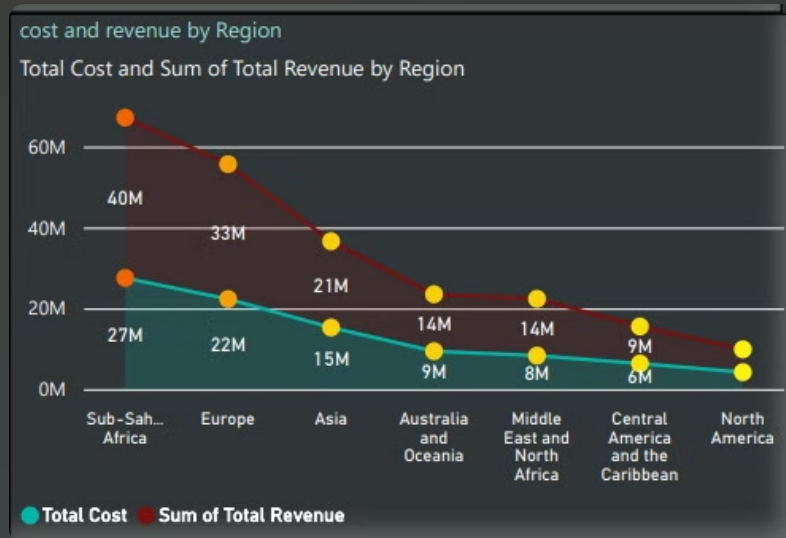
The total cost across all regions is \$93.18 million, with the highest costs in North America, Europe, and Asia.

The total revenue generated is \$137.35 million, with the highest revenues coming from North America, Europe, and Asia.

The total profit across all regions is \$44.17 million, with the highest profits in North America, Europe, and Asia.



Cost and Revenue by Region



1

Europe

Europe has a total cost of \$15 million and a total revenue of \$60 million, resulting in a profit of \$45 million.

2

Asia

Asia has a total cost of \$9 million and a total revenue of \$30 million, resulting in a profit of \$21 million.

3

Australia and Oceania

Australia and Oceania have a total cost of \$6 million and a total revenue of \$15 million, resulting in a profit of \$9 million.

Profit by Region

North America

North America has the highest profit at \$14 million, making it the most profitable region.

Europe

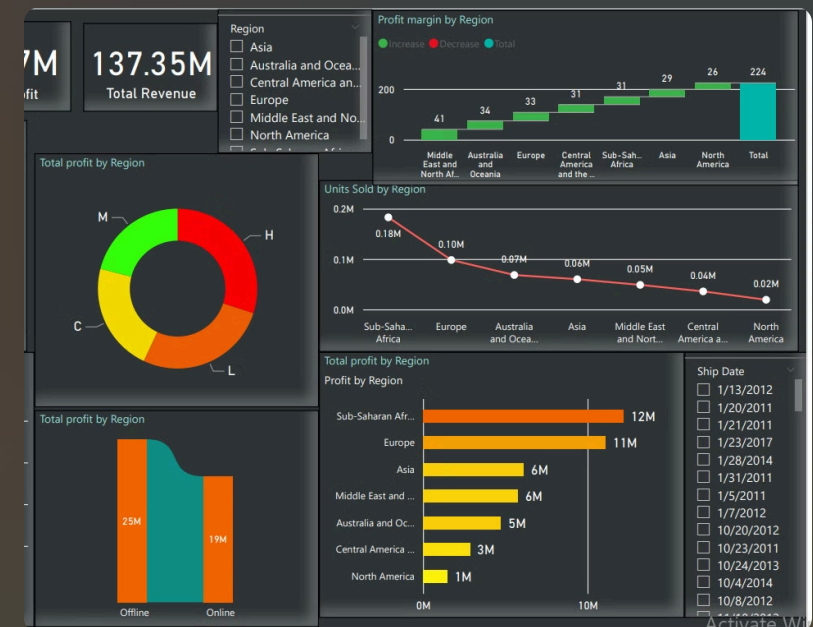
Europe is the second most profitable region, with a profit of \$9 million.

Asia

Asia is the third most profitable region, with a profit of \$6 million.

Middle East and North Africa

The Middle East and North Africa region has the lowest profit at \$0.1 million.



Sales Channel and Item Type by Region

Sales Channel

The dashboard shows the count of sales channels by region, with the highest number in North America, Europe, and Asia.

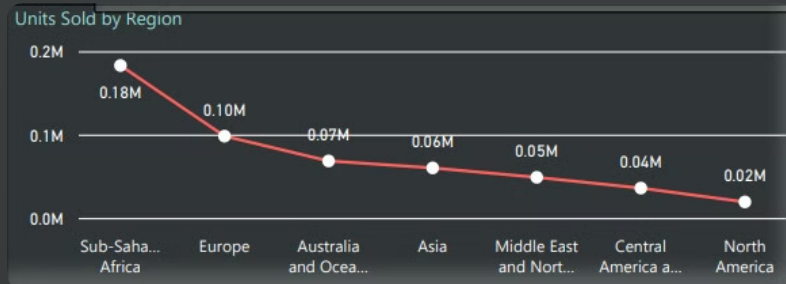
Item Type

The count of item types also varies by region, with the highest numbers in North America, Europe, and Asia.

Insights

These insights can help the business understand the distribution of sales channels and item types across different regions, which can inform marketing and product strategies.

Total Units Sold by Region



1 North America

North America has the highest total units sold at 0.2 million.

2 Europe

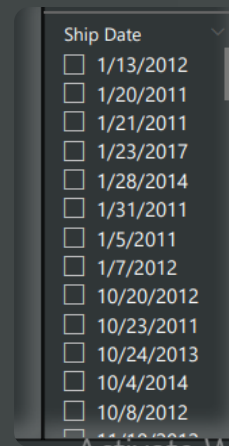
Europe has the second-highest total units sold at 0.18 million.

3 Asia

Asia has the third-highest total units sold at 0.1 million.

4 Sub-Saharan Africa

Sub-Saharan Africa has the lowest total units sold at 0.02 million.



Ship Date
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<input type="checkbox"/> 1/20/2011
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<input type="checkbox"/> 1/28/2014
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Ship Date Distribution

1

January 2011

Several shipments occurred in January 2011, indicating a potential seasonal trend.

2

January 2012

Another cluster of shipments happened in January 2012, further suggesting a seasonal pattern.

3

Ongoing Shipments

The dashboard shows shipments occurring throughout the year, with no clear concentration in any single month.

Key Metrics Summary



Total Cost

\$93.18 million



Total Revenue

\$137.35 million



Total Profit

\$44.17 million

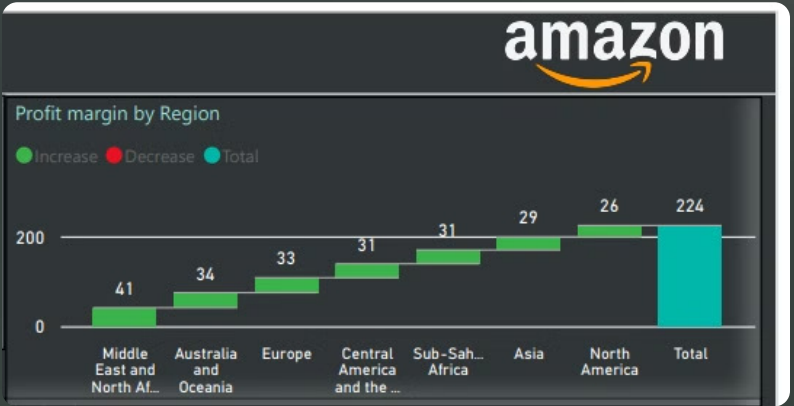


Total Units Sold

0.7 million

Profit Margin by Region

Region	Profit Margin
North America	32%
Europe	60%
Asia	70%
Australia and Oceania	60%
Middle East and North Africa	0.7%
Central America and the Caribbean	0%
Sub-Saharan Africa	0%



Trends and Opportunities

1 Profitable Regions

The dashboard highlights Europe, Asia, and North America as the most profitable regions, suggesting opportunities for further investment and expansion in these areas.

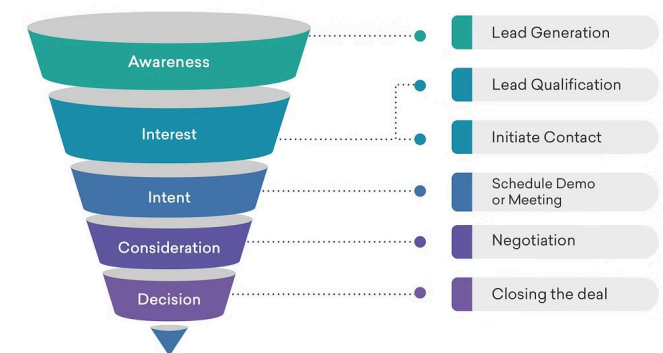
2 Untapped Markets

Regions like the Middle East, North Africa, Central America, and the Caribbean show low profitability, indicating potential for growth and development in these underserved markets.

3 Optimize Sales Channels

The insights on sales channels and item types can help the business optimize its product offerings and marketing strategies to better align with customer preferences in each region.

Sales Funnel VS Sales Pipeline



Business Performance

Overview

This presentation has provided a comprehensive analysis of our company's sales performance across various regions and channels. We've explored key metrics such as revenue, profit, units sold, and profit margins to uncover valuable insights.

The data shows that our strongest performing region is the West, with high sales volumes and healthy profit margins. However, the Northeast region has struggled with lower sales and tighter margins, indicating an area for improvement. Additionally, our online sales channel has seen impressive growth, underscoring the importance of investing in our e-commerce capabilities.

Moving forward, we will use these insights to inform our strategic decisions and resource allocation. By focusing on replicating the success of the West region in other areas and optimizing our online sales channel, we can drive continued business growth and enhance overall profitability.

Thank you all for your hard work and dedication in contributing to these impressive results. I'm excited to see what we can achieve together in the coming year.

Thank You !