

amazon

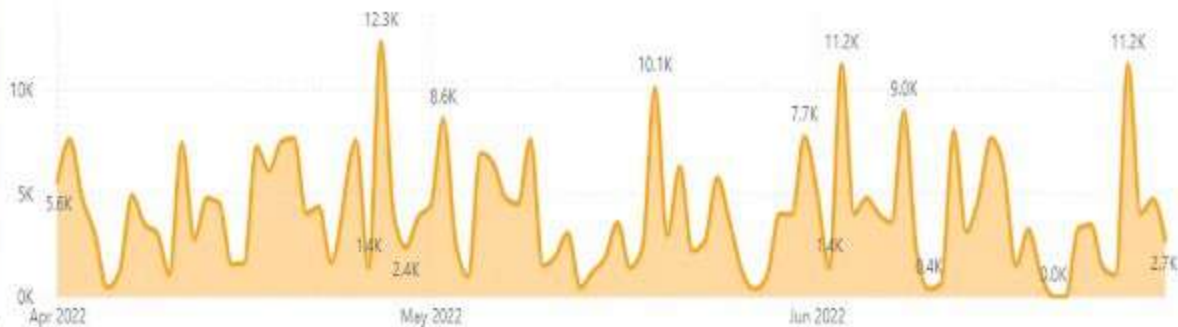
The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'n', resembling a smile.

Introduction

This report provides an in-depth analysis of Amazon sales data spanning from March to June 2022, aiming to uncover actionable insights and foster business growth. Utilizing advanced techniques in data analysis, including DAX, Data Modeling, Data Transformation, and Visualization in Power BI, this project meticulously examines sales trends, patterns, and performance metrics. The goal is to offer comprehensive insights that can guide strategic decision-making, optimize sales strategies, and drive business expansion.

Sales Dynamics

Sale Units



•**Steepest Increase:** Sales demonstrated a significant upward trend starting on Thursday, June 23, 2022, with a remarkable rise of 34.94% over a five-day period.

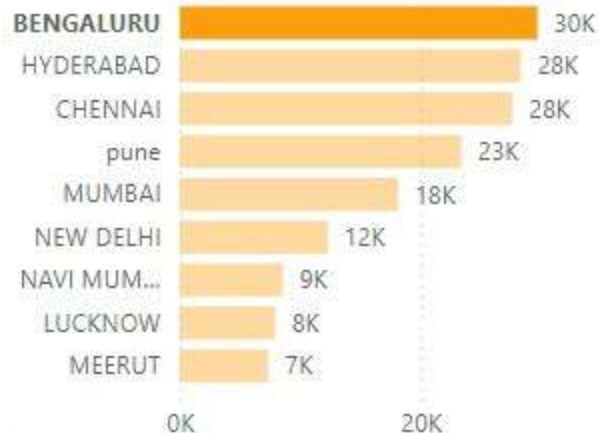
•**Longest Growth Period:** The data also highlights the most extended period of growth, occurring from Friday, April 15, 2022, to Sunday, May 29, 2022.

KPI Analysis

120.3K

Overall Sales

Sales By City

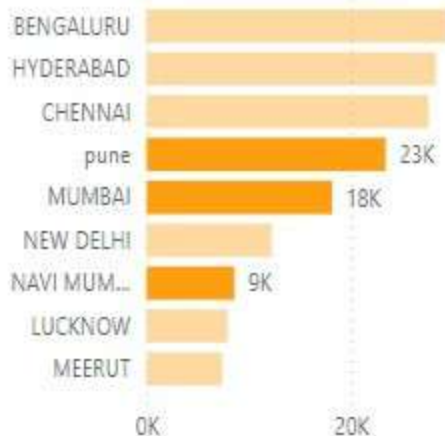


The current total sales stand at 120.3k, Notably, the sales figures for Bengaluru and other specific segments are significantly higher compared to other regions.

357.8K

Sales

Sales By City



Sales By State



The total sales currently amount to 357.8k, Notably, sales figures for Maharashtra, encompassing Pune, Mumbai, and other segments, are substantially higher compared to those in other states.

Conclusion

The analysis of Amazon's sales data reveals a clear regional disparity in performance. With total sales reaching 357.8k, Maharashtra emerges as a dominant market, with Pune, Mumbai, and other segments within the state showing markedly higher sales figures compared to other regions. This significant concentration of sales in Maharashtra underscores the need for targeted strategies to leverage regional strengths and address performance gaps in other states. By focusing on the successful elements of the Maharashtra market, Amazon can develop tailored approaches to enhance growth and optimize sales across all regions.

amazon

Search

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Overview

Products

Product View



Baby Carriers
BUNGO Unisex...



Bag Organizers
Zoots Travel...



Boys Belts
Nandika...



Boys Boxer...
BODICARE Box...



Boys Clothing...
AJ DESIGN KIDS...



Boys Dhoti...
Ajanta Fashion...



Boys...
Pintopay Design...



Boys Ethnic...
AJ DESIGN Boy...

Status

- ☐ Select all
- ☐ Cancelled
- ☐ Pending
- ☐ Pending - Waiting for Pick Up
- ☐ Shipped
- ☐ Shipped - Delivered to Buyer
- ☐ Shipped - Picked Up
- ☐ Shipped - Returned to Seller
- ☐ Shipped - Returning to Seller

120.3K

Overall Sales

357.8K

Sales

52

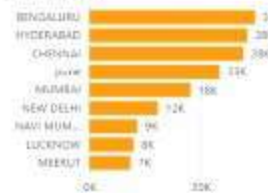
Seller Count



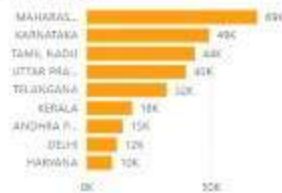
Sales

Units

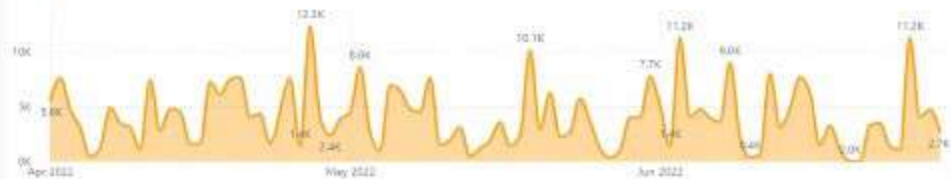
Sales By City



Sales By State



Sale Units



[AmazoDash-Insights-Link](#)