



amazon **GLOBAL**
BUSINESS ANALYTICS



Amazon

Why Amazon?



World's largest e-commerce marketplace



Global scale → Need for BI-driven decisions



Millions of transactions daily



Project Overview



Overview:



Power BI-based
Global
Dashboard

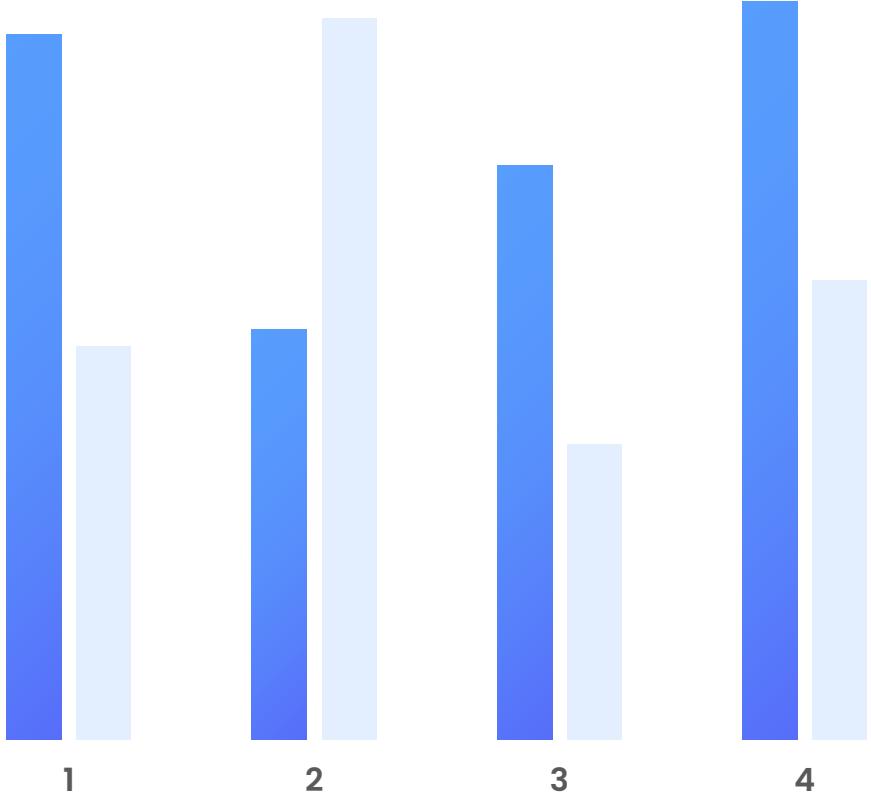


Covers Sales,
Profit & Loss,
Customer
Behavior



Provides real-
time 360°
business
visibility

Project Context



High data complexity in e-commerce



Regional + product-level performance gaps



Customer profitability unclear

Business Problems



No clarity on loss-making products



Regional performance gaps



Customer profitability blind spots

PROJECT OBJECTIVES

- 01 Visualize global sales trends
- 02 Identify profit vs. loss products
- 03 Segment & market analysis
- 04 Real-time KPI tracking



Key Considerations

Product Overview



High transaction volumes



Fragmented profitability insights



Dynamic filters needed (Year, Region, Segment)



Customer-level profitability focus

Target Audience



CXOs & Leadership →
Growth strategy

Business Analysts →
Deep-dive analysis

Operations Teams →
Track returns & demand

Sales & Marketing → Identify
profitable markets

Solution Highlights

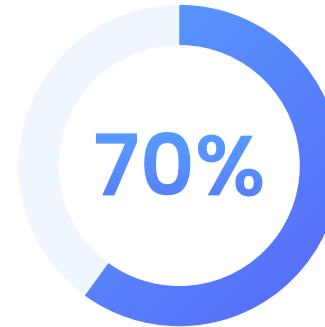


Integrated Power
BI dashboard



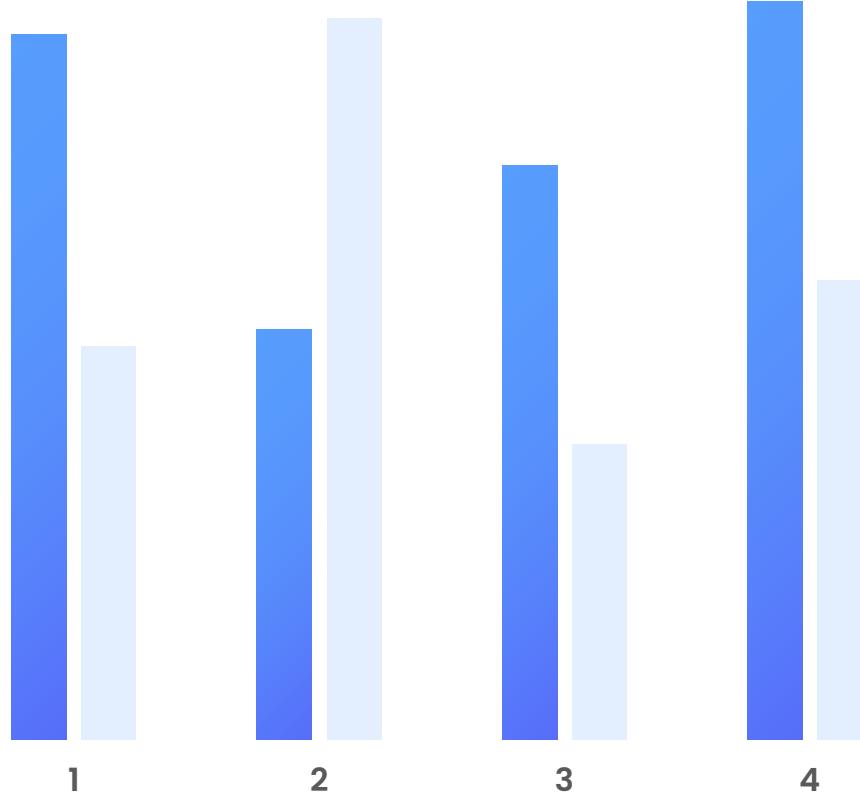
Real-time KPI monitoring

Region-wise, product-wise,
customer-wise analysis



Interactive filters & drill-downs

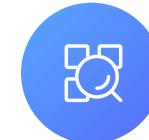
Dashboard Visuals (KPIs)



Sales Projection → 4M



Units Sold → 3,418



KPI Value → 61K



Return Orders → 371

Sales Insights



Sales by Market → Europe (31.9%), USCA (27.45%)



Sales by Segment → Consumer ~50% share



Sales by Region → Europe & USCA lead



Profit Insights



Canon Printers →
+16K profit



Cubify Cube → -
3.8K loss



Top Customers →
Rick Wilson (3.5K),
Math Reese (2.3K)

Filters & Interactivity



Year Filter
(2012–2015)



Region Filter



Segment Filter



Drill-down +
Toolips

Tools & Technologies

Data Analysis

DAX → KPI calculations

Excel/CSV → Raw data source

Power BI → Dashboard design

Power Query → Data cleaning

Data

Business Takeaways

Europe & USCA = top-performing markets



Consumer = biggest sales contributor



Few products driving losses



Top customers = key profit drivers



Strategic Recommendations



Customer retention via loyalty programs

Remove/optimize loss-making products



Strengthen
Consumer
Segment



Focus on
Europe &
USCA



Reduce return
orders with
better QC

Future Scope

APPLICATION SCENARIO

Geo-mapping visualization

Mobile BI dashboards



66+

Predictive analytics for
demand

68+

AI-driven customer
segmentation

FINAL DASHBOARD SNAPSHOT



Year Wise Sales

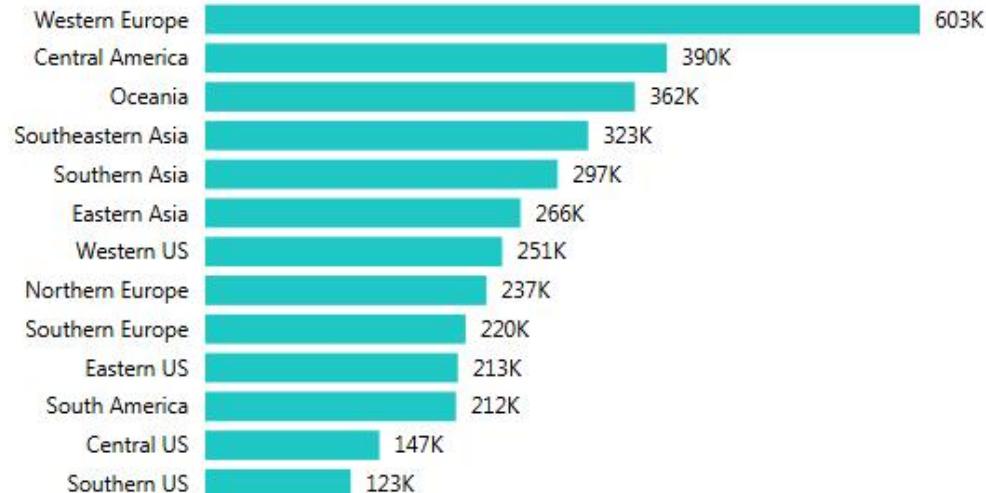
2012

2013

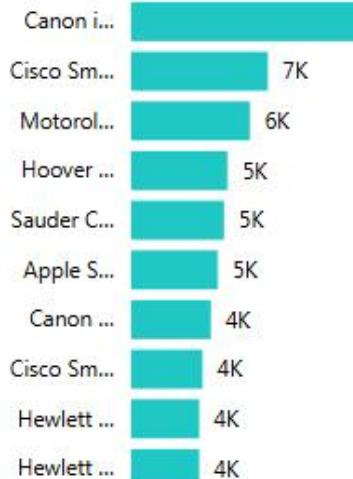
2014

2015

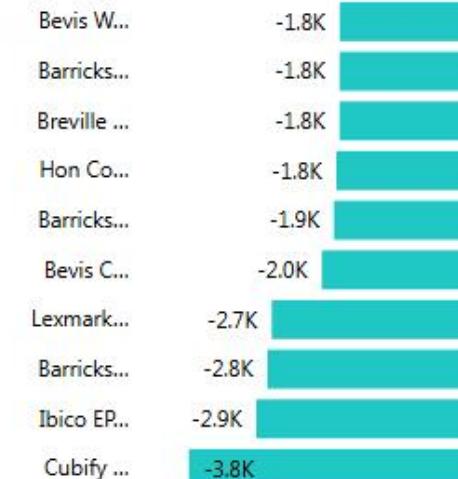
Sales by Region



Profit by Product Name



Loss by Product Name



Sales Projection

4M

Product Unit

3418

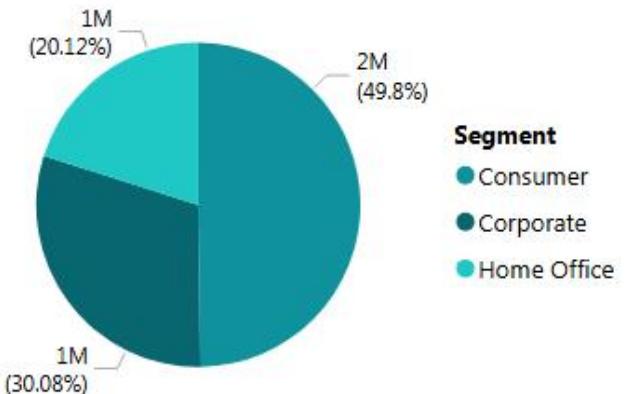
KPI

61K

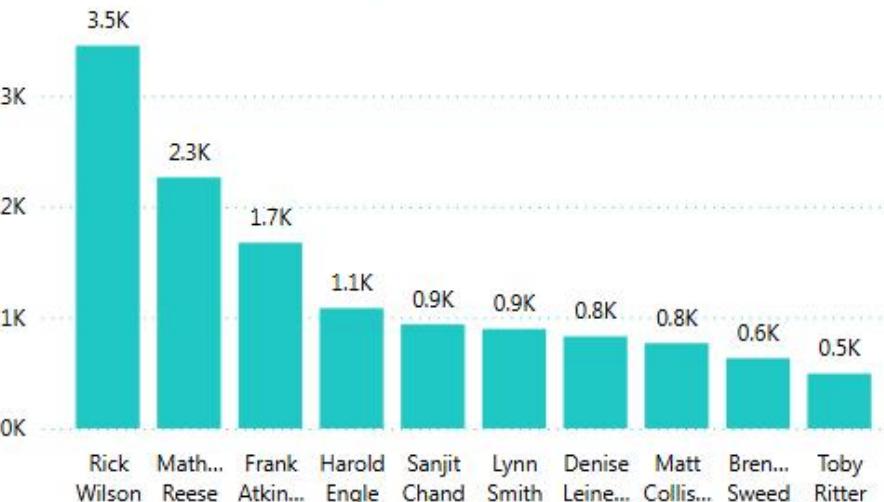
Return Order

371

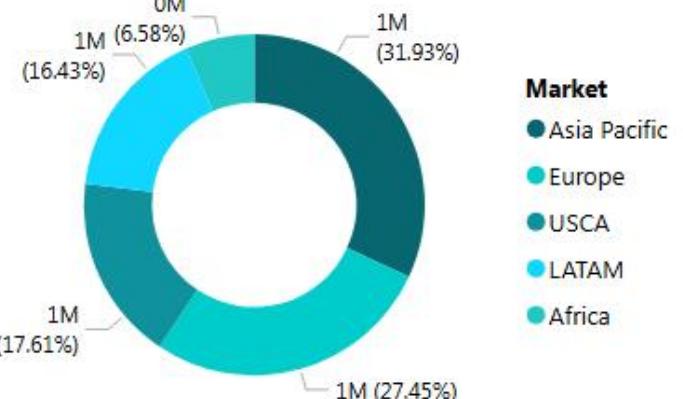
Sales by Segment



Profit by Customer Name



Sales by Market



FINAL DASHBOARD SNAPSHOT



Year Wise Sales

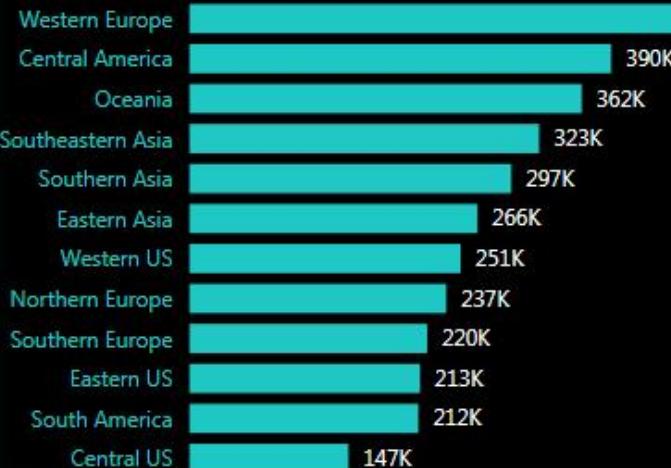
2012

2013

2014

2015

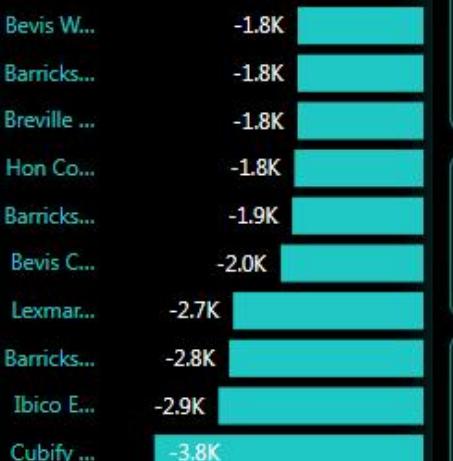
Sales by Region



Profit by Product Name



Loss by Product Name



Sales Projection

4M

Product Unit

3418

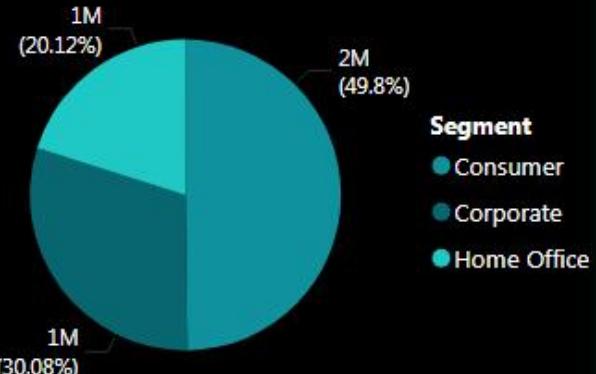
KPI

61K

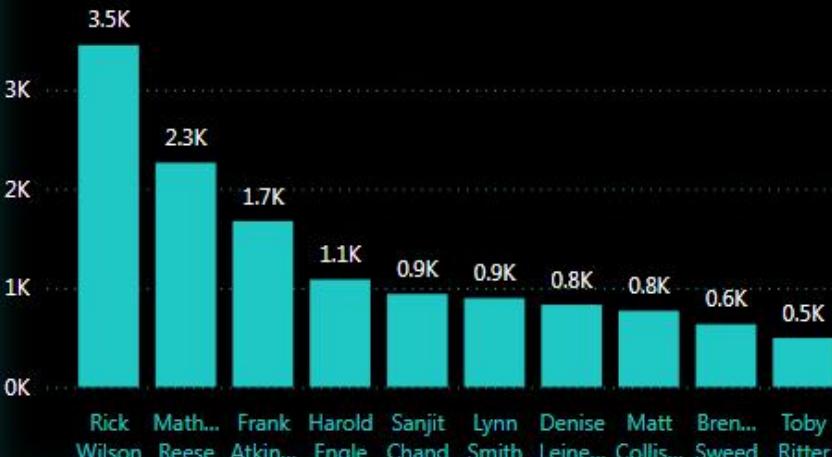
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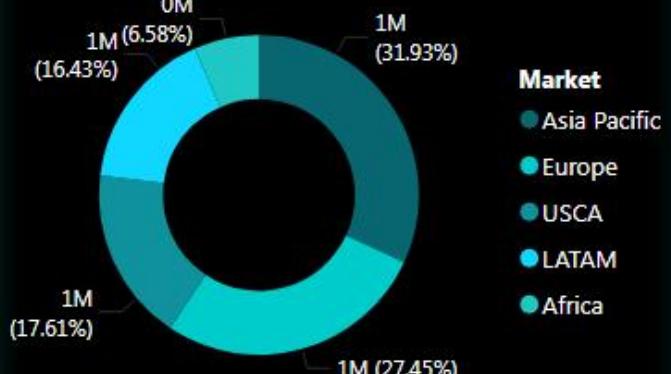
Sales by Segment



Profit by Customer Name



Sales by Market



PROJECT OVERVIEW

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amazon





**THANK
YOU!**

Every great presentation is complete with a great audience —
and that's you!