Executive Summary: Amazon Sales Analysis Project

1. Project Overview

This project utilizes a Power BI dashboard to analyze Amazon sales data, providing a comprehensive view of Year-to-Date (YTD) and Quarter-to-Date (QTD) performance. The analysis focuses on sales revenue, volume trends, and product category performance to identify key revenue drivers and seasonal patterns.

2. Key Performance Indicators (KPIs)

- **Total Revenue:** The dataset reflects a strong **$2M** in YTD Sales.

- **Recent Momentum:** QTD Sales stand at **$811K**, indicating that the current quarter accounts for approximately **40.5%** of the total yearly revenue, suggesting a strong year-end performance.

- **Volume & Engagement:** The dashboard tracks **27.7K** units sold (YTD) and significant customer engagement with **19.4K** in review metrics.

3. Sales Trends & Seasonality

- **Q4 Surge:** The "Sales by Month" and "Sales by Week" charts reveal a distinct seasonal trend. Sales remain relatively flat and consistent from January through August.

- **Peak Period:** A dramatic spike in revenue begins in **September**, continuing to rise through **November and December**. This strongly suggests that the business model is highly dependent on Q4 holiday shopping (likely Black Friday and Christmas seasons).

4. Product Category Performance

- **Top Performer: "Men Shoes"** is the dominant category, driving **43.18%** of YTD sales and **40.08%** of QTD sales. It is the clear revenue anchor for this dataset.

- **Secondary Performer: "Men Clothes"** follows with roughly **16.42%** of YTD sales.

- **The "Review" Anomaly:** While **"Mobile & Accessories"** accounts for a very small fraction of sales revenue (1.80%), it commands a disproportionately high percentage of reviews (**32.90%**). This suggests these are likely high-volume, low-cost items that generate significant customer feedback despite low total revenue.

5. Strategic Recommendations

- **Inventory Planning:** Given the massive spike in Q4, inventory for "Men Shoes" and "Men Clothes" must be heavily stocked starting in August to prevent stockouts during the peak season.

- **Marketing Focus:** Capitalize on the high engagement in the "Mobile & Accessories" category. Consider cross-selling strategies to upsell these active customers into higher-value categories like apparel or footwear.

- **Category Expansion:** "Toys" and "Car Accessories" currently have low market share; further investigation is needed to determine if these categories should be optimized or deprioritized.

Project Insights

- **Revenue Concentration:** The dataset reveals a high dependency on the Footwear category, with "Men's Shoes" outperforming the second-highest category ("Men's Clothes") by a factor of 2.6x.

- **Seasonal Velocity:** The business exhibits distinct seasonality. Strategy adjustments are required for Q1-Q3 to maintain cash flow, while Q4 operations must prioritize logistics for high-volume fulfillment.

- **Metric Highlight:**
  - **$2M** Total Revenue
  - **27.7K** Units Sold
  - **40%** of Sales generated in the final quarter.