

# AMAZON SALES DASHBOARD

2011

2012

2013

2014



**332.44K**

Total Sales

**47.42K**

Total Profit

**6.15K**

Total Quantity

**1611**

Total Order

**17**

Total Category

**7**

Max Delivery Days

Accessories

Appliances

Art

Binders

Bookcases

Chairs

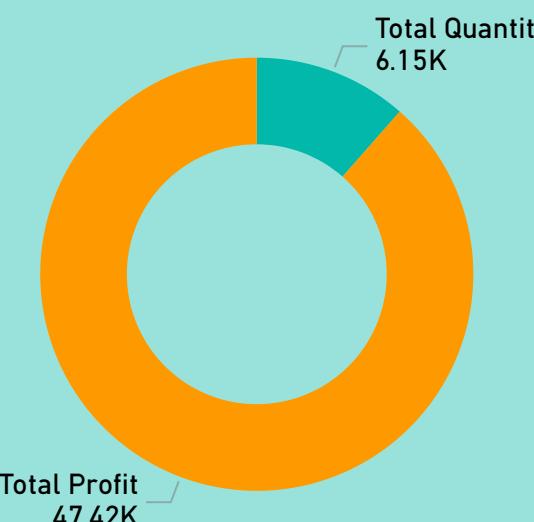
Copiers

Envelopes

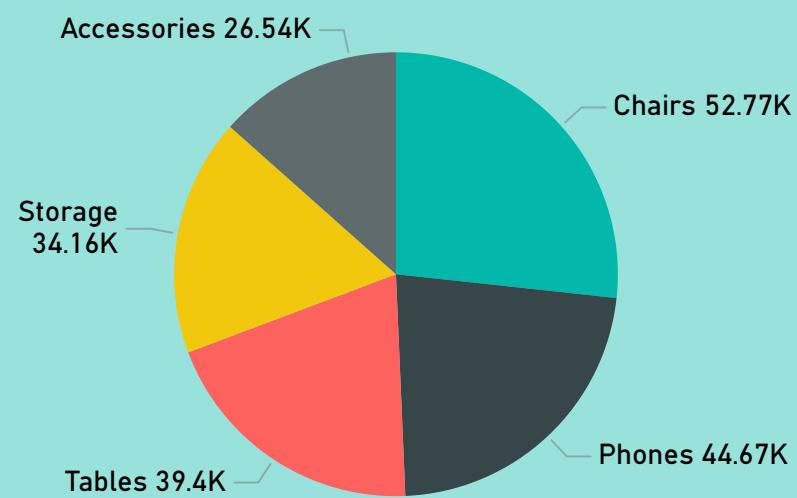
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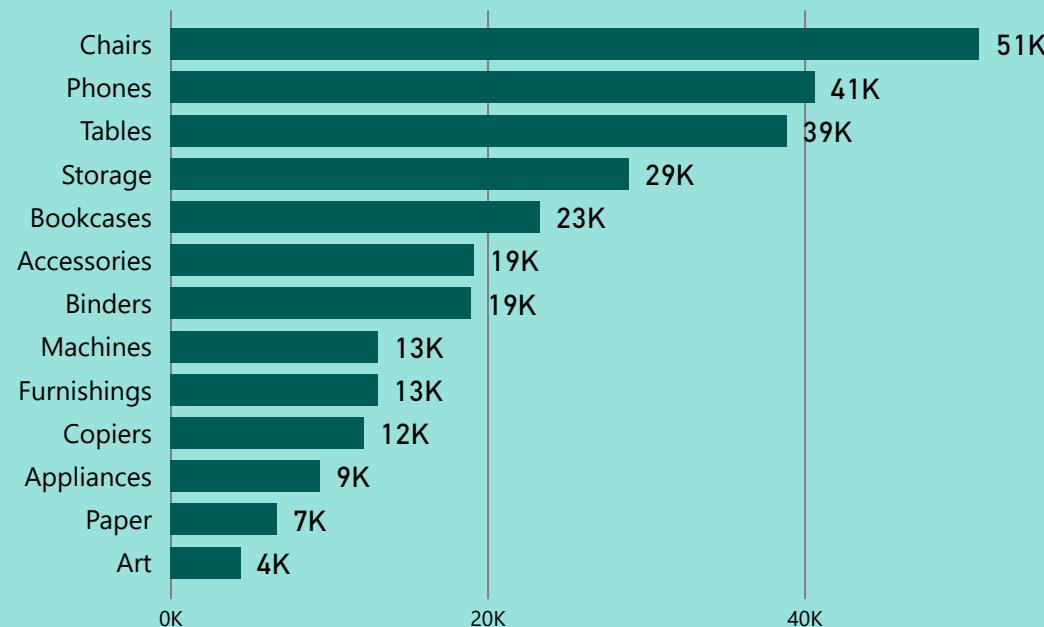
Total Quantity and Total Profit



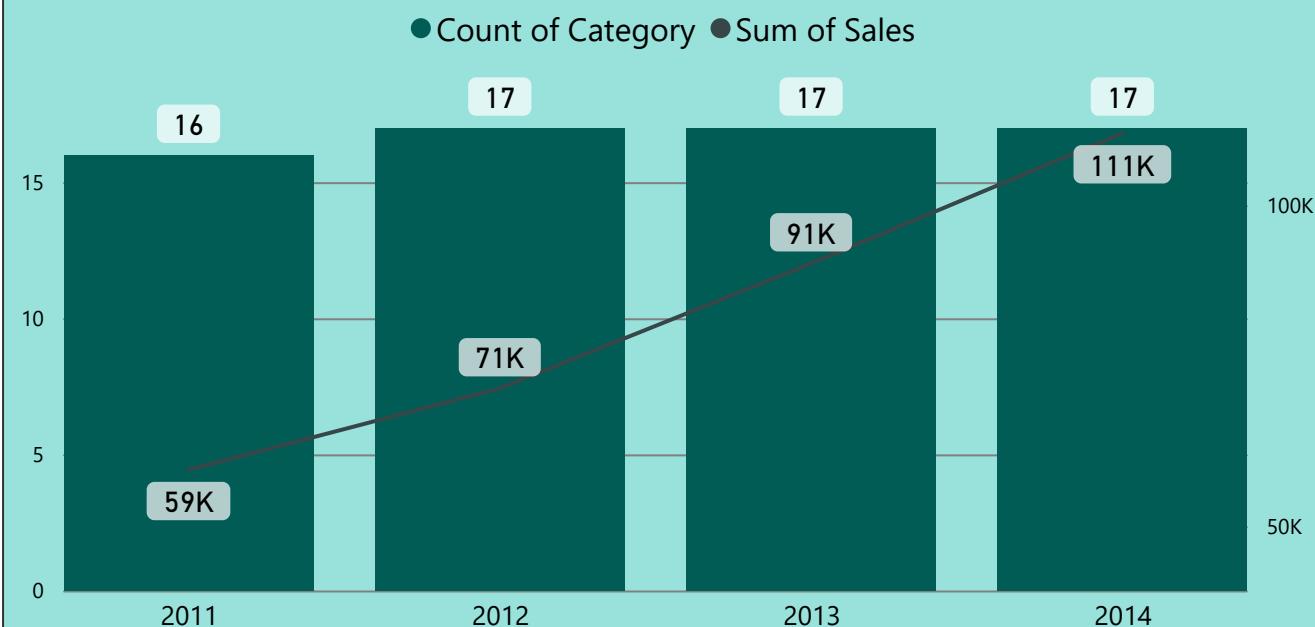
Top 5 Category by Sales



Profit Margin by Category



Count of Category and Sum of Sales by Year



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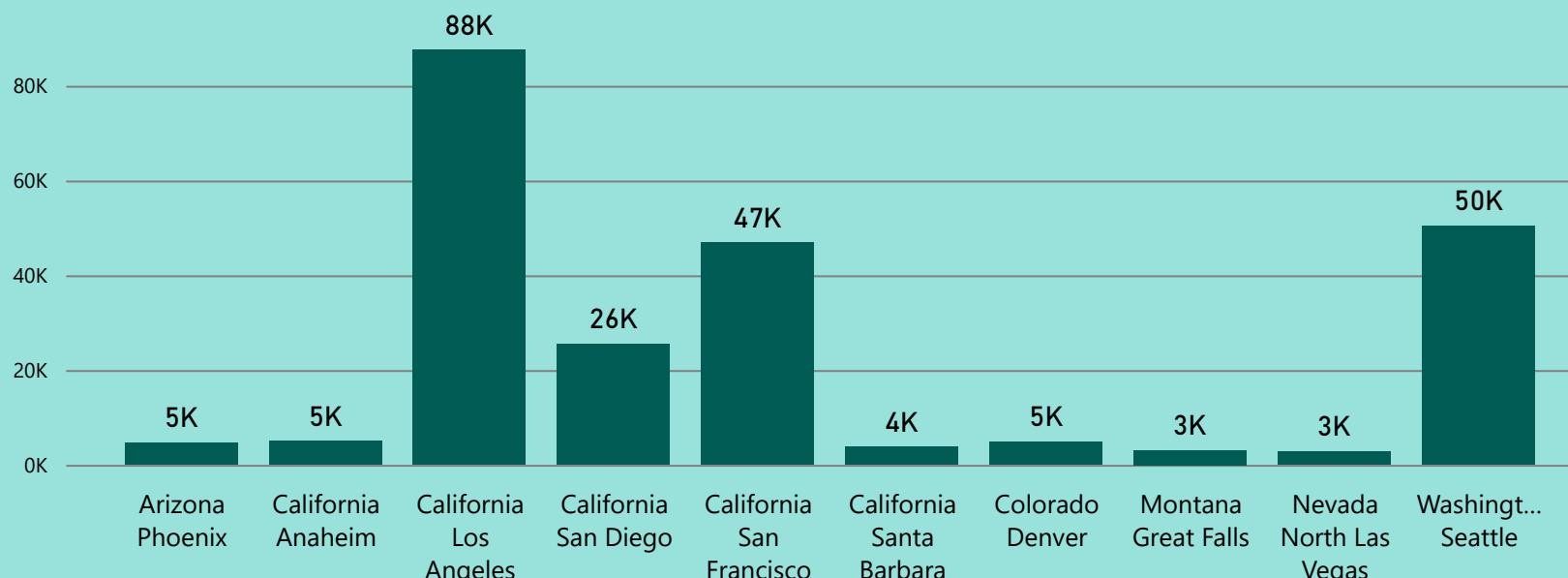
Copiers

Envelopes

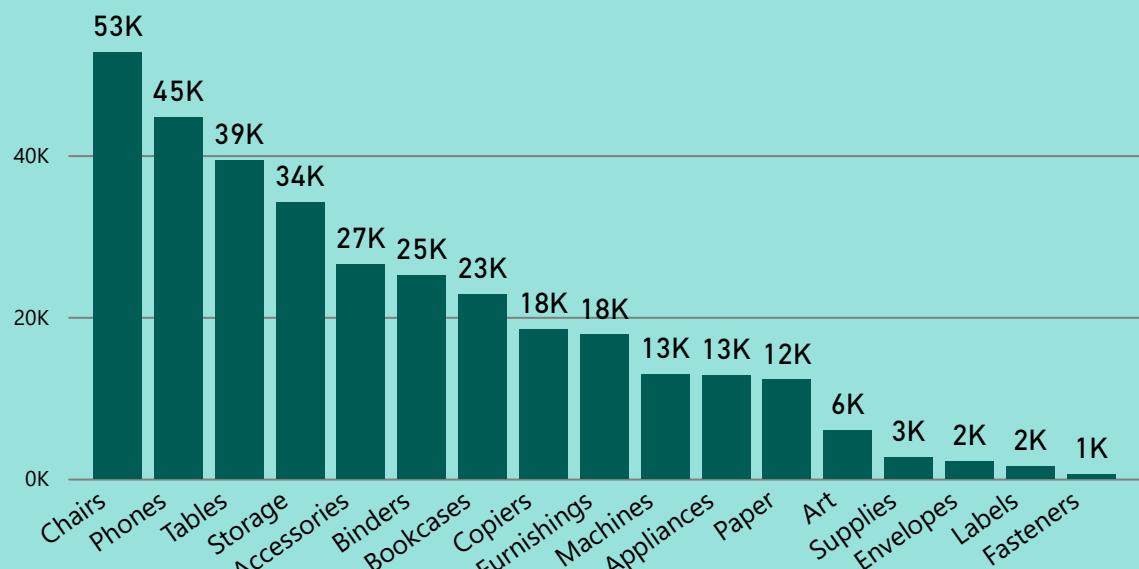
Fasteners

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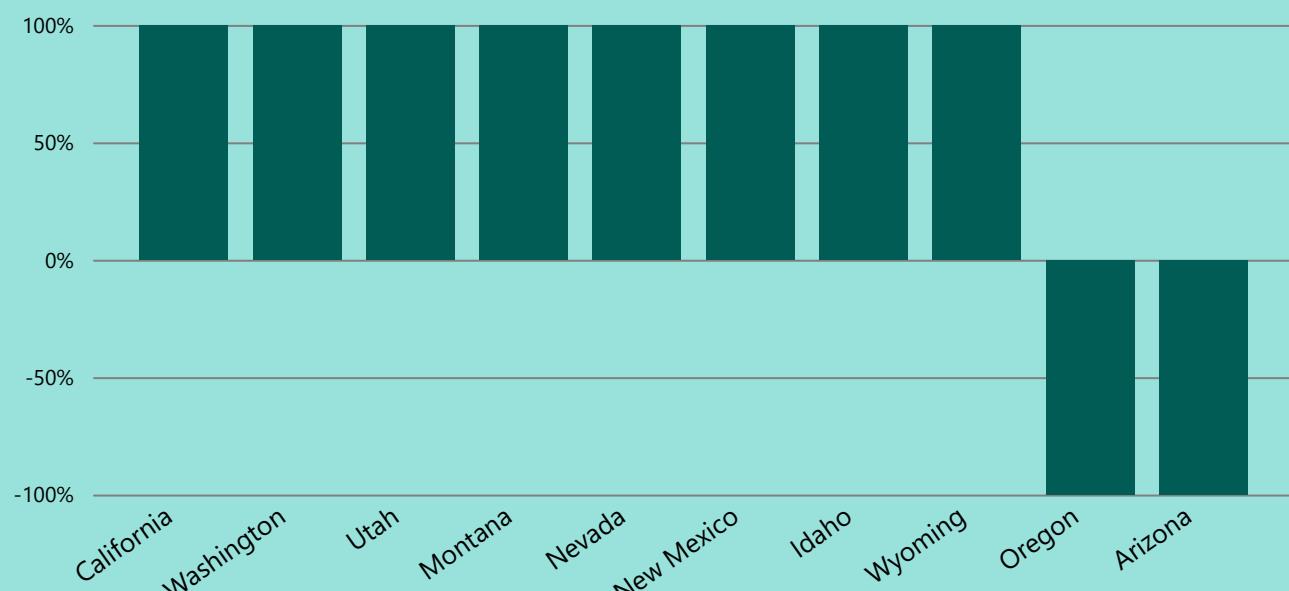
Top 10 Sales by State and City



Total Sales and Total Profit by Category



Top 10 Profit by State



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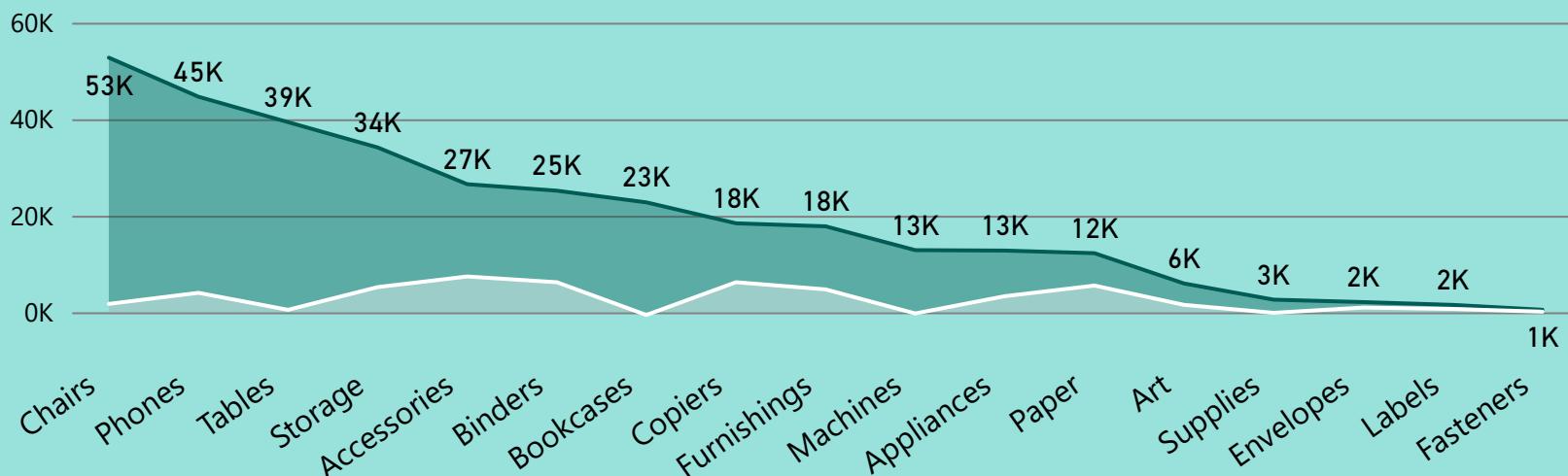
**7**

Max Delivery Days



Total Sales and Total Profit by Category

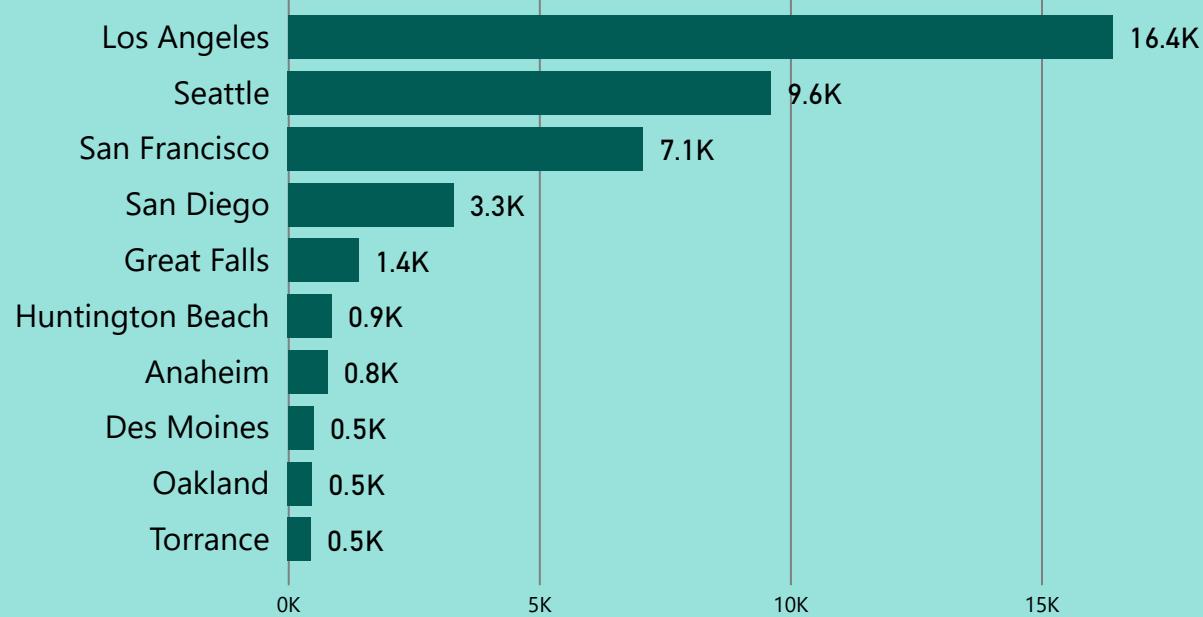
● Total Sales ● Total Profit



## Category Total Quantity Total Sales Total Profit

Category	Total Quantity	Total Sales	Total Profit
Accessories	499.00	26,541.58	7,417.56
Appliances	240.00	12,788.90	3,337.02
Art	534.00	5,967.82	1,539.43
Binders	893.00	25,201.00	6,225.61
Bookcases	178.00	22,775.38	-559.93
Chairs	391.00	52,765.61	1,739.82
Copiers	46.00	18,439.61	6,233.87
Envelopes	112.00	2,115.46	980.63
<b>Total</b>	<b>6,149.00</b>	<b>332,443.71</b>	<b>47,420.44</b>

## Top 10 Profit by City





# AMAZON SALES DASHBOARD

## Power BI Project – Amazon Sales Dashboard (Data Cleaning + Visualization)

The dataset I used in this project is an **Amazon Sales Dataset** containing detailed information about customer orders from **2011 to 2014**. It includes important fields such as **Order ID**, **Order Date**, **Ship Date**, **Geography** (Country, City, State), **Product Category**, **Product Name**, **Sales**, **Quantity**, and **Profit**. The dataset originally contained **3203 records**, which were later cleaned and transformed into **1611 unique orders** after removing duplicates and unnecessary columns. This dataset provided valuable insights into **sales performance, profit distribution, delivery time, and regional sales trends** across various product categories and locations. It served as a strong foundation for building an **interactive Power BI dashboard** that highlights key business metrics and helps understand overall company performance.

### Data Cleaning Steps (Power Query Editor):

1. Checked and removed null values, blank rows, and errors.
2. Removed **duplicate Order IDs** — reduced dataset from **3203 rows** to **1611 unique orders**.
3. Removed **unnecessary columns** such as email, which were not useful for analysis.
4. Split the **Geography column** into separate **City** and **State** columns (e.g., "Los Angeles, California" → "Los Angeles" and "California").
5. Extracted **Year** from the Order Date (2011–2014).
6. Calculated **Delivery Days** by subtracting Ship Date from Order Date.



# AMAZON SALES DASHBOARD

## Power BI Project – Amazon Sales Dashboard (Data Cleaning + Visualization)

### Dashboard Insights:

Total Sales – ₹332.44K | Total Profit – ₹47.42K | Total Orders – 1611

**Top Categories by Sales:** Chairs, Phones, Tables, Storage

**Top States by Profit:** California & Washington

**Top City:** Los Angeles (₹88K Sales, ₹16.4K Profit)

**Least Performing States:** Arizona & Oregon (negative profit)

Sales consistently increased from 2011 → 2014

### Skills Used:

Power BI | Power Query | Data Modelling | DAX Functions | Data Cleaning | Data Visualization

This project enhanced my ability to clean raw datasets and build dashboards that reveal key business insights for data-driven decision-making.

## Build visuals with your data

Select or drag fields from the Data pane onto the report canvas.

