



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

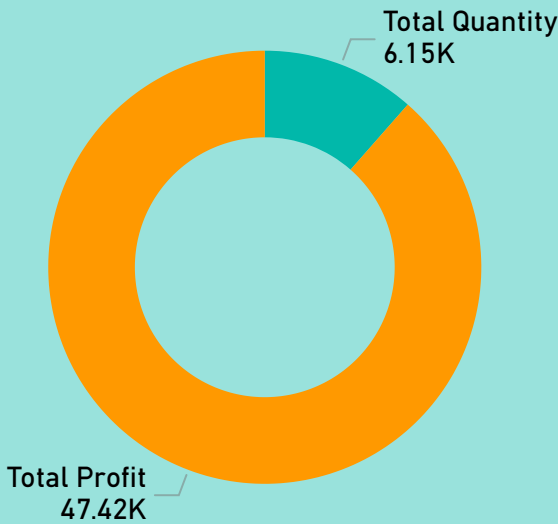
Copiers

Envelopes

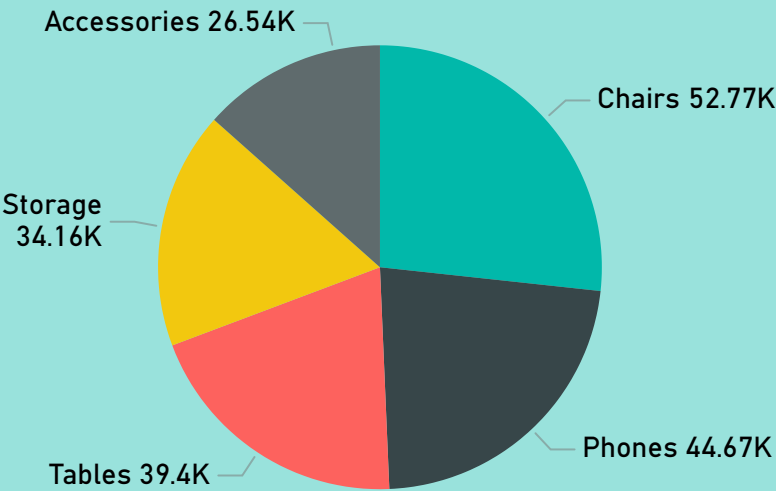
Fasteners



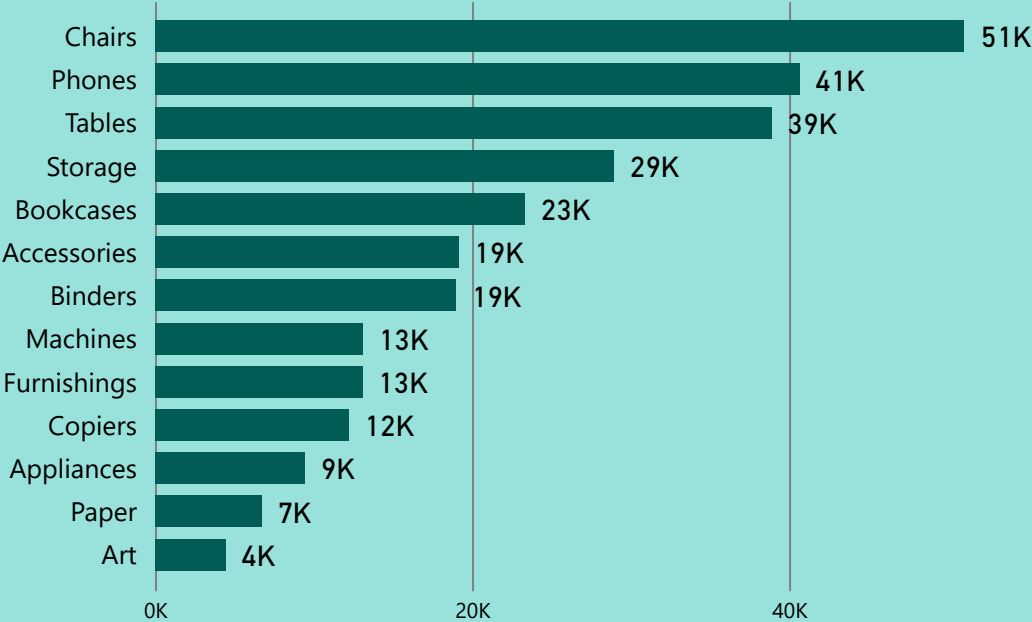
Total Quantity and Total Profit



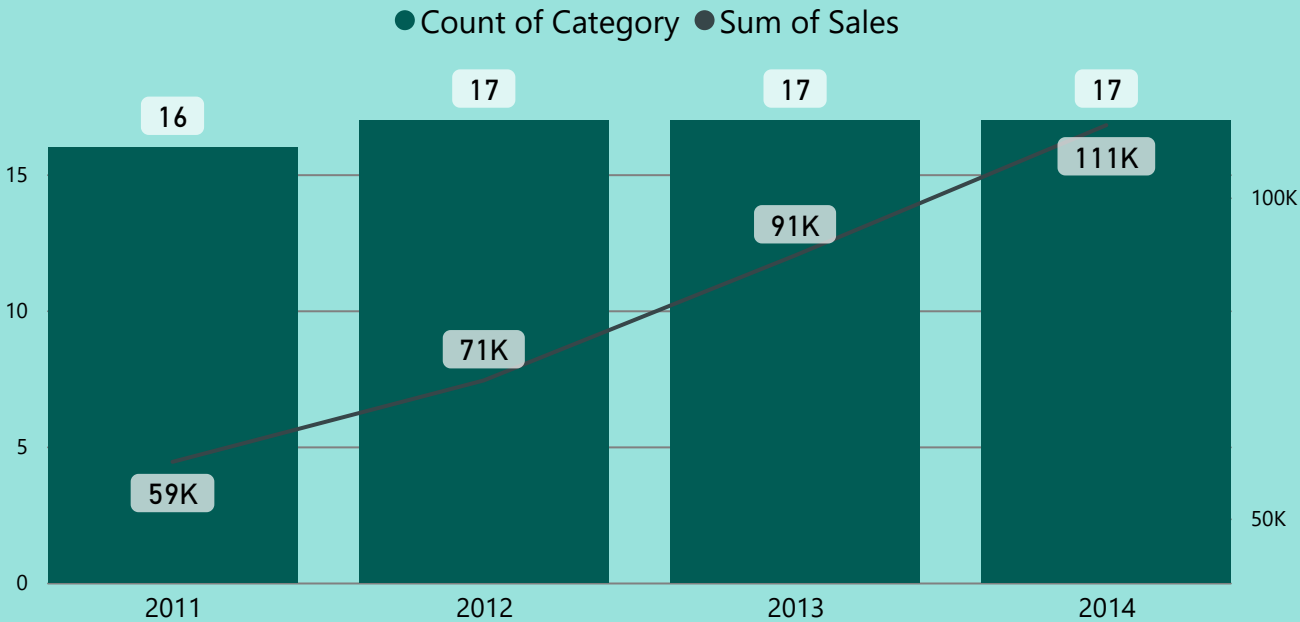
Top 5 Category by Sales



Profit Margin by Category



Count of Category and Sum of Sales by Year





AMAZON SALES DASHBOARD

2011	2012	2013	2014
------	------	------	------

332.44K

Total Sales

47.42K

Total Profit

6.15K

Total Quantity

1611

Total Order

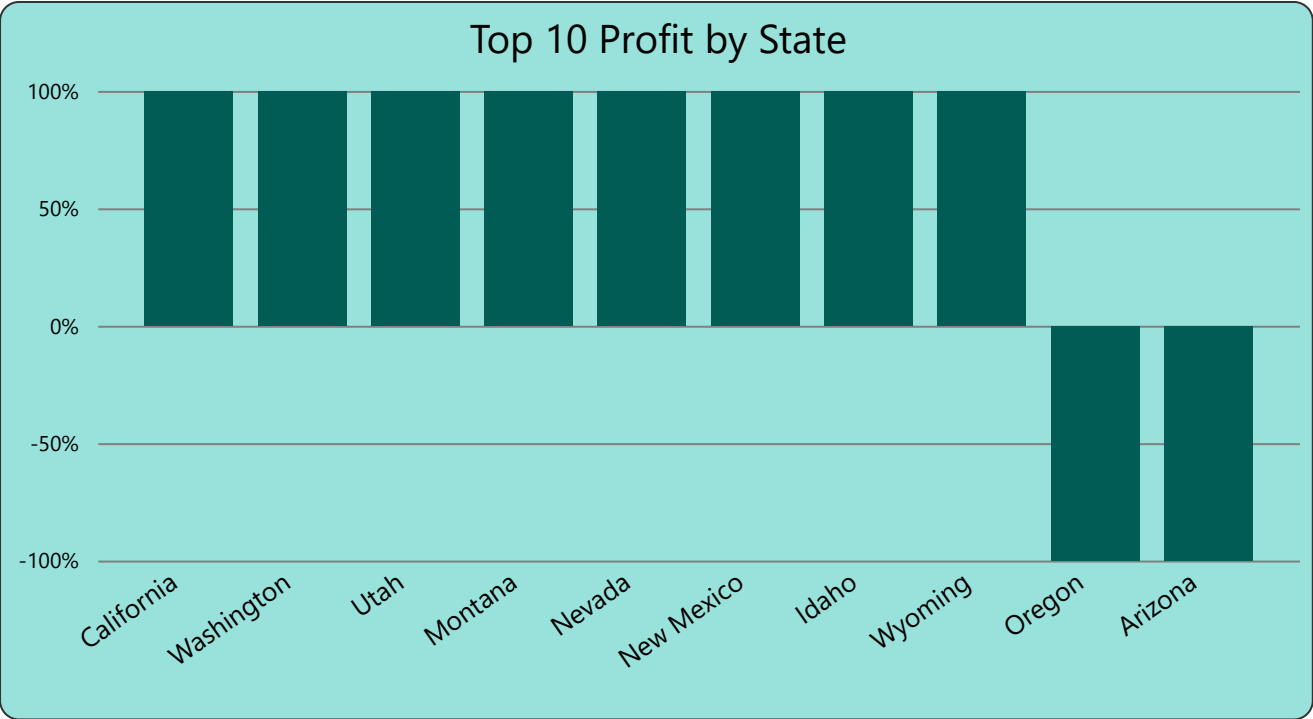
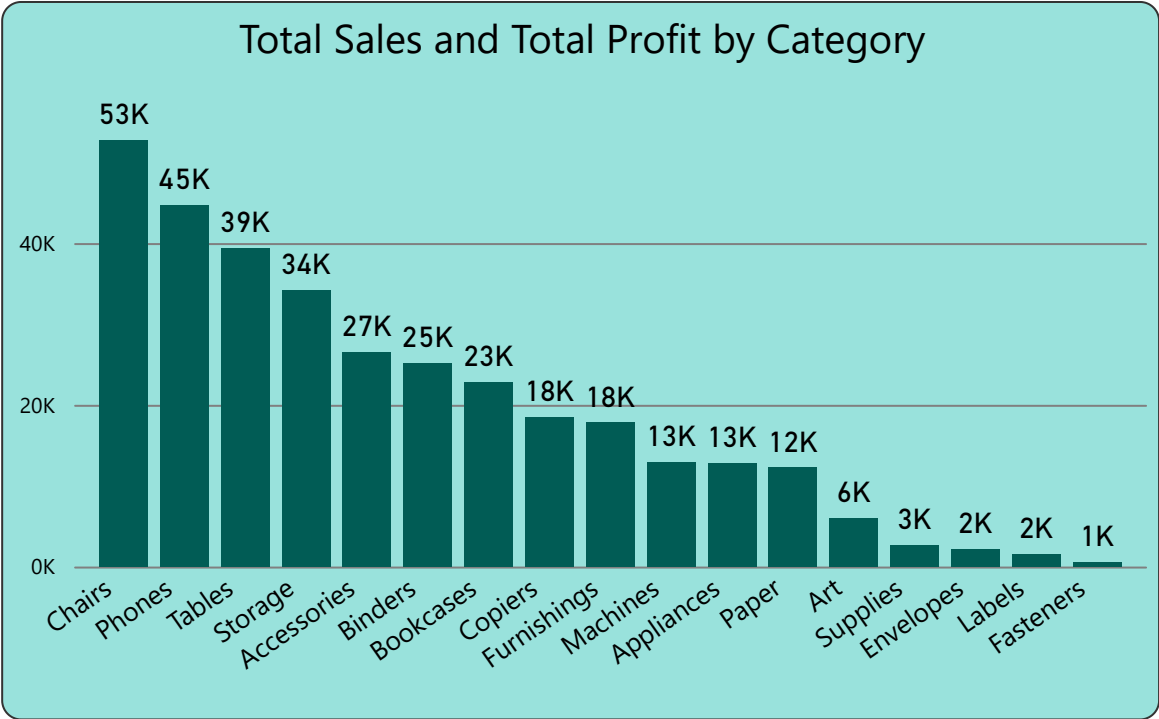
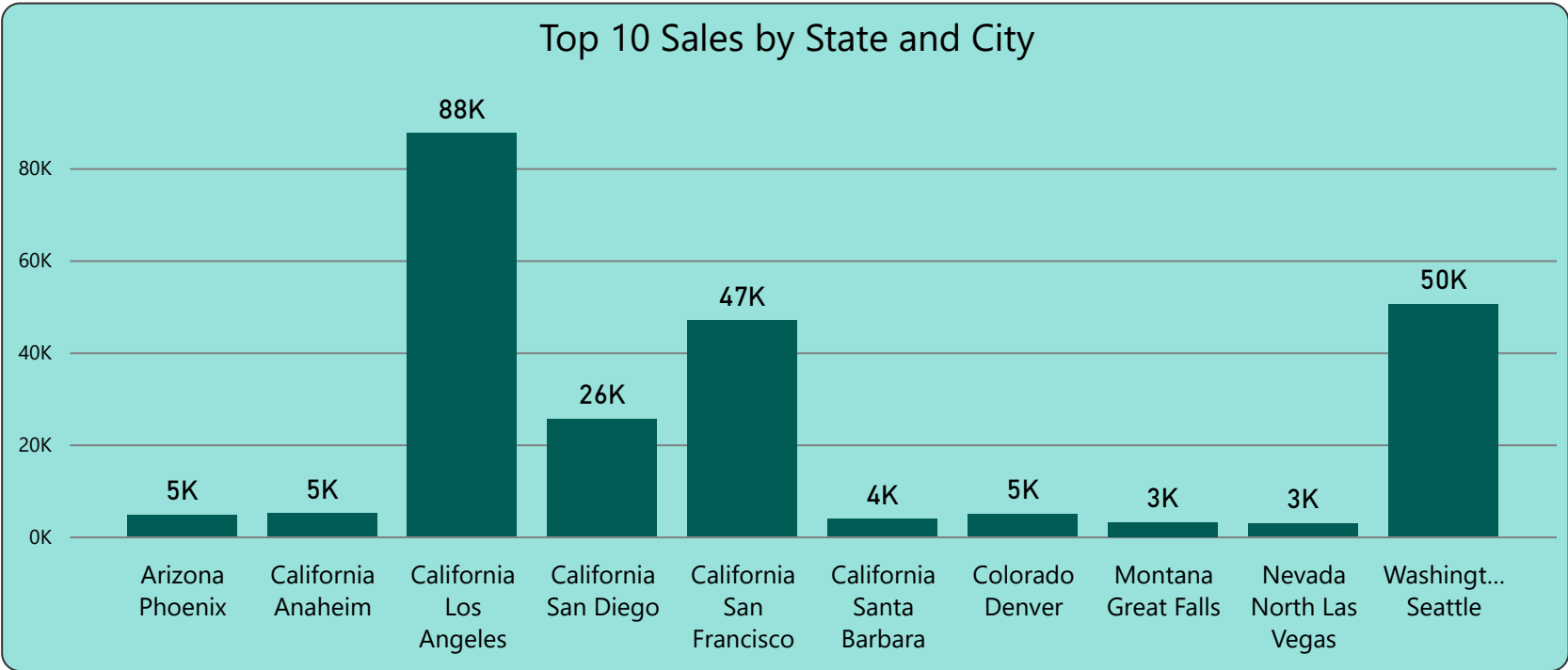
17

Total Category

7

Max Delivery Days

Accessories	Appliances	Art	Binders	Bookcases	Chairs	Copiers	Envelopes	Fasteners	>
-------------	------------	-----	---------	-----------	--------	---------	-----------	-----------	---





AMAZON SALES DASHBOARD

2011	2012	2013	2014
------	------	------	------

332.44K

Total Sales

47.42K

Total Profit

6.15K

Total Quantity

1611

Total Order

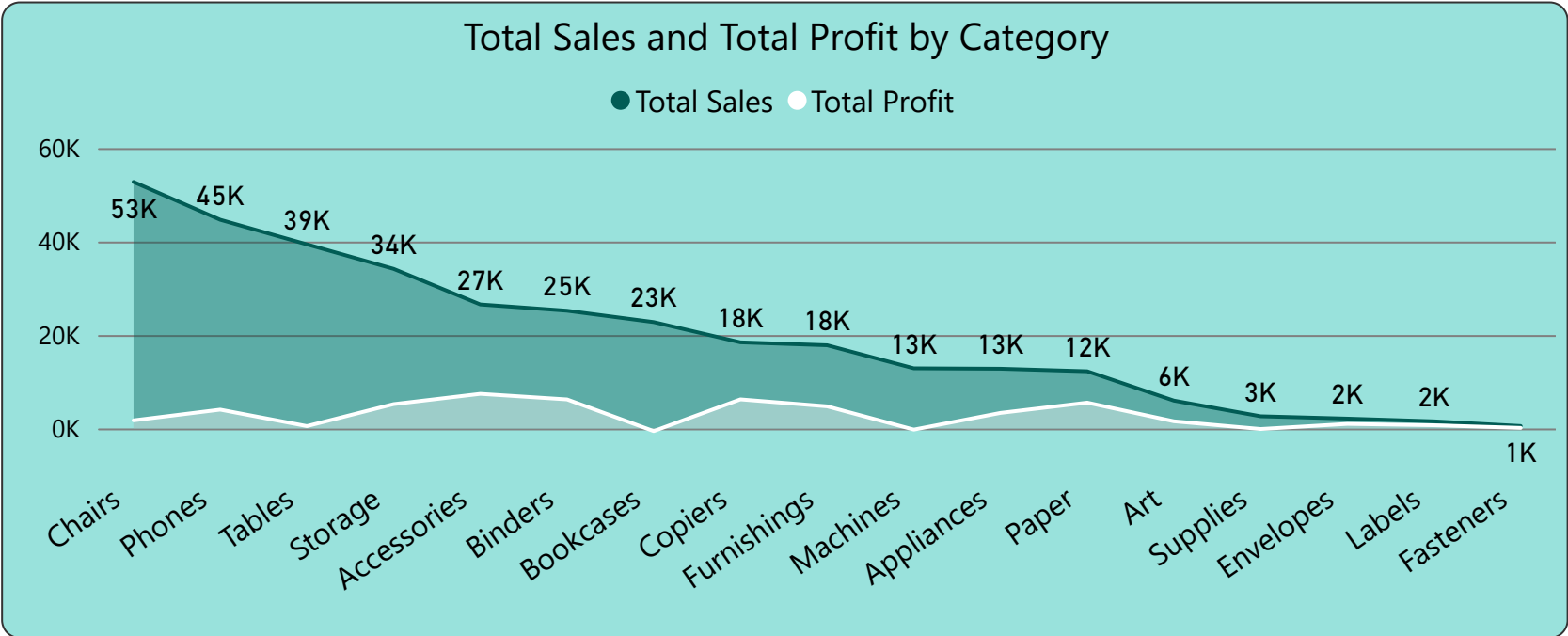
17

Total Category

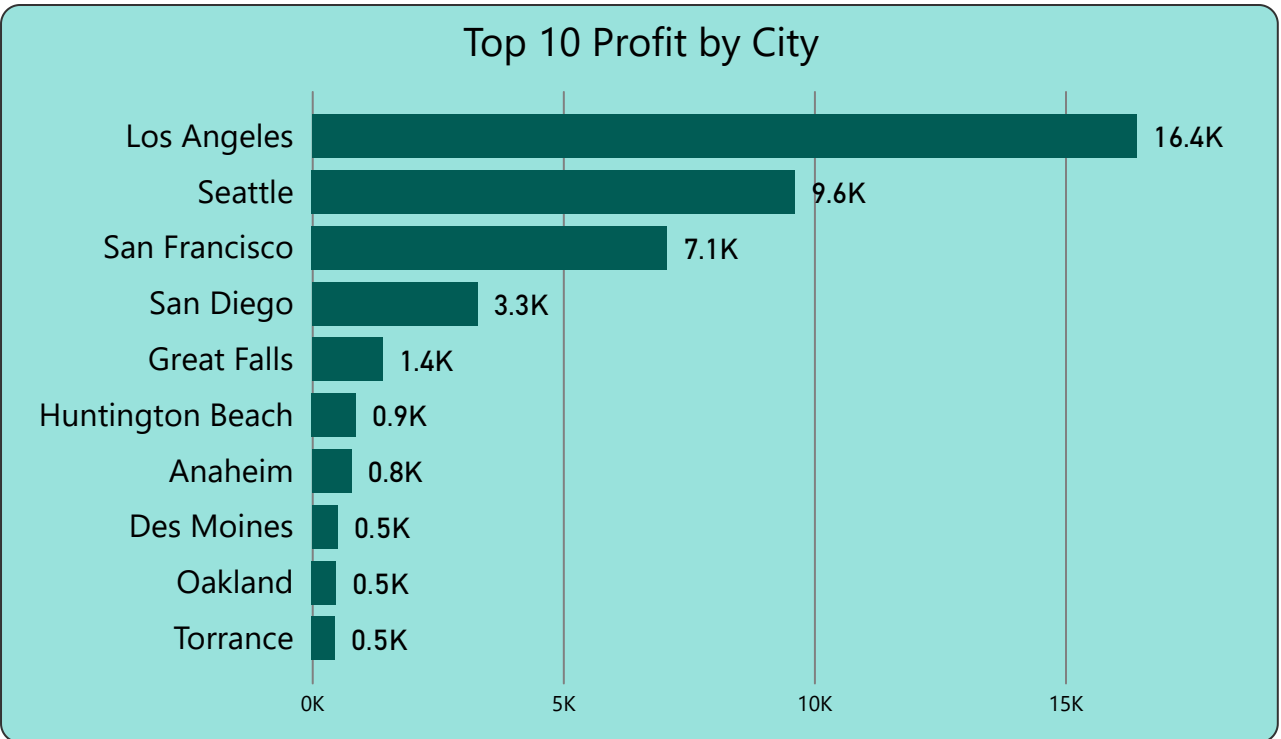
7

Max Delivery Days

Accessories	Appliances	Art	Binders	Bookcases	Chairs	Copiers	Envelopes	Fasteners	>
-------------	------------	-----	---------	-----------	--------	---------	-----------	-----------	---



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
Total	6,149.00	332,443.71	47,420.44





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.

