

Amazon Product Sales and review insights Dashboards

Problem Statement

Online marketplaces like Amazon contain millions of products with varying prices, discounts, and customer ratings. Customers and business analysts often struggle to identify.

Project Objectives

- Analyze overall product ratings and review volume.
- Identify top-performing and underperforming categories.
- Study the relationship between Price vs Rating.
- Analyze Discount % vs Customer Rating.
- Provide interactive filtering using category and price range.

DAX Measures Used

- ❖ Total Product
- ❖ Average Rating
- ❖ Discount %
- ❖ Total Sales
- ❖ Total Price
- ❖ Total Review

Data Cleaning

Removed Duplicates

- Removed duplicate product_id and review_id
- Ensured one unique product entry

Data Type Corrections

Column	Data Type
actual_price	Whole Number
discounted_price	Whole Number
rating	Decimal Number
Discount%	Percentage

Removed Currency Symbols

- Removed ₹, commas from price columns
- Converted text values to numeric

Tools Used

Tool

Power BI Desktop

Power Query Editor

DAX

Excel

Scatter Charts

Bar Charts

Donut Chart

Slicers

Key Visualizations Used

- Cards – Total Ratings, Avg Rating
- Bar Chart – Avg Rating by Category
- Donut Chart – Rating Bucket Distribution
- Scatter Plot – Price vs Rating
- Scatter Plot – Discount % vs Rating
- Category & Price Range Slicers