📊 Amazon Sales Dashboard – Analysis Report

This Power BI dashboard provides a detailed and comprehensive overview of Amazon sales performance across product categories, fulfillment modes, and order statuses. Key performance metrics displayed at the top of the dashboard highlight total revenue of 76M, 113K orders placed, 116K items sold, the B2B order count, and the total number of active categories. These KPIs allow users to quickly understand overall business volume and performance at a glance.

A monthly line chart presents the revenue trend across the four-month period of March, April, May, and June. The data shows a strong increase in revenue from March to April, followed by a gradual and moderate decline in the subsequent months. Category-based analysis further reveals that Kurta, Set, and Western Dress are the leading contributors to total order volume. This insight is supported by a bar chart showing quantity sold.

Logistics efficiency is measured using a "Shipped vs Unshipped" chart, which demonstrates that most orders have been successfully dispatched, reflecting strong operational performance. The fulfillment breakdown shows that Amazon's own fulfillment services handle a majority of orders compared to merchant-based shipping, offering clear visibility into marketplace versus in-house fulfillment reliance.

A waterfall chart highlights currency movement by category, which helps users understand how various product segments contribute to net revenue shifts. Multiple slicers—such as Category, State, City, Courier Status, and more—allow interactive filtering, enabling users to drill down into the data for deeper business insights and more targeted analysis. Additionally, a treemap visualizes revenue distribution, making it easy to identify which product categories deliver the highest revenue contribution.

Conclusion

Overall, the Amazon Sales Dashboard provides an insightful, visually structured, and data-rich analytical view of business performance. It supports better decision-making related to product demand, fulfillment optimization, revenue growth, and operational improvement, making it a valuable tool for strategic business evaluation.