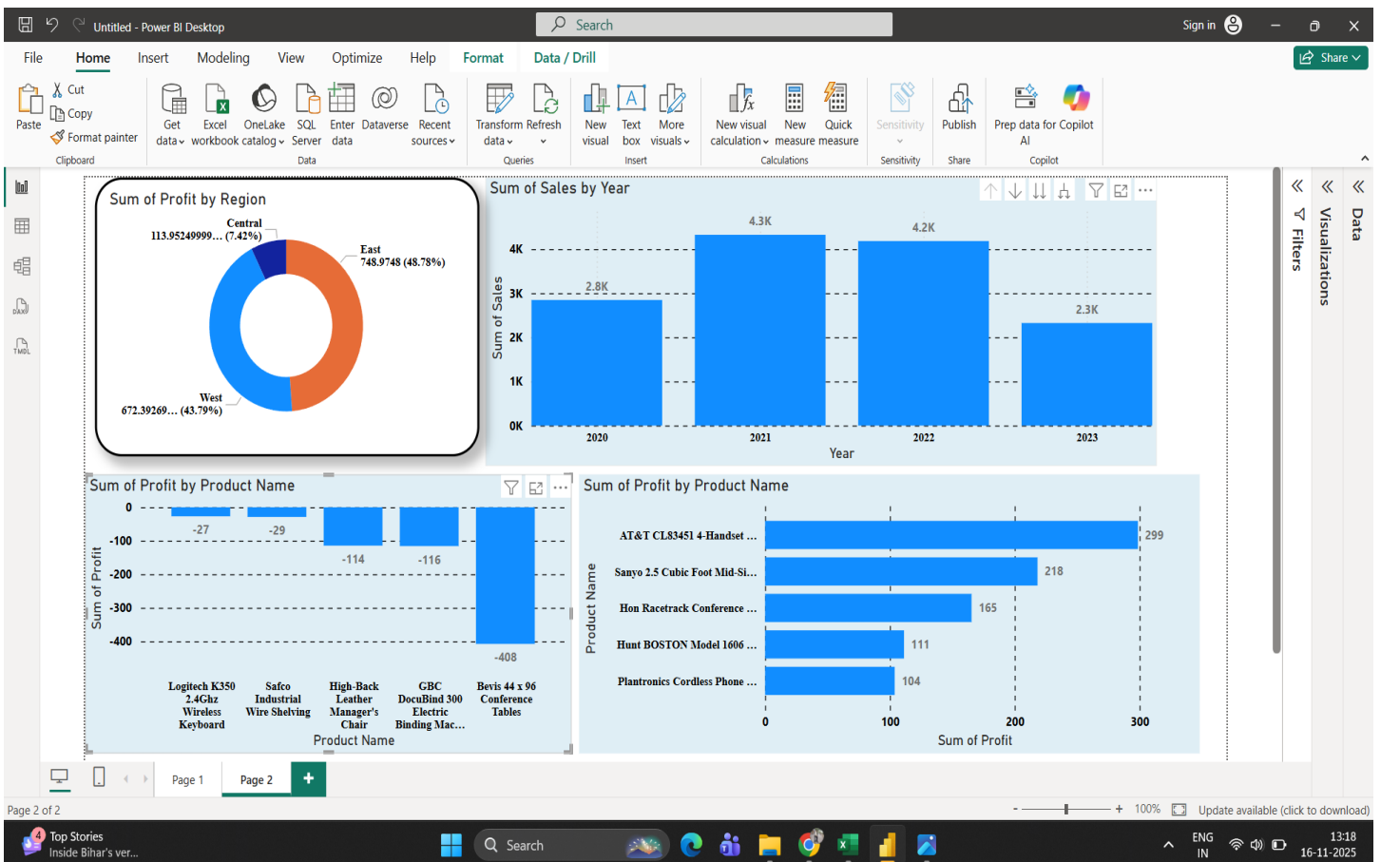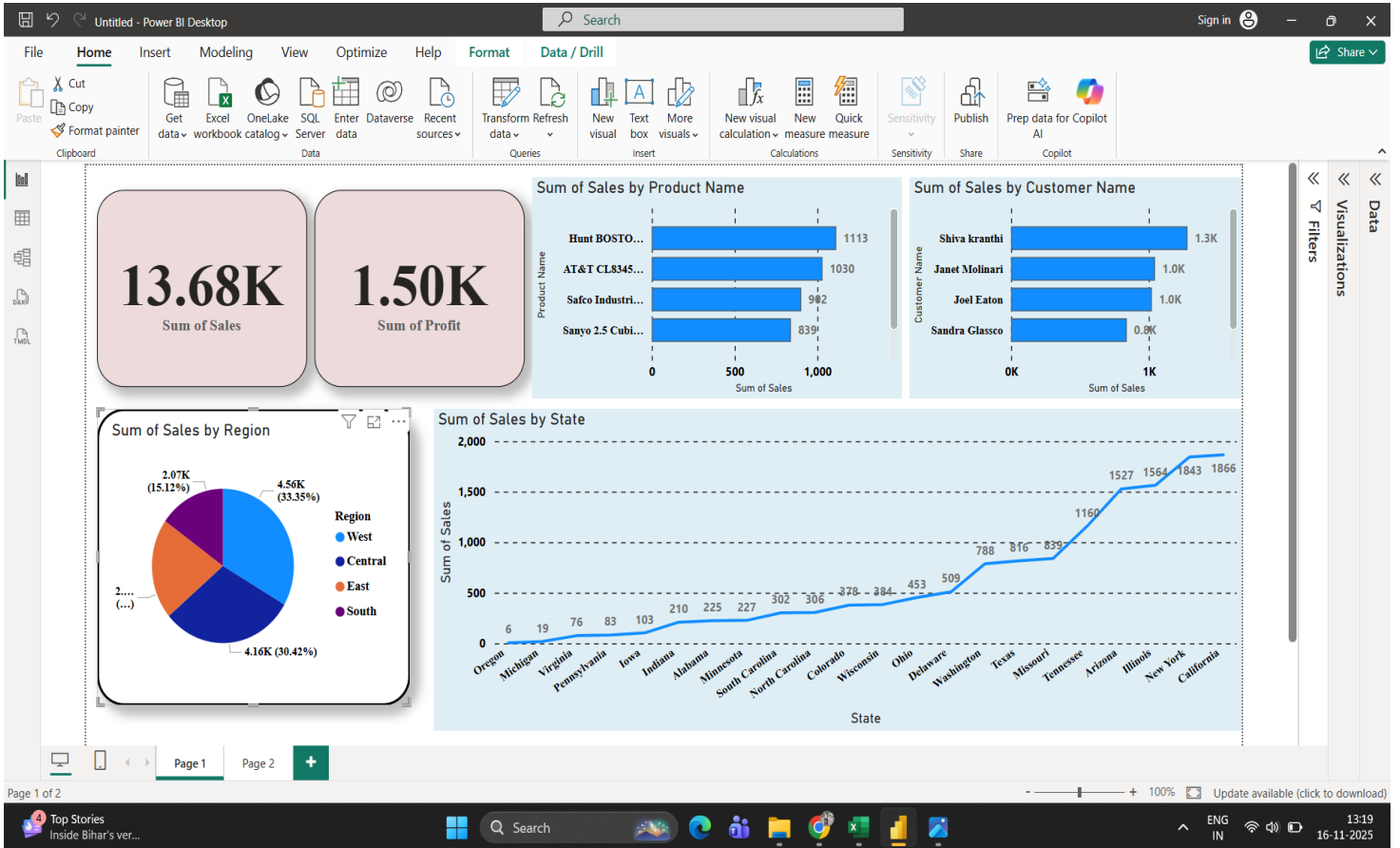# End-to-End Sales Analytics Dashboard Using Power BI (Amazon Dataset)

I used a sample Amazon sales dataset that contains columns such as Order ID, Ship Date, Customer Name, Country, State, Region, City, Category, Sub-Category, Product Name, Sales, Quantity, Discount, and Profit. Based on these fields, I created an interactive Power BI report to analyse overall sales performance and customer behaviour.

The visuals clearly present key insights such as:

- **Total Sales and Total Profit** shown through card visualizations.

- **Top 5 Products and Top 5 Customers by Sales** displayed using stacked bar charts.

- **Sales Distribution by Region**, represented using a pie chart.

- **Sum of Profit by Region**, displayed using a donut chart for better comparison.

- **Sales Trend by State**, shown through a line chart indicating an increasing pattern.

- **Time-based Sales Insights** (Year, Quarter, Month, Day) using a drill-down stacked column chart.

- A **Profit Comparison by Product Name**, highlighting the lowest bottom 5 and highest top 5 profit-generating products using column charts.

Overall, the report provides a clear and comprehensive view of sales, profit trends, customer contribution, and product-level performance across different time periods and regions.

Row ID	Order ID	Order Date	Ship Date	Customer	Country	City	State	Region
1	CA-2022-	20-06-2022	25-06-2022	Lena Hern	USA	Dover	Delaware	East
2	CA-2021-	18-04-2021	22-04-2021	Umesh	USA	New Alban	Indiana	Central
3	CA-2021-	18-04-2021	22-04-2021	Umesh	USA	New Alban	Indiana	Central
4	CA-2021-	18-04-2021	22-04-2021	Umesh	USA	New Alban	Indiana	Central
5	CA-2021-	18-04-2021	22-04-2021	Umesh	USA	New Alban	Indiana	Central
6	CA-2022-	11-12-2022	17-12-2022	Janet Moli	USA	New York	New York	East
7	CA-2022-	11-12-2022	17-12-2022	Janet Moli	USA	New York	New York	East
8	CA-2022-	17-06-2022	18-06-2022	Roshan k	USA	Troy	New York	East
9	CA-2022-	17-06-2022	18-06-2022	Roshan k	USA	Troy	New York	East
10	CA-2022-	17-06-2022	18-06-2022	Roshan k	USA	Troy	New York	East
11	CA-2022-	17-06-2022	18-06-2022	Roshan k	USA	Troy	New York	East
12	CA-2022-	17-06-2022	18-06-2022	Roshan k	USA	Troy	New York	East
13	CA-2022-	17-06-2022	18-06-2022	Roshan k	USA	Troy	New York	East
14	CA-2022-	17-06-2022	18-06-2022	Roshan k	USA	Troy	New York	East
15	CA-2021-	24-11-2021	30-11-2021	Kunst Mill	USA	Los Angel	California	West
16	CA-2021-	24-11-2021	30-11-2021	Kunst Mill	USA	Los Angel	California	West
17	CA-2021-	24-11-2021	30-11-2021	Kunst Mill	USA	Los Angel	California	West
18	CA-2021-	24-11-2021	30-11-2021	Kunst Mill	USA	Los Angel	California	West
19	US-2021-	30-04-2021	05-05-2021	Paul Steve	USA	Chicago	Illinois	Central
20	CA-2020-	05-12-2020	10-12-2020	Shiva kran	USA	Gilbert	Arizona	West
21	CA-2020-	05-12-2020	10-12-2020	Shiva kran	USA	Gilbert	Arizona	West
22	CA-2022-	04-06-2022	06-06-2022	Karen Dan	USA	Springfield	Virginia	South
23	CA-2022-	18-09-2022	23-09-2022	Henry Mac	USA	New York	New York	East
24	CA-2023-	14-09-2023	17-09-2023	Tracy Blur	USA	Jackson	Michigan	Central
25	US-2021-	26-04-2021	02-05-2021	Joel Eaton	USA	Memphis	Tennessee	South
26	US-2021-	26-04-2021	02-05-2021	Joel Eaton	USA	Memphis	Tennessee	South
27	US-2021-	26-04-2021	02-05-2021	Joel Eaton	USA	Memphis	Tennessee	South
28	US-2023-	09-12-2023	11-12-2023	Ken Brenn	USA	Houston	Texas	Central
29	US-2023-	09-12-2023	11-12-2023	Ken Brenn	USA	Houston	Texas	Central
30	US-2023-	09-12-2023	11-12-2023	Ken Brenn	USA	Houston	Texas	Central
31	US-2020-	26-11-2020	01-12-2020	Joel Eaton	USA	Houston	Texas	Central
32	CA-2022-	12-06-2022	15-06-2022	Stewart C	USA	Decatur	Alabama	South
33	CA-2022-	12-06-2022	15-06-2022	Stewart C	USA	Decatur	Alabama	South
34	CA-2020-	12-10-2020	16-10-2020	Duane No	USA	San Franc	California	West
35	CA-2020-	12-10-2020	16-10-2020	Duane No	USA	San Franc	California	West
36	CA-2021-	03-09-2021	08-09-2021	Julie Creig	USA	Durham	North Car	South
37	US-2023-	13-11-2023	16-11-2023	Christoph	USA	Chicago	Illinois	Central
38	CA-2023-	28-05-2023	30-05-2023	Patrick O'	USA	Columbia	South Car	South
39	CA-2023-	26-10-2023	02-11-2023	Paul Gonz	USA	Rochester	Minnesota	Central
40	CA-2023-	26-10-2023	02-11-2023	Paul Gonz	USA	Rochester	Minnesota	Central

41	CA-2022-	05-04-2022	10-04-2022	Gary Mitch	USA	Houston	Texas	Central
42	CA-2022-	17-09-2022	22-09-2022	Anitha	USA	Los Angel	California	West
43	CA-2022-	17-09-2022	22-09-2022	Anitha	USA	Los Angel	California	West
44	CA-2022-	17-09-2022	22-09-2022	Anitha	USA	Los Angel	California	West
45	CA-2021-	31-01-2021	05-02-2021	Karl Braun	USA	Minneapo	Minnesota	Central
46	CA-2021-	31-01-2021	05-02-2021	Karl Braun	USA	Minneapo	Minnesota	Central
47	CA-2021-	31-01-2021	05-02-2021	Karl Braun	USA	Minneapo	Minnesota	Central
48	US-2023-	06-11-2023	12-11-2023	Roger Bar	USA	Portland	Oregon	West
49	CA-2023-	09-11-2023	11-11-2023	Parhena N	USA	New York	New York	East
50	CA-2023-	17-06-2023	20-06-2023	Katherine	USA	San Franc	California	West
51	CA-2022-	06-09-2022	11-09-2022	Elpida Ritt	USA	Saint Paul	Minnesota	Central
52	CA-2022-	29-08-2022	02-09-2022	Rick Bens	USA	Chicago	Illinois	Central
53	CA-2022-	29-08-2022	02-09-2022	Rick Bens	USA	Chicago	Illinois	Central
54	CA-2022-	29-08-2022	02-09-2022	Rick Bens	USA	Chicago	Illinois	Central
55	CA-2022-	01-12-2022	04-12-2022	Gary Zand	USA	Rochester	Minnesota	Central
56	US-2021-	13-11-2021	17-11-2021	Lena Caci	USA	Aurora	Colorado	West
57	US-2021-	13-11-2021	17-11-2021	Lena Caci	USA	Aurora	Colorado	West
58	US-2021-	13-11-2021	17-11-2021	Lena Caci	USA	Aurora	Colorado	West
59	CA-2023-	23-11-2023	28-11-2023	Janet Mar	USA	Charlotte	North Car	South
60	CA-2023-	23-11-2023	28-11-2023	Janet Mar	USA	Charlotte	North Car	South
61	CA-2023-	23-11-2023	28-11-2023	Janet Mar	USA	Charlotte	North Car	South
62	CA-2021-	15-10-2021	20-10-2021	Pete Arms	USA	Orland Pa	Illinois	Central
63	CA-2023-	25-12-2023	30-12-2023	Cynthia V	USA	New York	New York	East
64	CA-2022-	03-11-2022	10-11-2022	Harshitha	USA	Urbandale	Iowa	Central
65	CA-2022-	03-11-2022	10-11-2022	Harshitha	USA	Urbandale	Iowa	Central
66	CA-2020-	25-08-2020	27-08-2020	Ryan Crov	USA	Columbus	Ohio	East
67	CA-2020-	25-08-2020	27-08-2020	Ryan Crov	USA	Columbus	Ohio	East
68	CA-2020-	25-08-2020	27-08-2020	Ryan Crov	USA	Columbus	Ohio	East
69	CA-2020-	25-08-2020	27-08-2020	Ryan Crov	USA	Columbus	Ohio	East
70	CA-2021-	02-03-2021	06-03-2021	Dave Kipp	USA	Seattle	Washingto	West
71	US-2021-	05-04-2021	10-04-2021	Greg Guth	USA	Bristol	Tennessee	South
72	CA-2022-	12-06-2022	15-06-2022	chiranjeev	USA	Wilmingto	Delaware	East
73	CA-2022-	12-06-2022	15-06-2022	chiranjeev	USA	Wilmingto	Delaware	East
74	CA-2022-	12-06-2022	15-06-2022	chiranjeev	USA	Wilmingto	Delaware	East
75	CA-2022-	12-06-2022	15-06-2022	chiranjeev	USA	Wilmingto	Delaware	East
76	CA-2022-	12-06-2022	15-06-2022	chiranjeev	USA	Wilmingto	Delaware	East
77	US-2020-	26-12-2020	28-12-2020	Alan	USA	Houston	Texas	Central
78	US-2020-	20-09-2020	25-09-2020	Philip Fox	USA	Bloomingt	Illinois	Central
79	US-2023-	05-11-2023	12-11-2023	Troy Staeb	USA	Phoenix	Arizona	West
80	US-2023-	05-11-2023	12-11-2023	Troy Staeb	USA	Phoenix	Arizona	West
81	US-2022-	06-11-2022	10-11-2022	Lindsay Sl	USA	Los Angel	California	West

82	US-2022-	06-11-2022	10-11-2022	Lindsay Sh	USA	Los Angel	California	West
83	US-2023-	02-02-2023	05-02-2023	Sai kiran	USA	Columbus	Ohio	East
84	US-2023-	02-02-2023	05-02-2023	Sai kiran	USA	Columbus	Ohio	East
85	US-2023-	02-02-2023	05-02-2023	Sai kiran	USA	Columbus	Ohio	East
86	CA-2022-	13-10-2022	19-10-2022	sravanthi	USA	Roseville	California	West
87	CA-2022-	13-10-2022	19-10-2022	sravanthi	USA	Roseville	California	West
88	CA-2022-	13-10-2022	19-10-2022	sravanthi	USA	Roseville	California	West
89	CA-2022-	13-10-2022	19-10-2022	sravanthi	USA	Roseville	California	West
90	CA-2022-	13-10-2022	19-10-2022	sravanthi	USA	Roseville	California	West
91	CA-2022-	13-10-2022	19-10-2022	sravanthi	USA	Roseville	California	West
92	CA-2022-	13-10-2022	19-10-2022	sravanthi	USA	Roseville	California	West
93	CA-2022-	05-09-2022	07-09-2022	Jonathan I	USA	Philadelph	Pennsylva	East
94	CA-2023-	18-09-2023	23-09-2023	Sally Hugh	USA	San Franc	California	West
95	CA-2023-	18-09-2023	23-09-2023	Sally Hugh	USA	San Franc	California	West
96	CA-2023-	18-09-2023	23-09-2023	Sally Hugh	USA	San Franc	California	West
97	CA-2023-	22-12-2023	27-12-2023	Sandra Gl	USA	Independe	Missouri	Central
98	CA-2021-	07-09-2021	12-09-2021	Helen And	USA	Pasadena	California	West
99	CA-2020-	22-10-2020	28-10-2020	Maureen (	USA	Newark	Ohio	East
100	CA-2022-	05-12-2022	09-12-2022	Justin Ellis	USA	Franklin	Wisconsir	Central
	GRAND TOTAL							

Category	Sub-Categ	Product N	Sales	Quantity	Discount	Profit
Technolog	Phones	LF Elite 3D	21.8	2	0	6.104
Office Sup	Binders	C-Line Pe	38.22	6	0	17.9634
Office Sup	Labels	Avery 485	75.18	6	0	35.3346
Furniture	Furnishing	Longer-Lif	6.16	2	0	2.9568
Furniture	Chairs	Global Lea	89.99	1	0	17.0981
Office Sup	Fasteners	Advantus	15.26	7	0	6.2566
Technolog	Phones	AT&T CL8:	1029.95	5	0	298.686
Office Sup	Storage	Home/Off	208.56	6	0	52.14
Office Sup	Paper	Xerox 232	32.4	5	0	15.552
Furniture	Chairs	Novimex T	319.41	5	0.1	7.098
Office Sup	Paper	Array Parc	14.56	2	0	6.9888
Technolog	Accessori	Imation 8	30	2	0	3.3
Office Sup	Binders	Plastic Bir	48.48	4	0.2	16.362
Office Sup	Art	Prang Dus	1.68	1	0	0.84
Technolog	Accessori	Verbatim :	13.98	2	0	6.1512
Office Sup	Binders	Acco PRES	25.824	6	0.2	9.3612
Office Sup	Paper	Xerox 194	146.73	3	0	68.9631
Furniture	Furnishing	Luxo Econ	79.76	4	0	22.3328
Furniture	Chairs	Global Va	213.115	5	0.3	-15.223
Office Sup	Art	Hunt BOS	1113.02	8	0.2	111.302
Technolog	Phones	netTALK D	167.968	4	0.2	62.988
Office Sup	Paper	Snap-A-W	75.88	2	0	35.6636
Office Sup	Binders	Avery Bind	4.616	1	0.2	1.731
Office Sup	Paper	Telephone	19.05	3	0	8.763
Furniture	Chairs	High-Back	831.936	8	0.2	-114.39
Furniture	Furnishing	Tenex Trac	97.04	2	0.2	1.213
Office Sup	Storage	Safco Indu	72.784	1	0.2	-18.196
Office Sup	Binders	Economy	1.248	3	0.8	-1.9344
Furniture	Furnishing	6" Cubicle	9.708	3	0.6	-5.8248
Office Sup	Storage	SimpliFile	27.24	3	0.2	2.724
Furniture	Furnishing	Eldon Exp	19.3	5	0.6	-14.475
Office Sup	Appliance	1.7 Cubic	208.16	1	0	56.2032
Office Sup	Binders	Avery Hea	16.74	3	0	8.0352
Office Sup	Art	Premium \	14.9	5	0	4.172
Office Sup	Storage	Sortfiler M	21.39	1	0	6.2031
Office Sup	Envelopes	Jet-Pak Re	200.984	7	0.2	62.8075
Office Sup	Storage	Safco Indu	230.376	3	0.2	-48.955
Furniture	Chairs	Novimex S	301.96	2	0	33.2156
Technolog	Accessori	Logitech L	19.99	1	0	6.7966
Office Sup	Labels	Avery 511	6.16	2	0	2.9568

Office Sup	Storage	Eldon Port	158.368	7	0.2	13.8572
Office Sup	Art	Turquoise	20.1	3	0	6.633
Technolog	Phones	Panasonic	73.584	2	0.2	8.2782
Office Sup	Paper	Xerox 199	6.48	1	0	3.1104
Office Sup	Paper	Xerox 199	12.96	2	0	6.2208
Furniture	Furnishing	Seth Thom	53.34	3	0	16.5354
Office Sup	Binders	Ibico Stan	32.96	2	0	16.1504
Office Sup	Binders	Flexible Le	5.682	1	0.7	-3.788
Furniture	Furnishing	9-3/4 Diar	96.53	7	0	40.5426
Office Sup	Binders	Trimflex F	51.312	3	0.2	17.9592
Office Sup	Appliance	Fellowes	77.88	6	0	22.5852
Office Sup	Paper	Avery Pers	64.624	7	0.2	22.6184
Technolog	Accessori	SanDisk U	95.976	3	0.2	-10.797
Office Sup	Binders	Avery Hidc	1.788	3	0.8	-3.0396
Office Sup	Paper	Universal	23.92	4	0	11.7208
Technolog	Accessori	Logitech K	238.896	6	0.2	-26.876
Furniture	Furnishing	Deflect-o	102.36	3	0.2	-3.8385
Office Sup	Binders	Avery Trap	36.882	3	0.7	-25.817
Technolog	Accessori	Memorex	74.112	8	0.2	17.6016
Technolog	Phones	Speck Pro	27.992	1	0.2	2.0994
Office Sup	Art	Newell Ch	3.304	1	0.2	1.0738
Technolog	Accessori	Logitech G	339.96	5	0.2	67.992
Furniture	Furnishing	Magnifier	41.96	2	0	10.9096
Office Sup	Art	Hunt Powe	75.96	2	0	22.788
Office Sup	Binders	Avery Dura	27.24	6	0	13.3476
Office Sup	Fasteners	OIC Color	40.096	14	0.2	14.5348
Office Sup	Envelopes	Redi-Strip	4.72	2	0.2	1.652
Office Sup	Paper	Xerox 192	23.976	3	0.2	7.4925
Office Sup	Envelopes	Tyvek Top	130.464	6	0.2	44.0316
Furniture	Tables	Hon Race	787.53	3	0	165.381
Office Sup	Binders	GBC Docu	157.794	1	0.7	-115.72
Furniture	Furnishing	Artistic Ins	47.04	3	0	18.3456
Office Sup	Binders	DXL Angle	30.84	4	0	13.878
Office Sup	Storage	Companio	226.56	6	0	63.4368
Office Sup	Envelopes	Globe We	115.02	9	0	51.759
Technolog	Phones	KLD Osca	68.04	7	0	19.7316
Furniture	Chairs	Global De	600.558	3	0.3	-8.5794
Furniture	Tables	Bevis 44 x	617.7	6	0.5	-407.68
Office Sup	Binders	Avery Dura	2.388	2	0.7	-1.8308
Office Sup	Storage	Trav-L-File	243.992	7	0.2	30.499
Furniture	Chairs	Global Tas	81.424	2	0.2	-9.1602

Furniture	Furnishing	Eldon Clea	238.56	3	0	26.2416
Technolog	Phones	Anker 36V	59.97	5	0.4	-11.994
Office Sup	Paper	Xerox 191	78.304	2	0.2	29.364
Office Sup	Fasteners	Staples	21.456	9	0.2	6.9732
Office Sup	Paper	Xerox 195	20.04	3	0	9.6192
Office Sup	Paper	Xerox 188	35.44	1	0	16.6568
Office Sup	Art	Sanford C	11.52	4	0	3.456
Office Sup	Fasteners	Ideal Clan	4.02	2	0	1.9698
Office Sup	Binders	GBC Wire	76.176	3	0.2	26.6616
Office Sup	Supplies	Fiskars So	65.88	6	0	18.4464
Furniture	Furnishing	Longer-Lif	43.12	14	0	20.6976
Furniture	Furnishing	Howard M	82.8	2	0.2	10.35
Office Sup	Art	Newell 34	8.82	3	0	2.3814
Office Sup	Envelopes	Convenier	10.86	3	0	5.1042
Office Sup	Paper	Xerox 191	143.7	3	0	68.976
Office Sup	Appliance	Sanyo 2.5	839.43	3	0	218.252
Office Sup	Storage	Safco Indu	671.93	7	0	20.1579
Furniture	Furnishing	Seth Thon	93.888	4	0.2	12.9096
Technolog	Phones	Plantronic	384.45	11	0	103.802
			13684.19	399	13.8	1504.93