



Amazon Sales Dashboard

YTD Sales

\$13.37M

▲ 8.09%



YTD Profit

\$4.09M

▼ -16.61%



YTD Quantity

49226

▲ 14.07%



YTD Profit Margin

30.58%

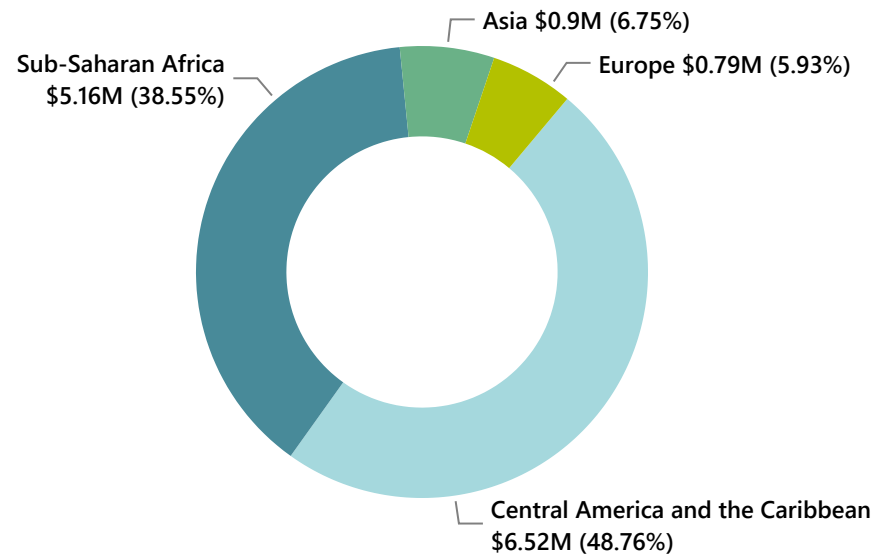
▼ -22.85%



Sales by Channel

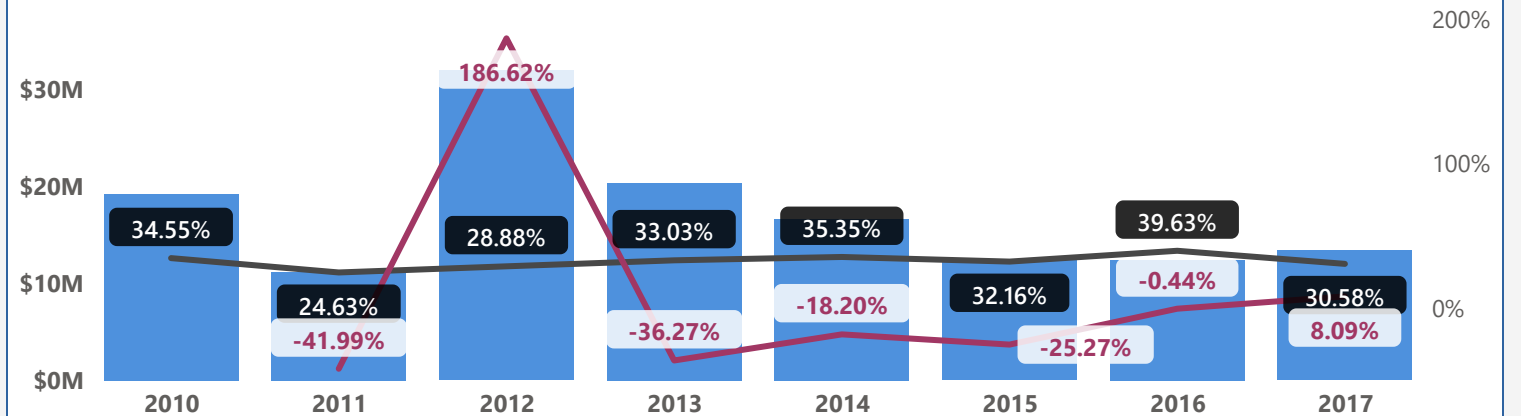
Sales Channel	YTD Sales	PYTD Sales	YoY sales	Trend
Offline	\$6.52M	\$4.91M	32.93%	▲
Online	\$6.85M	\$7.47M	-8.23%	▼

YTD Sales by Region

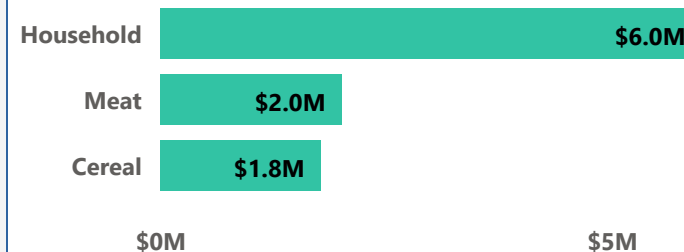


Yearly Trend by Total Revenue and Profit Margin

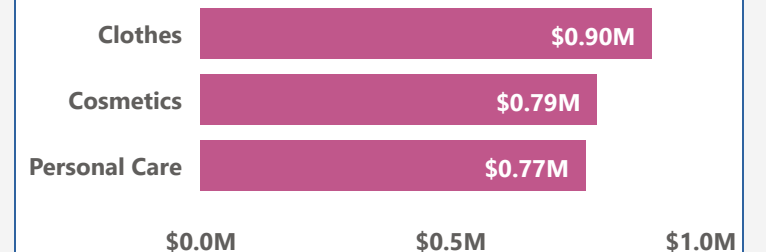
● Total Revenue ● Profit Margin ● Sales variance %



Top 3 Item Type by YTD Sales



Bottom 3 Item Type by YTD Sales



Amazon Sales Data



Presented By : Shreenaga Pinakpani



PROBLEM STATEMENT

amazon

- Create a KPI banner showing YTD Sales, YTD Profit, YTD Quantity sold, YTD Profit Margin.
- Find Year on Year growth for each KPI and show a YTD sparkline for each measure in the KPI to understand the monthly trend for each fact
- Find YTD sales, PYTD sales, YoY sales growth for different sales channel. Add a trend icon for each channel.



PROBLEM STATEMENT CONTINUED

amazon

➤ Find Yearly Trend by Total Revenue and Profit Margin

➤ Top 3 & Bottom 3 Item Type by sales

➤ YTD sales by region to know best & worst performing region.



STEPS IN PROJECT

amazon

➤ **Problem statement:** Identify key questions the project aims to answer.

➤ **Import Data in Power BI**

➤ **Data Cleaning:** Use Power Query to clean and transform data. This includes removing duplicates, handling missing values, and converting data types.



STEPS IN PROJECT CONTINUED

amazon

- **Data Modelling:** Establish relationships between different tables in your data model.
- **Creating Date Table & measures :** Use DAX (Data Analysis Expressions) to create calculated columns and measures that provide insights.
- **Data Visualization:** Choose appropriate charts, graphs, and tables to represent your data.



STEPS IN PROJECT CONTINUED

amazon

➤ **Creating Dashboard:**

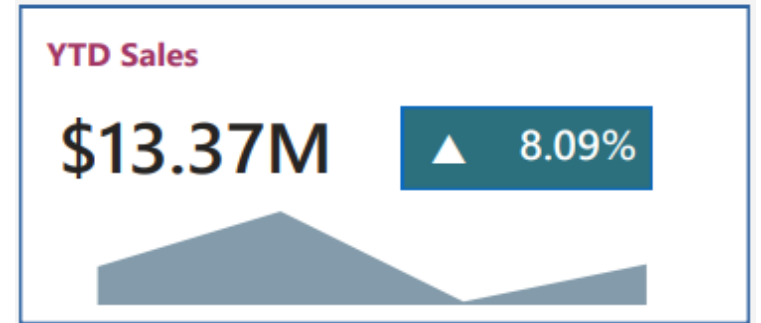
Design a clear and intuitive layout for your report pages.

Apply themes and format visuals to ensure consistency and readability.

➤ **Generating Insights**



YTD Sales Amount

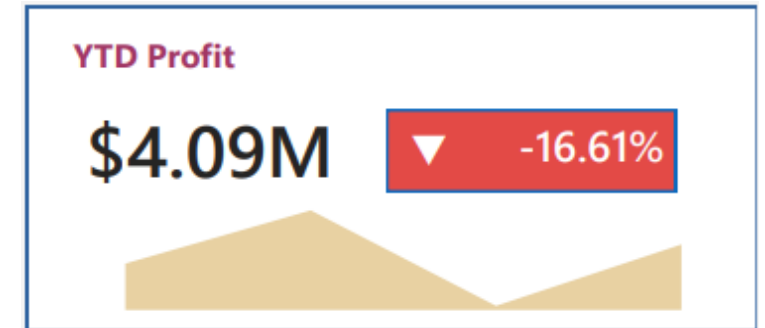


Insights :

- **\$13.37M** indicates the total sales revenue accumulated in the latest year. This figure gives stakeholders a quick view of the company's sales performance over this period.
- The **8.09%** increase suggests that sales have grown by this percentage compared to previous year. This is a positive indicator of growth, showing that the business is not only maintaining its sales volume but increasing it.
- The chart underneath the figures represents the trend of sales over the year.
- This KPI is crucial for businesses as it helps in assessing the effectiveness of sales strategies, understanding market conditions, and planning for future business activities based on current year performance.



YTD Profit Amount

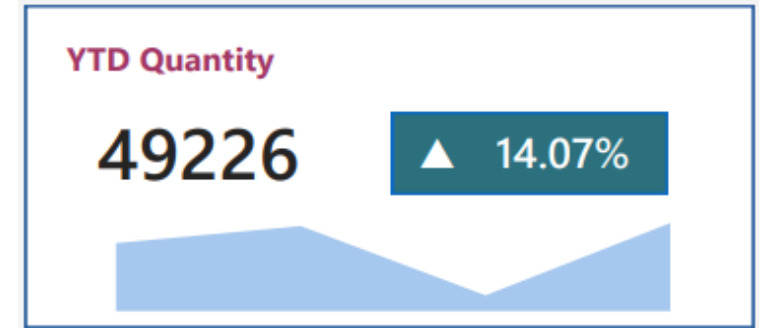


Insights:

- **Profit Reduction Concerns:** A **16.61%** decrease in profit is substantial and could be a concern. It suggests either increased costs, reduced sales margins, or both. This requires attention to understand the specific causes—whether they are due to rising expenses, aggressive pricing strategies, operational inefficiencies.
- **Strategic Adjustments Needed:** Management might need to look into cost-cutting measures, pricing strategies, or ways to enhance operational efficiency to regain profitability.
- **Impact on Future Decisions:** This decline in profit will likely influence strategic decisions, including investments, expansion plans, and resource allocation.



YTD Quantity



Insights:

- The figure **49,226** represents the total quantity of products sold or units moved during the latest year. This metric is crucial for evaluating the volume of business activity.
- The **14.07%** increase is a positive sign of increased business activity, suggesting higher demand or effective sales strategies.



YTD Profit Margin



Insights:

- **Profit margin Reduction Causes:** High operating costs, pricing strategy issues and poor inventory management may be some of the reasons.
- **Correction measures:**
 - Conduct a cost analysis to identify and reduce unnecessary expenses.
 - Evaluate and adjust pricing strategies to ensure they cover costs and provide a margin.
 - Excessive inventory can lead to increased holding costs and potential write-offs.



Sales Channels

Sales by Channel

Sales Channel	YTD Sales	PYTD Sales	YoY sales	Trend
Offline	\$6.52M	\$4.91M	32.93%	▲
Online	\$6.85M	\$7.47M	-8.23%	▼

Insights:

Offline Sales Increase (+32.93%) is likely due to improved in-store experience, effective local marketing, new store expansions and changes in consumer behaviour.

Online Sales Decrease (-8.23%) is likely due to increased competition, website issues and shift in consumer preferences, etc.

Strategies to leverage online channel:

- **Enhance Digital Presence:** Invest in improving the online shopping experience with better website functionality, faster loading times, and enhanced customer support.
- **Targeted Marketing Campaigns:** Use data analytics to develop targeted marketing campaigns tailored to online audiences.
- **Expand Delivery:** Enhance convenience for customers by offering flexible delivery.



YTD Sales by Region

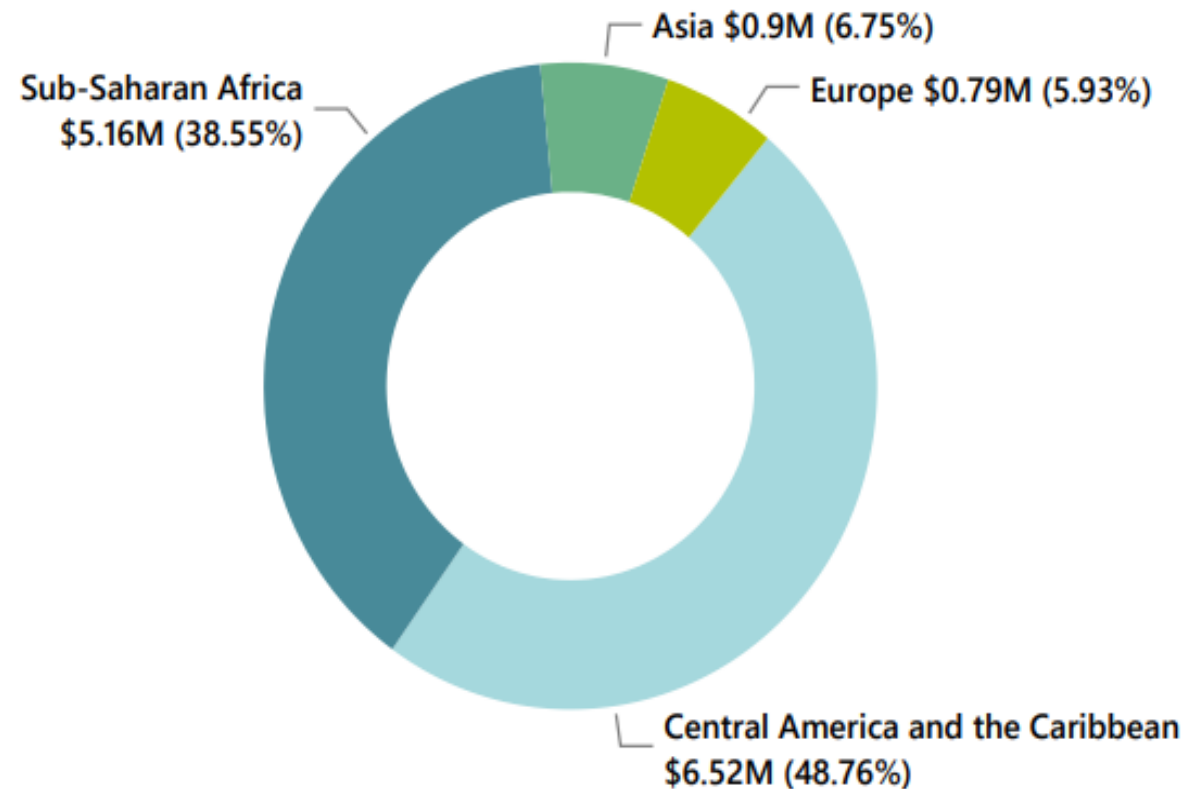
Insights:

Central America and the Caribbean is the dominant market accounting for nearly half of total sales \$6.52M while **Europe** contributes the least to overall sales \$0.79M.

Sub-Saharan Africa with \$5.16M is also a major contributor to sales, indicating substantial market opportunities.

Asia is above Europe but underdeveloped with \$0.9M.

YTD Sales by Region





YTD Sales by Region

Potential insights & Strategies to leverage Asia

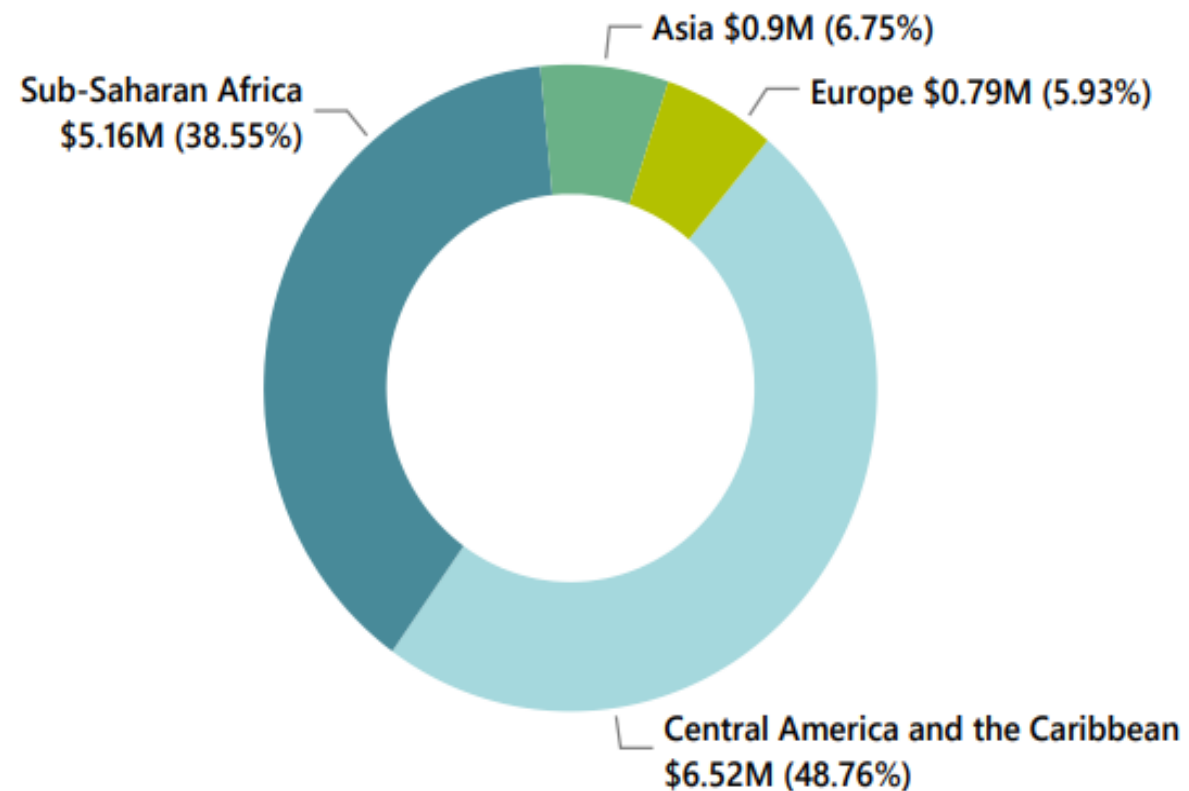
Insights:

- **Untapped Potential:** Opportunity for growth in a large market.
- **Competitive Market:** May face strong competition.

Strategies:

- **Conduct Research:** Identify specific market needs.
- **Introduce New Products:** Tailor offerings to local tastes.
- **Build Partnerships:** Strengthen distribution through local collaborations

YTD Sales by Region





YTD Sales by Region

Potential insights & Strategies to leverage Europe

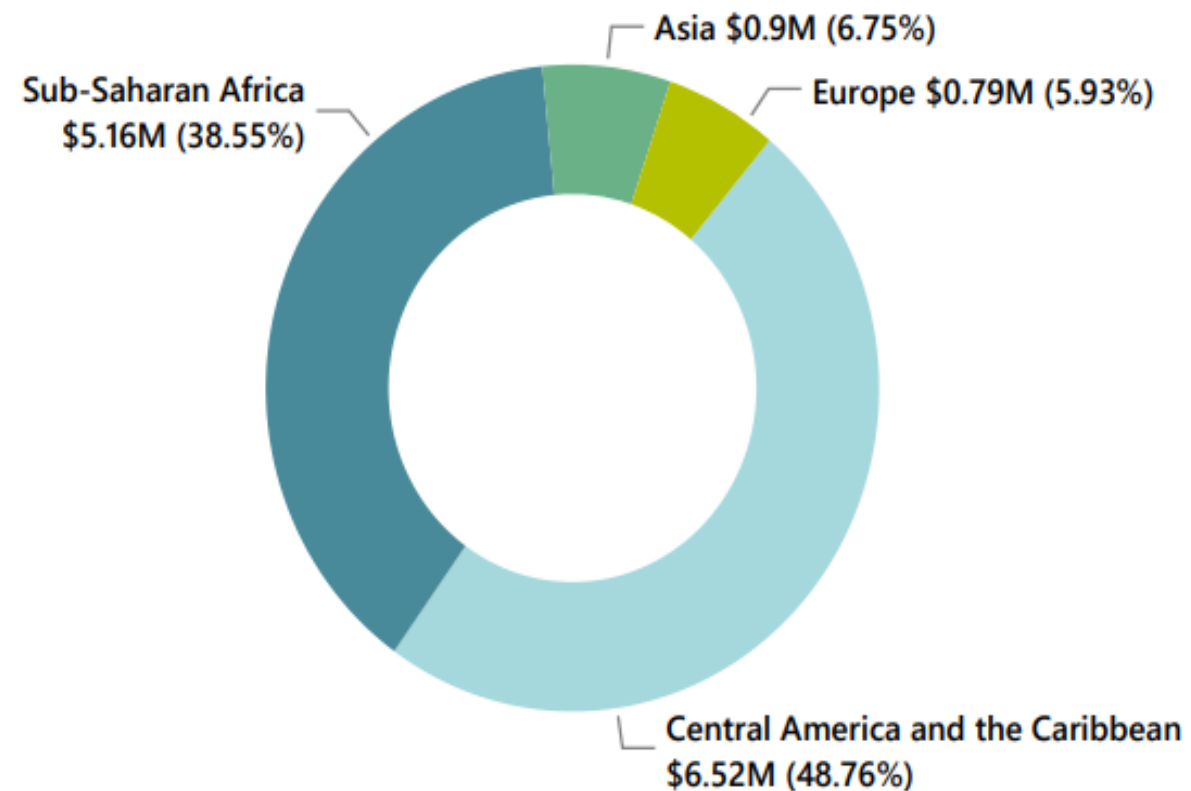
Insights:

- **Niche Market:** Small market share with potential for growth.
- **Regulatory Challenges:** Potential barriers to entry.

Strategies:

- **Identify Growth Areas:** Focus on specific countries with opportunities.
- **Increase Brand Awareness:** Use targeted marketing.
- **Ensure Compliance:** Adapt to local regulations.

YTD Sales by Region





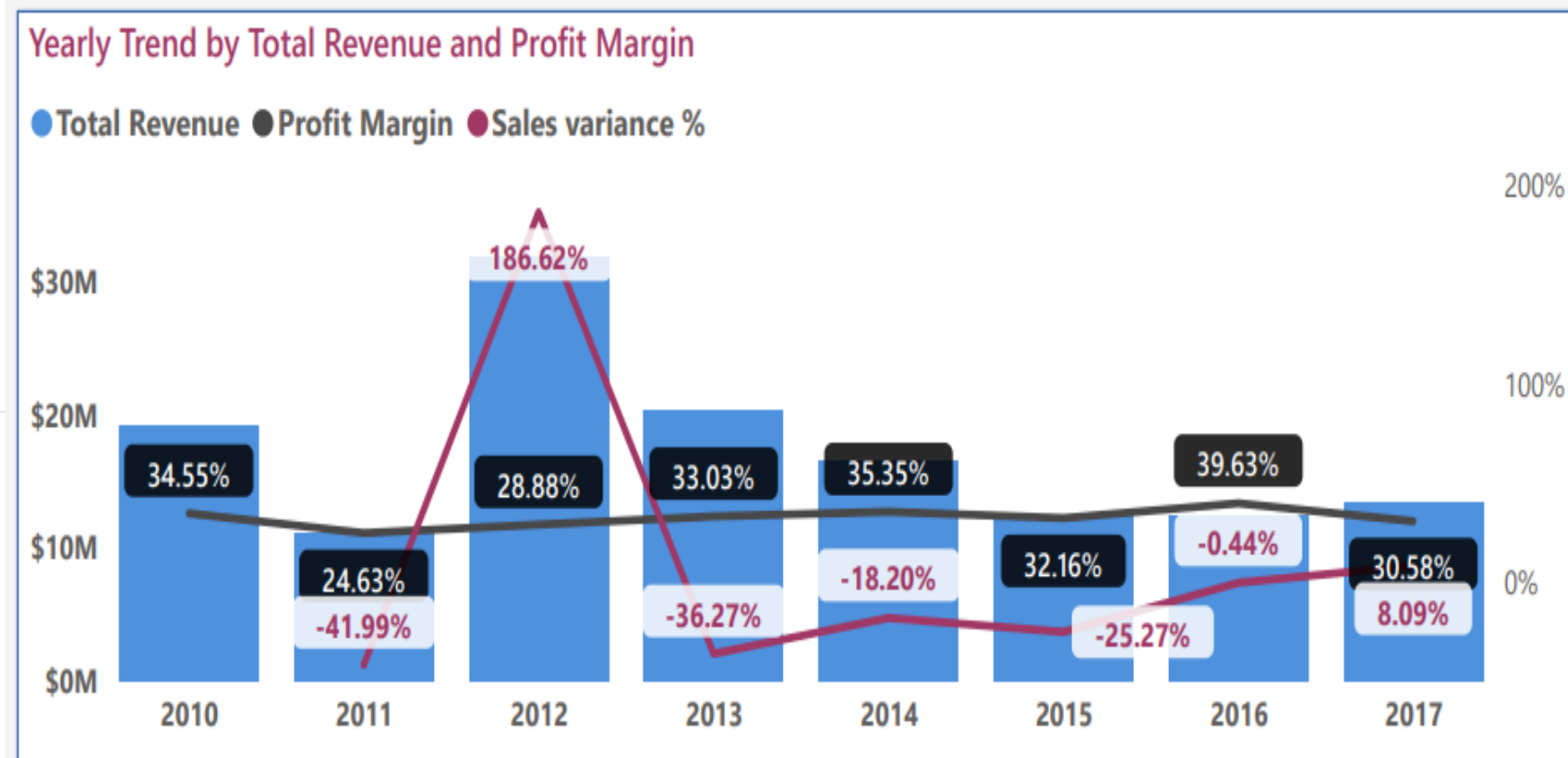
Yearly Trend by Total Revenue and Profit Margin

Peak Performance in 2012

The year 2012 saw a significant spike in Total Revenue, reaching \$31.9M, with a corresponding peak in Profit Margin at about 186.62%. This indicates an exceptionally successful year in terms of both revenue and profitability.

Post-2012 Decline

After 2012, there is a noticeable decline in both Total Revenue and Profit Margin. This suggests that the factors contributing to the peak in 2012 were not sustained in the following years.





Item Type by YTD Sales

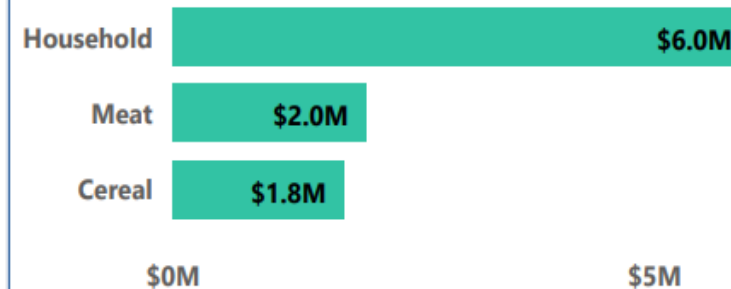
Top 3

Insights:

The sales figures highlight a clear distribution of consumer spending, with Household items being the most dominant, followed by Meat and then Cereal. This distribution can help in strategizing marketing efforts and inventory management.

Additionally, strategies to increase sales in the Meat and Cereal categories could help balance the overall sales distribution.

Top 3 Item Type by YTD Sales

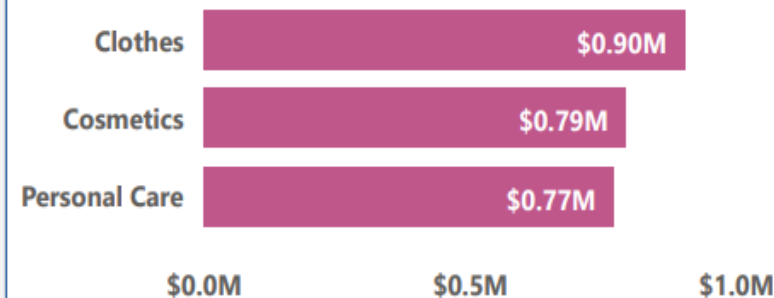


Bottom 3

The sales figures highlight that these three categories are underperforming compared to others. This distribution can help in identifying areas that need strategic improvement or further analysis to understand the reasons behind the lower sales.

Explore new strategies, promotions, or product enhancements to boost sales in these categories.

Bottom 3 Item Type by YTD Sales





THANK YOU

