Amazon – Global E-Commerce Intelligence Suite – Sales Performance Analytics

Report prepared and analytics conducted by Soham S. Amburle | 09 – 12 February 2026

The Sales Performance Analytics Dashboard provides a comprehensive commercial view of revenue performance across a global e-commerce business model inspired by Amazon. Built using a synthetic dataset of 100,000 transaction-level records, the dashboard focuses on monitoring revenue growth, order volume, pricing efficiency, profitability, product contribution, geographic distribution, and digital channel performance.

Designed in Power BI using a star schema data model, this dashboard enables sales leadership, commercial strategy teams, and executive stakeholders to analyze sales performance through interactive filters and structured visual storytelling.

Through KPI cards, slicers, trend analysis, category breakdown, geographic mapping, and channel distribution visuals, the dashboard delivers a consolidated and executive-ready view of global sales performance.
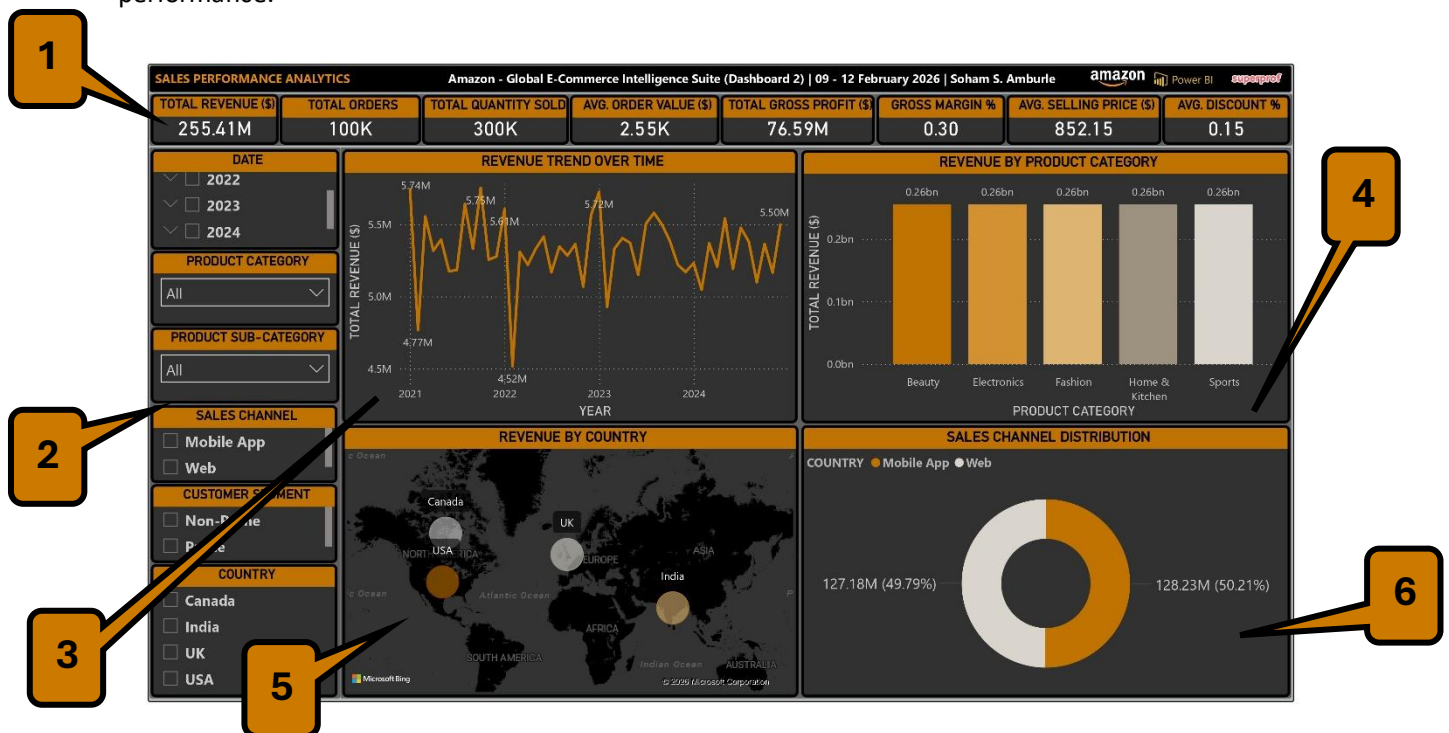

Fig 2.1 Sales Performance Analytics Dashboard

Executive Storyline

The dashboard follows a structured commercial narrative:

- Establish overall revenue and profitability scale
- Evaluate growth trends over time
- Identify product-level contribution
- Analyze geographic revenue concentration
- Assess digital channel performance mix

This layered approach ensures leadership can move from high-level performance metrics to actionable insights.

Visuals and Description

1. KPI Cards (Executive Sales Snapshot)

Eight KPI cards provide a high-level summary of sales performance:

1. Total Revenue: Overall sales generated for the selected period.
2. Total Orders: Number of distinct transactions.
3. Total Quantity Sold: Total units sold across all products.
4. Average Order Value (AOV): Revenue generated per order.
5. Total Gross Profit: Aggregate profit after cost of goods sold.
6. Gross Margin (%): Profitability relative to revenue.
7. Average Selling Price (ASP): Revenue generated per unit sold.
8. Average Discount (%): Average discount applied across transactions.

These KPIs provide an immediate understanding of scale, efficiency, and profitability..

2. Slicers (Dynamic Filtering Controls)

The dashboard includes six dynamic slicers:

1. Date (Between Range Filter)
2. Product Category
3. Product Sub-Category
4. Sales Channel (Web / Mobile App)
5. Customer Segment (Prime / Non-Prime)
6. Country

All visuals respond interactively to these filters, allowing multi-dimensional analysis.

3. Revenue Trend Over Time (Line Chart)

This visual displays monthly revenue trends across 2021–2024.

It highlights:

- Growth trajectory
- Seasonal patterns
- Revenue fluctuations
- Filter-driven performance shifts

It serves as the primary indicator of sales momentum.

4. Revenue by Product Category (Clustered Column Chart)

This chart breaks down total revenue by product category.

It enables:

- Category-level revenue comparison
- Identification of high-performing segments
- Revenue concentration analysis

It supports commercial prioritization and category strategy.

5. Revenue by Country (Map Visualization)

The map visual displays geographic revenue distribution.

It provides insight into:

- Country-level performance comparison
- Market penetration
- Regional revenue concentration

Tooltips include Total Orders, Gross Profit, and AOV for additional commercial context.

6. Sales Channel Distribution (Donut Chart)

This visual shows revenue split between Web and Mobile App channels.

It supports:

- Channel mix evaluation
- Digital channel dependency analysis
- Platform performance comparison

This helps assess digital sales strategy effectiveness.

Business Value

This dashboard enables stakeholders to:

- Monitor revenue, volume, and profitability in one consolidated view
- Identify growth patterns and seasonal performance
- Evaluate category contribution to total revenue
- Understand geographic and channel-level revenue distribution
- Assess pricing and discount behavior impact

By integrating KPI indicators, trend analysis, product contribution visuals, geographic insights, and channel distribution, the dashboard delivers a structured and executive-ready commercial performance view.

Tools & Data

- Visualization Tool: Power BI
- Dataset: Fully synthetic global e-commerce dataset
- Record Count: 100,000 transaction-level records
- Time Period: 2021–2024
- Model Design: Star Schema (Fact_Orders with Date, Customer, Product dimensions)
- Purpose: Sales performance analytics and enterprise BI portfolio demonstration

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Data Disclaimer: This project uses a fully synthetic dataset of 100,000 records for demonstration and testing only; no real-world data was used.