E-Commerce Sales Analysis Dashboard

This project presents an interactive E-commerce Dashboard built using Amazon QuickSight. It offers business insights including sales trends, product performance, profit margins, and customer behavior.

Tools & Technologies

- Amazon QuickSight

- AWS Redshift / S3

- SQL (Custom SQL Dataset)

- Excel / CSV (Sample Data)

Objectives

- Analyze revenue, profit, and order trends.

- Identify top-performing product categories.

- Track KPIs like Average Order Value, Return Rate.

- Visualize customer acquisition and retention.

- Build an executive summary dashboard.

Dashboard Features

- Total Revenue, Cost, Profit: KPI Cards

- Monthly Sales Trend: Line Chart

- Revenue by Category: Bar Chart

- Profit by Country: Heat Map

- Order Status: Donut Chart

- Avg. Delivery Time: Gauge Chart

- Customer Sign-ups: Area Chart

Custom SQL Sample

```
SELECT o.order_id, c.customer_region, p.category,
       o.quantity * (p.price - p.cost) AS profit
FROM orders o
JOIN products p ON o.product_id = p.product_id
```

```
JOIN customers c ON o.customer_id = c.customer_id;
```

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