Sales Data Analysis

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Project Overview

Sales management has become crucial in today's competitive business landscape, where optimizing distribution methods is key to cutting costs and boosting profits. It's the main goal of any successful enterprise.

Welcome to the Amazon Sales Analysis Dashboard created in Microsoft Excel. This interactive dashboard provides a comprehensive overview of key metrics and insights derived from Sales Data.

Primary goal is to make sense of the connections between different aspects of sales data.

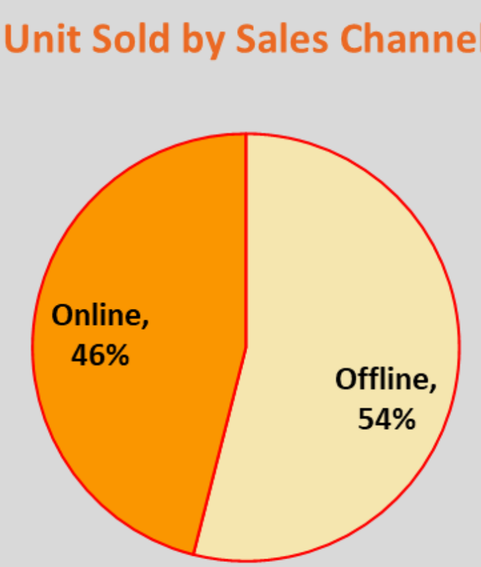
By visualizing data trends and patterns, this dashboard empowers decision-makers with practical insights, guiding them towards smarter strategies for business success.

Data Description

Region	: 7 types of regions around the world
Item Type	: List of product names available
Sales Channel	: 2 types of sales channel Offline and Online
Order Year	: 2010 to 2017 - a span of 8 years data
Order Quarter	: Months are grouped into 4 different quarters
Units Sold	: Total number of items sell in certain time
Total Cost	: Units sold multiplied by cost of each items
Total Revenue	: Revenue generated by units sold multiplied by unit price
Total Profit	: Difference between Total Cost and Total Revenue
Total Margin	: Total Profit generated by 1 unit of Total Revenue

KEY PERFORMANCE INDICATORS

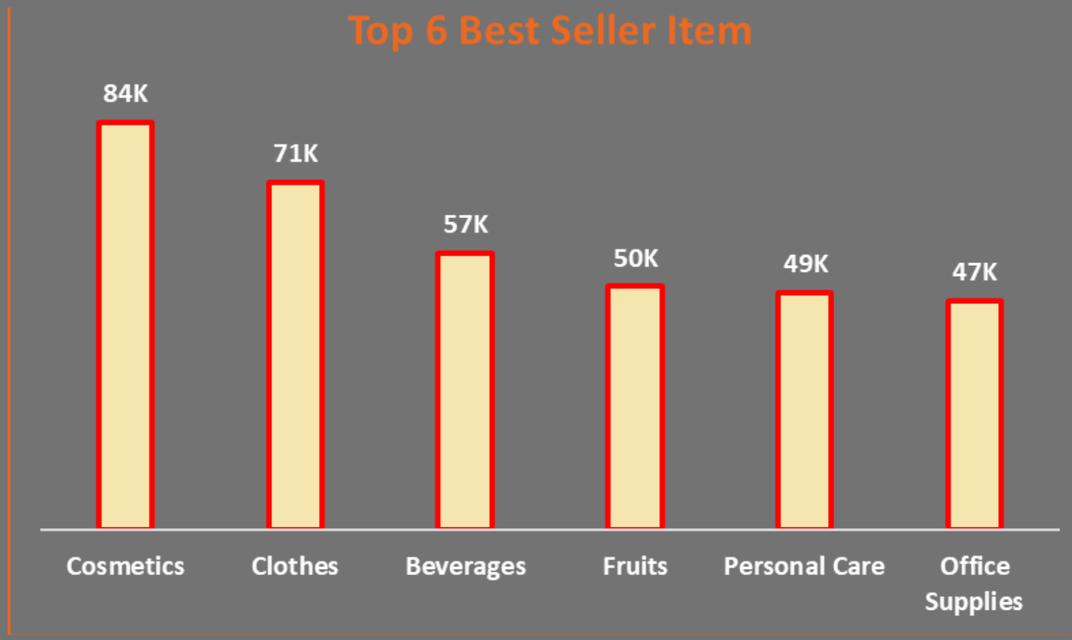
1. Units Sold: 513K
2. Total Profit: 44M
3. Total Revenue: 137M



Sales Channel Analysis

Customers prefer to visit offline stores slightly more than to order from online websites.

Though, this is exception in Australia & Oceania Region and Middle East & North Africa Region



Sales Performance

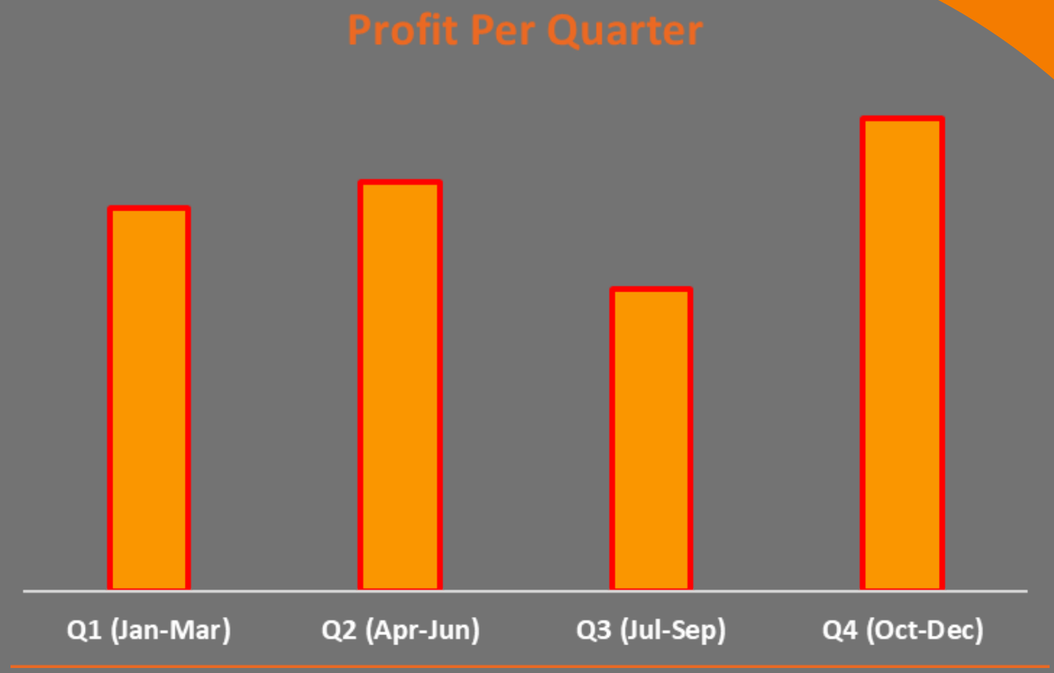
Cosmetics, Clothes, Beverages, Fruits - these are top selling items over the years.

Most items are popular in Sub Saharan Africa and Europe Region

Profit Analysis

Most profit generated from Fourth Quarter i.e. October to December

More than 50% profit generated from Sub Saharan Africa and Europe Region. Asia comes third in this list.



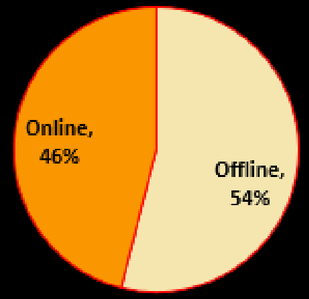
Dashboard Presentation

Amazon Sales Data Analysis

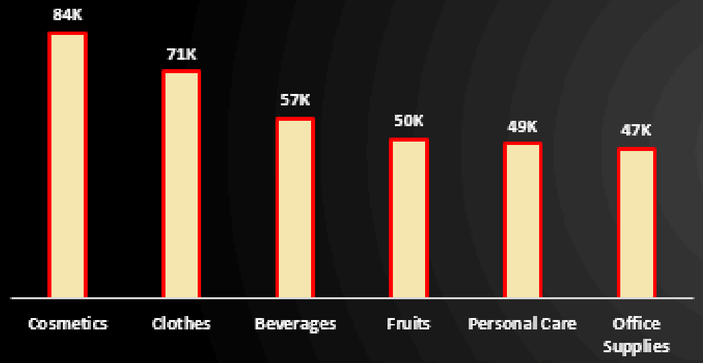
Order Year: 2014 | 2015 | 2016 | 2017

Units Sold	Total Profit	Total Revenue
513K	44M	137M

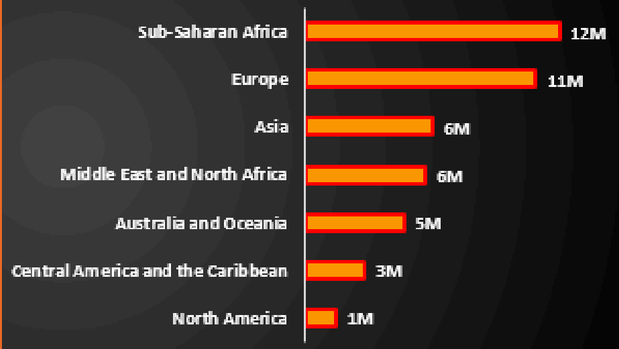
Unit Sold by Sales Channel



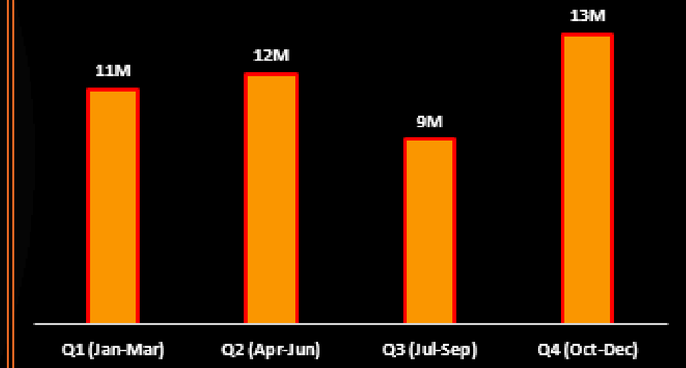
Top 6 Best Seller Item



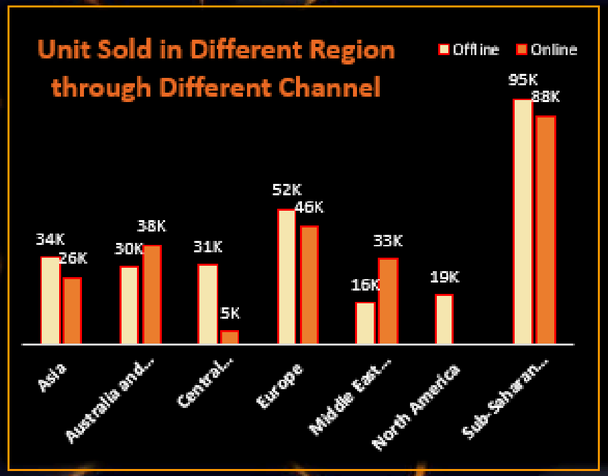
Profit by Different Region



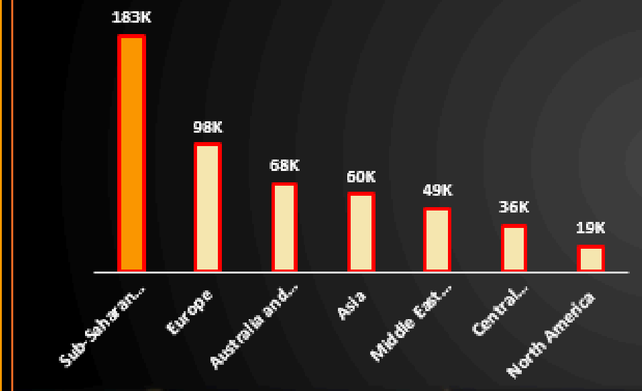
Profit Per Quarter



Unit Sold in Different Region through Different Channel

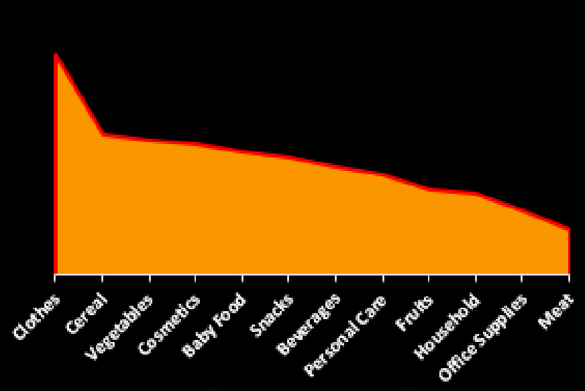


Unit Sold by Different Region



Month Wise Sales Revenue

Profit Margin by Items



Data-Driven Recommendation

Jackpot Quarter is Fourth Quarter (October, November, December).

Let's make some special deals with attractive promotions on Cosmetics, Clothes, Beverages, Fruits, so more customers can be targeted.

Also boost up offline stores by providing some kind of incentives, especially Sub Saharan Africa and Europe Region.

Thank You

for your support

waiting for your valuable suggestions