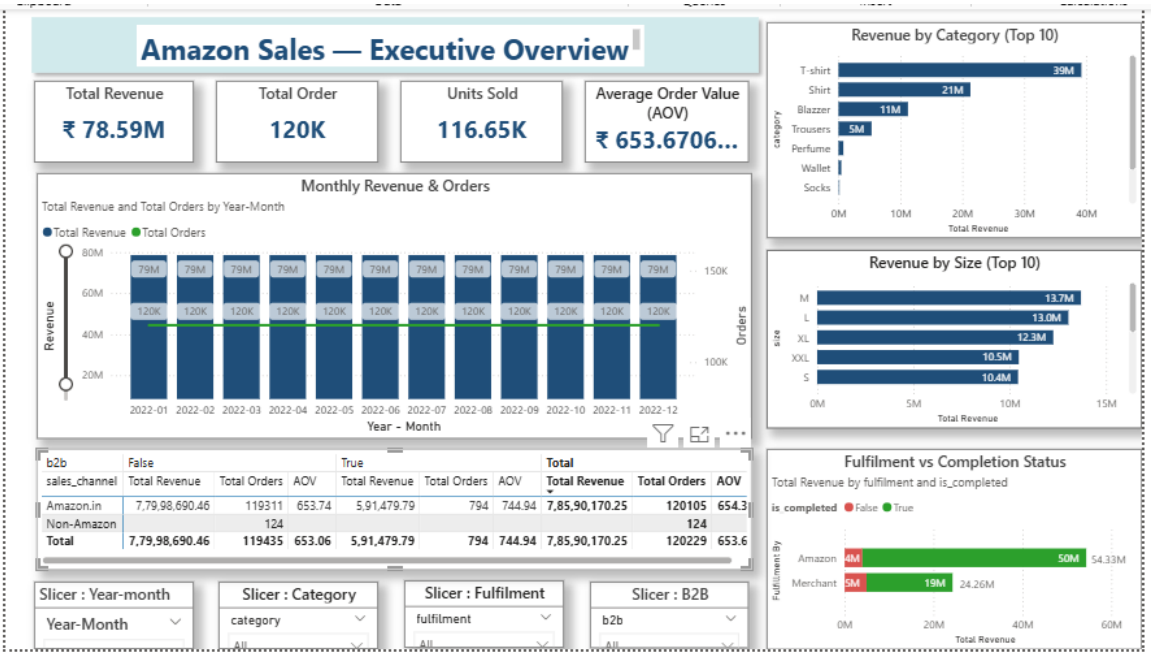
Amazon Sales — Executive Overview

Executive Summary

Page 1 — Executive Overview is a one-page, actionable dashboard for business and stakeholder review. It contains high-level KPIs (Total Revenue, Total Orders, Units Sold, Average Order Value), a monthly trend (Revenue + Orders), comparisons (Revenue by Category, Revenue by Size, Fulfilment vs Completion Status), a Channel × B2B matrix, and global slicers.



b2b	False			True			Total		
sales_channel	Total Revenue	Total Orders	AOV	Total Revenue	Total Orders	AOV	Total Revenue	Total Orders	AOV
Amazon.in	7,79,98,690.46	119311	653.74	5,91,479.79	794	744.94	7,85,90,170.25	120105	654.3
Non-Amazon		124						124	
Total	7,79,98,690.46	119435	653.06	5,91,479.79	794	744.94	7,85,90,170.25	120229	653.6

Example values from dataset:
- Total Revenue: ₹78.59M
- Total Orders: 120K
- Units Sold: 116.65K
- AOV: ₹653.7

1) Data Preparation & Techniques Used

Tools: Power BI Desktop, DAX, Power Query (M), Python, Excel
Techniques & Skills:
- Data cleaning & ETL: normalize columns, parse dates, remove currency symbols, convert types
- Create is_completed flag and Status Group
- Date modeling (Date Table, Year-Month sorting)
- DAX measures for KPIs, time comparisons, percentages (AOV, MoM, LY)

- Top-N filtering and what-if parameters
- Visual design & UX, interactivity, storytelling

2) Data Model & Core Transformations

Step-by-step:
1. Load amazon_sales_clean.csv into Power BI → Transform in Power Query
2. Normalize column names
3. Parse order_date → Date type, create order_month & order_year
4. Clean amount → Decimal, remove currency/commas
5. Clean qty → Whole number
6. Create is_completed flag
7. Map detailed status to Status Group
8. Create Date Table and relate to order_date
9. Mark Date Table as official date table

3) Core DAX Measures

Base KPIs:
Total Revenue = SUM(amazon_sales_clean[amount])
Total Orders = DISTINCTCOUNT(amazon_sales_clean[order_id])
Units Sold = SUM(amazon_sales_clean[qty])
AOV = DIVIDE([Total Revenue], [Total Orders], 0)

Completion & Status:
Completed Orders = CALCULATE([Total Orders], amazon_sales_clean[Status Group] = "Completed")
Completed Revenue = CALCULATE([Total Revenue], amazon_sales_clean[Status Group] = "Completed")
Cancellation Rate = DIVIDE(CALCULATE([Total Orders], amazon_sales_clean[Status Group] = "Cancelled/Failed"), [Total Orders])

Time comparison:
Revenue LY = CALCULATE([Total Revenue], DATEADD(DateTable[Date], -1, YEAR))
Revenue MoM % = VAR curr = [Total Revenue]
VAR prev = CALCULATE([Total Revenue], DATEADD(DateTable[Date], -1, MONTH))
RETURN IF(prev = 0, BLANK(), DIVIDE(curr - prev, prev))

4) Page 1 — Layout & Visuals

A. Amazon Sales — Executive Overview
B. Row 1 KPIs: 4 cards → Total Revenue, Total Orders, Units Sold, AOV
C. Row 2 Left: Line & Clustered Column Chart (Monthly Revenue + Orders)
D. Row 2 Right: Comparison Visuals
   1. Revenue by Category (Top 10)
   2. Revenue by Size (Top 10)
   3. Fulfilment × Completion Status (stacked bar)

E. Bottom: Matrix (Channel × B2B) - Values: Revenue, Orders, AOV
F. Slicers: Year-Month, Category, Fulfilment, B2B; add Reset button

5) Insights

- Top categories (T-shirt, Shirt) drive ~70–80% revenue
- Trend chart highlights AOV dynamics
- Merchant fulfilment shows higher cancellations vs Amazon
- B2B vs non-B2B differences in AOV and revenue

6) Limitations & Next Steps

Limitations:
- No geographic data
- Status values required grouping

Next Steps:
- Add ship_city/state for geolocation analysis
- Add customer_id for LTV analysis
- Automate ETL in Power Query for refresh

7) Approach & Thought Process

1. Identify executive needs → KPIs + quick trend
2. Clean and validate data → create measures
3. Design top-down layout: KPIs → trend → breakdown → matrix
4. Apply consistent formatting and readability
5. Deliver actionable insights and recommendations