

Amazon Sales Dashboard Analysis (India)

Objective:

To analyse Amazon's sales data in India and derive insights on product performance, regional demand, customer behaviour, and sales trends.

Key Questions:

- What are the top performing product categories?
- Are there observable trends in sales or quantity over time?
- Which Indian states contribute most to the sales volume?
- What percentage of sales are B2B?
- Which order statuses dominate and where can improvements be made?

KPIs:

KPI Name	Value	Insight
Currency Used	INR	Sales values in Indian Rupees.
Total Categories	9	Product diversity across multiple categories.
Total Quantity Sold	116,482 units	Total number of products sold.
Total Sizes	11	Product variants in sizes from M to 4XL and Free.
Total Sales Amount	₹78,592,678	Gross sales revenue over the time period.
Total Unique Products	7,153 ASINs	Unique SKUs sold on the platform.
Top Query Status	Shipped (94.21%)	High fulfilment efficiency.
Top Order Status	Delivered (28,886)	Most orders successfully delivered.
Top State (Sales Quantity)	Maharashtra (14,790 units)	State with highest demand.
Top Size Sold	M (8,357 units)	Most frequently purchased size.
Sales by Channel	Amazon.in (99.86%)	Almost all sales came via the main Amazon channel.
B2B Sales %	0.72%	Majority of sales were B2C (99.28%).

3. Collect & Prepare the Data

- **Source:** Kaggle E-Commerce Dataset (India-specific Amazon sales)
- **File Used:** Amazon_Sale_Report.xlsx
- **Preprocessing Steps:**
 - Filtered data for India only.
 - Removed null or invalid state names.
 - Converted date to weekly format.
 - Counted distinct values for SKUs, categories, sizes.

4. Understand the Data

- Products are spread across 9 main categories.
- Data includes order status, courier status, B2B indicator, sizes, amounts, etc.
- Weekly trends are available for sales and quantity.
- High availability of delivery status metrics.

5. Analyse+ & Visualize the Data

Visuals Used in Tableau Dashboard:

- Bar Chart: Quantity by Week & Category
- Line Chart: Amount by Week & Category
- Donut Chart: Quantity by Courier Status
- Highlight Tables: B2B and Channel Sales
- Map: State-wise Quantity Distribution
- Horizontal Bar: Quantity by Size, Top 10 States, Status
- KPI Tiles: Total Amount, Quantity, Products, Sizes, Categories

6. Develop Data-Driven Insights

- Maharashtra and Karnataka lead in quantity sold.
- "Shipped" and "Delivered to Buyer" dominate order statuses.
- Size M and L are the most preferred product sizes.
- 99.86% of the sales occur via Amazon's direct platform.

- B2B sales are less than 1%, with opportunity for growth.
- Courier and order status analytics help identify supply chain efficiency.

7. Measure, Test & Optimize

- Set up filters by category and time period to monitor changes.
- Evaluate performance by state and status to identify problem areas.
- Promote underperforming categories or B2B models through targeted campaigns.
- Use courier status insights to improve logistics.