# Case Study: Business Analyst – I

Amazon E-commerce Dashboard

Overview Dashboard:

In my Amazon e-commerce dashboard, I've created seven distinct modules to comprehensively analyse various aspects of the data. The first module, the **Home** **Page**, is the initial landing area, incorporating design elements. The **Summary** module provides an overview of key metrics and insights. The **Product** module focuses on detailed product-related data, while the **Rating** module analyzes seller ratings to assess customer satisfaction. The **Seller** module delves into seller-specific information and performance metrics. The **Seller Location** module visualizes geographic data related to seller distribution. Finally, the **Focused/Improvements** module highlights areas for potential enhancement and key takeaways for further action.

Dashboard Images Using (PowerBI Tool):

Home\_Page:

A black and white image of a black and white image of a black and white image of a black and white image of a black and white image of a black and white image of a black and

Description automatically generated

Summary\_Page:

A pie chart with blue squares and numbers

Description automatically generated

A screen shot of a chart

Description automatically generatedProduct Count Distribution:

Ratings\_Pages:  
  
A screenshot of a computer

Description automatically generated

Seller Information\_Page:  
  
A screenshot of a computer

Description automatically generated

Seller Location\_Page:  
  
A screenshot of a map

Description automatically generated

Improvements Pages:  
  
A screenshot of a computer

Description automatically generated

Insights Observed:

1. **Insight**: Sellers with many products showcase a diverse portfolio and strong market presence.  
     
   A screenshot of a report

   Description automatically generated

**Observation**: A card visualization highlights sellers with a large product count, indicating their broad portfolio and significant market influence.

1. **Insight**: High product counts in specific locations indicate strong market presence and product diversity, highlighting strategic acquisition opportunities in key regions.

A map of the world

Description automatically generated

**Observation**: The map shows locations with high product counts, revealing a strong market presence and indicating potential strategic acquisition opportunities in these key regions.

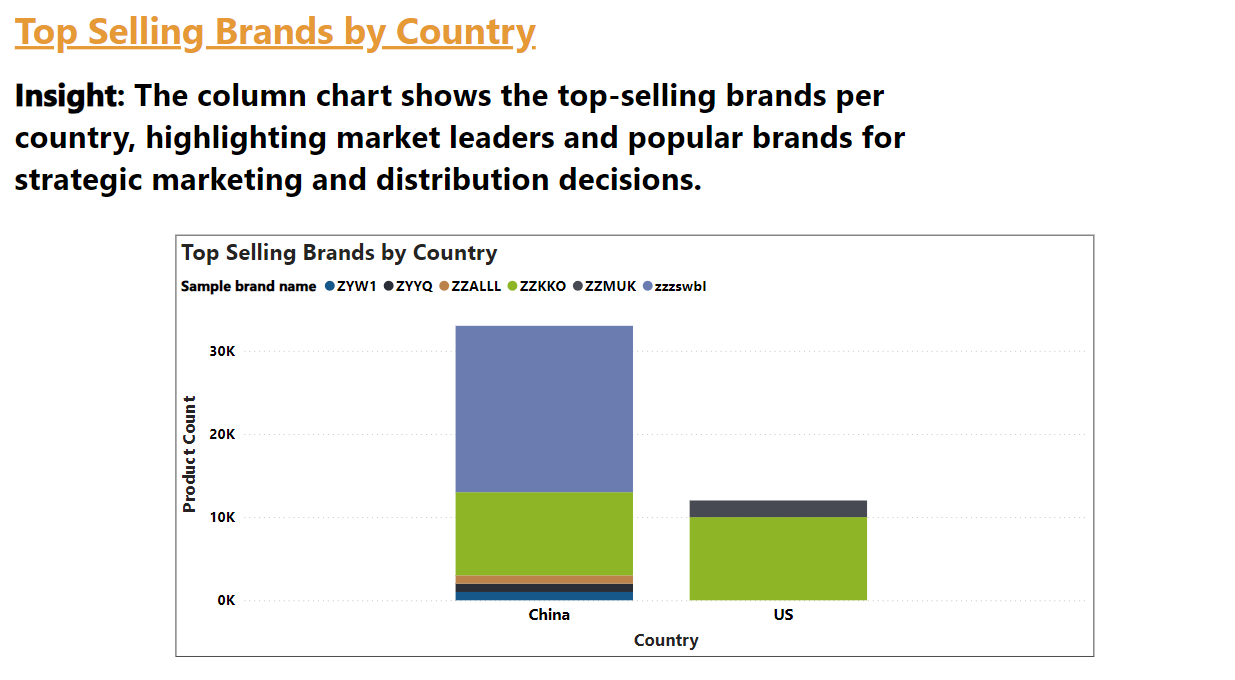
1. **Insight**: This chart identifies top sellers in each country based on product count or sales volume metrics, aiding in market strategy and expansion.

A screenshot of a graph

Description automatically generated

**Observation**: The bar chart reveals top sellers in each country based on product count or sales volume, aiding in market strategy and expansion planning.

1. **Insight**: The column chart shows the top-selling brands per country, highlighting market leaders and popular brands for strategic marketing and distribution decisions.



**Observation**: The column chart reveals the top-selling brands in each country, pinpointing market leaders and key brands to inform marketing and distribution strategies.

1. **Insight**: The table identifies sellers in each country with the lowest positive rating percentages, highlighting areas for targeted improvements and strategic actions to boost customer satisfaction.



**Observation**: The table shows sellers with the lowest positive rating percentages by country, pinpointing where customer satisfaction is lacking and where improvements are needed.

--------------------------- Thank You--------------------------------