

Project Problem Statement: Amazon Sales Analysis

Problem Statement: Optimizing Sales Performance & Customer Fulfillment for Amazon Marketplace

Objective:

To develop an interactive Power BI dashboard that helps Amazon Marketplace sellers and stakeholders monitor and optimize key business metrics including sales performance, fulfillment efficiency, customer satisfaction, and return behavior.

Business Challenges Addressed:

1. Sales Insights: Identify top-performing categories, regions, and time periods to focus marketing and inventory efforts.
2. Returns & Cancellations: Analyze high return and cancellation rates by product type and fulfillment method to reduce losses.
3. Fulfillment Comparison: Compare performance between Amazon Fulfilled and Merchant Fulfilled orders in terms of on-time delivery and customer satisfaction.
4. Customer Segmentation: Understand B2B vs B2C trends to tailor sales and promotions effectively.
5. Inventory Optimization: Use sales and return trends to avoid overstocking or stockouts.

Target Audience:

Marketplace managers, inventory planners, and performance analysts in the Amazon ecosystem.

Expected Outcome:

A dynamic dashboard providing data-driven insights for strategic business decisions, improved fulfillment efficiency, and optimized customer experience.