Amazon Sales Data

INTRODUCTION

I have efficiently finished project on Amazon Sales Analysis .This Project all about analyzing the sales data of Amazon provided by the organization and uncovering the hidden patterns, trend and provided insights into sales, profit, and costs across different regions and time periods from the Amazon Sales Data by creating interactive dashboard in Microsoft Power Bi.

The Amazon Data Analysis Dashboard provides a comprehensive overview of sales and profit data spanning from 2010 to 2017. This dashboard is designed to offer valuable insights into Amazon's financial performance across different regions and product categories. Key performance indicators (KPIs) such as Total Revenue, Total Profit, and Total Cost are prominently highlighted, showcasing Amazon's economic metrics.

Detailed visualizations present data on regional profits, units sold, order distribution by sales channel, monthly revenue trends, and item type analysis. By examining these data points, stakeholders can identify profitable regions, top-selling products, and seasonal trends, enabling data-driven decision-making and strategic planning for future growth.

Main KPIs

Key Performance Indicators

Content:

Total Revenue: $137.35M

Total Profit: $44.17M

Total Cost: $93.18M

Analysis Period: 2010-2017

Details Of Data

1. Region
2. Country
3. Item Type
4. Sales Channel
5. Order Priority
6. Order Date
7. Order ID
8. Ship Date
9. Unit Sold
10. Unit Cost
11. Unit Price
12. Total Revenue
13. Total Cost
14. Total Profit
15. Year Month

Amazon Data Analysis Dashboard

Total Revenue 137.35M

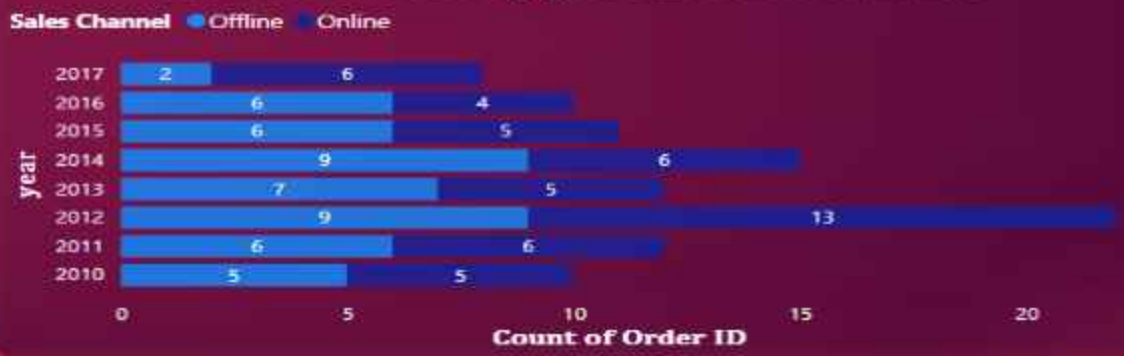
Total Profit 44.17M

Total Cost 93.18M

year: 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017

Total Profit by Region

Number of Order by year and Sales Channel



Total Units Sold by Region

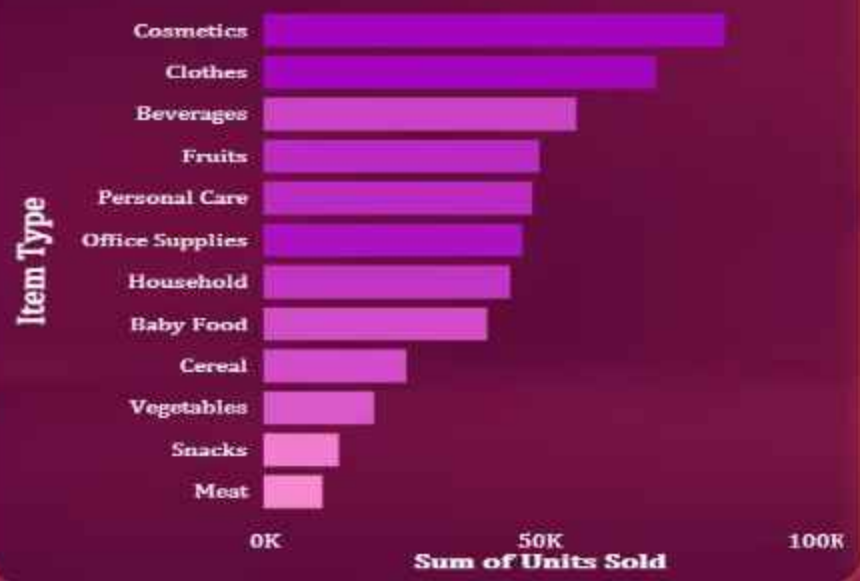
Total Revenue by Months

Amazon Sales Data Analysis Dashboard

Region

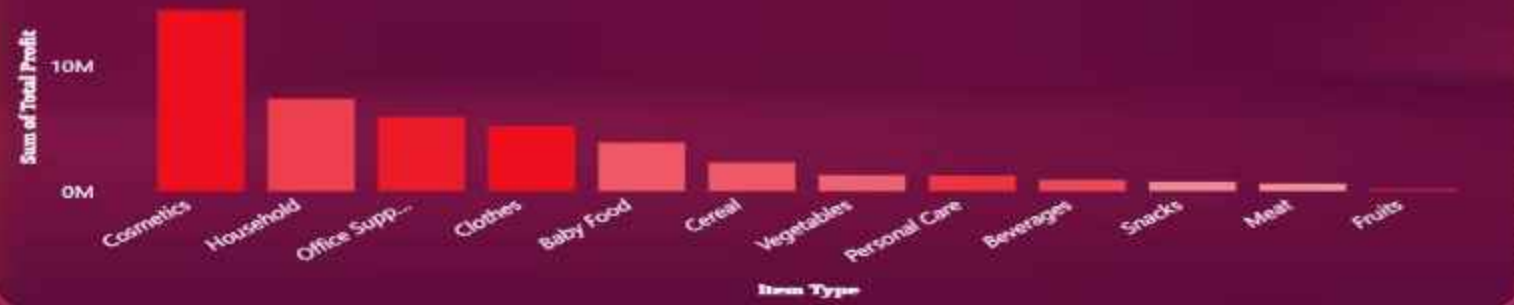
Asia | Australia and... | Central Ameri... | Europe | Middle East a... | North America | Sub-Saharan...

Total of Units Sold by Item Type



Sum of Total Revenue by Country and Region

Total Profit by Item Type



Amazon Sales Data Analysis Dashboard

Year

2010	2011	2012
2013	2014	2015
2016	2017	

Sum of Total Profit	Country
889,472.91	Mozambique
951,410.50	Tuvalu
1,046,233.75	Lithuania
1,128,242.43	Iran
1,208,744.24	Sri Lanka
1,375,311.70	Romania
1,541,705.29	Iceland
1,678,540.98	Samoa
1,719,922.04	Pakistan
1,802,771.70	Myanmar
13,342,355.54	

THANK YOU