

Amazon Sales Report

Steps Performed ✨📊🔍

1. Data Collection & Integration

- Imported three tables: Orders, People, and Return. 📁
- Merged relevant data from these tables for analysis. 🔗

2. Data Cleaning & Transformation

- Handled missing values and inconsistencies. 🛠️
- Created new calculated columns such as Return Rate and Delivery Days. 📊
- Standardized date formats and ensured proper data types. 📅

3. Measures & KPIs Development

- Created DAX measures for Sales Projection, Product Units, and Return Percentage. 📈
- Developed profit calculations by product and customer. 💰
- Calculated year-over-year sales trends. 📈

4. Data Visualization 🎨📊📌

- Designed an interactive Power BI dashboard with a warm orange theme aligned with Amazon's branding. 🎨
- KPI Cards:** Displayed key metrics including Sales Projection (₹12.64M), Product Units Sold (178.31K), and Return Rate (20.52%). 📋
- Donut & Pie Charts:** Showed Sales Distribution by Market and Sales by Segment. 🥞
- Bar Charts:** Highlighted Top 5 and Bottom 5 Profitable Products as well as Profit by Customer. 📊
- Map Visualization:** Depicted Sales by Region with geospatial data. 🗺️
- Line Chart:** Illustrated Yearly Sales Growth from 2012 to 2015. 📈
- Button Navigation:** Enabled interaction between different views. 🔘

Insights 💡📊📌

- Overall Sales Performance:** The total projected sales amounted to ₹12.64M, with 178.31K product units sold. 💰

- **Return Analysis:** Return rate observed was 20.52%, which may indicate quality or logistics concerns. 📦
- **Market Distribution:**
 - ◉ USCA had the highest contribution (31.98%) to sales. 🌐
 - ◉ LATAM had the lowest sales contribution (6.2%). 📉
- **Segment-Wise Sales:**
 - ◉ Home Office contributed the highest share (51.48%) to total sales. 🏢
 - ◉ Consumer and Corporate segments had 18.27% and 30.25% sales, respectively. 👥
- **Product Profitability:**
 - ◉ Canon (₹25.2K profit) and Cisco (₹17.2K profit) were among the top-performing products. 🚀
 - ◉ Bevis Rounds (-₹3.6K) and Cubify (-₹3.8K) resulted in negative profit, requiring further assessment. 📉
- **Customer Profitability:**
 - ◉ Top customers contributed significantly to profits, with the highest profit per customer reaching ₹8.4K. 🙌
 - ◉ Identified key customers for potential targeted marketing strategies. 🎯
- **Yearly Sales Growth:**
 - ◉ A steady increase in sales was noted from 2012 (₹2.3M) to 2015 (₹4.3M). 📈
 - ◉ 2015 had the highest recorded sales, indicating positive business growth. 🚀

Conclusion 🎯 📈 🔍

The analysis provided valuable insights into sales trends, market performance, and return rates. The high return percentage needs further investigation to determine the causes and optimize product or service quality. The report also highlights potential areas for business growth, particularly in high-performing product categories and key customer segments. Implementing data-driven strategies can improve profitability and reduce return rates for Amazon's global sales operations. ✅ 📊 💡

