

Total Revenu



91.83M

Total Orders



100.00K

Total Quantity Sold



300.14K

Page Navigator

KPI Overview

Order Insights

Order Risk

Dashboard
Guide

Year Slicer

2020

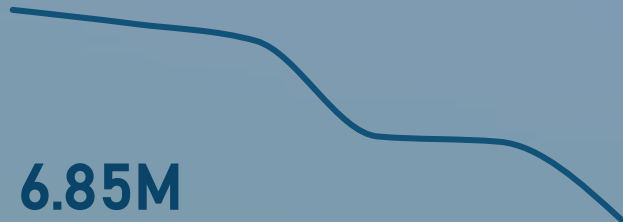
2021

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2022

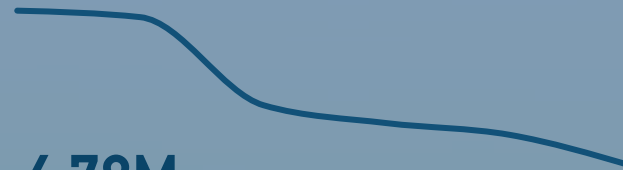
Amazon Business Overview & Order Analytics

Total Tax



6.85M

Total Discount



6.78M

Avg Order Value



918.26

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Page Navigator

KPI Overview

Order Insights

Order Risk

Dashboard Guide

Amazon Sales & Orders Overview

City Slicer

All

State Slicer

All

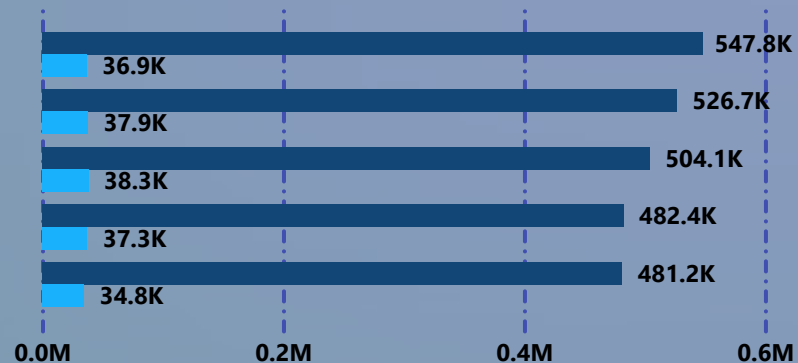
Brand Slicer

All

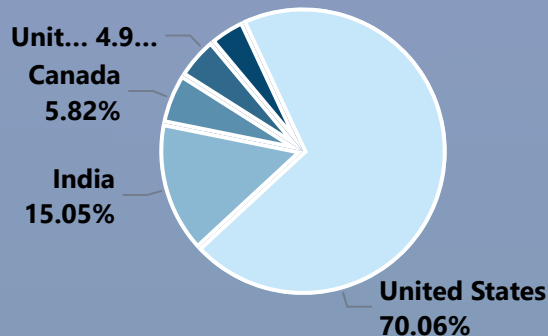
Category Slicer

All

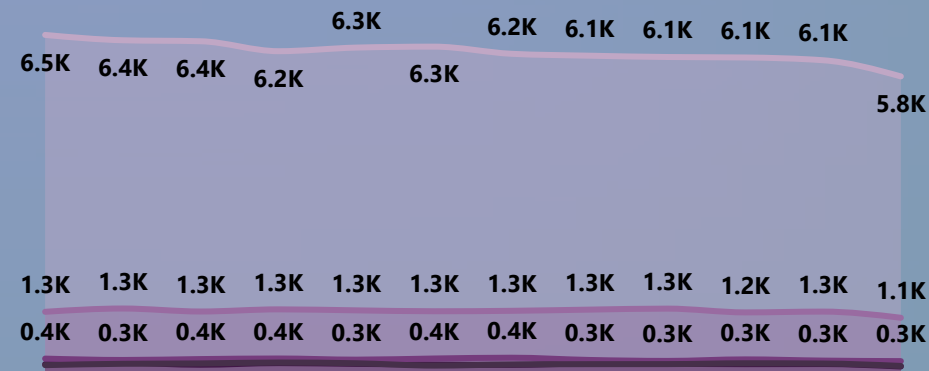
Sales & Discount by Customer



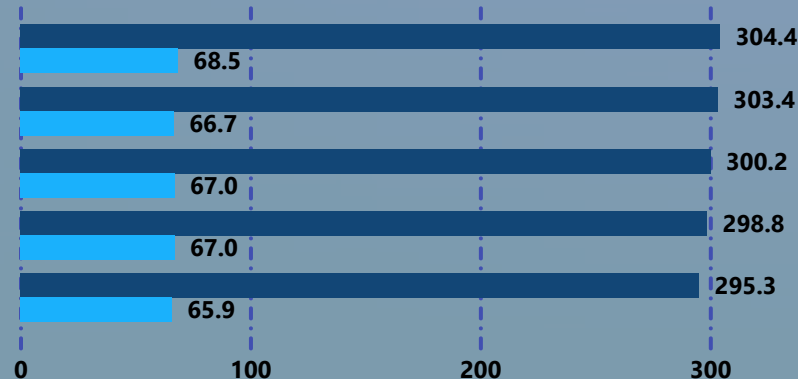
Orders by Country



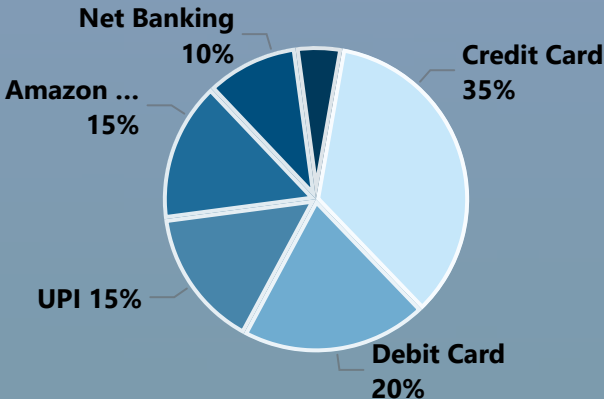
Order Trends by Status



Average Product Price & Tax



Orders by Payment Method



Month	Category	Total Amount	Discount Amount	Quantity
January	Toys & Games	1,257,911.11	98,922.02	4219
February	Toys & Games	1,235,514.73	84,218.44	3951
March	Toys & Games	1,306,256.37	92,397.60	4262
April	Toys & Games	1,318,701.59	95,761.31	4166
Total		91,825,647.92	6,783,119.19	300140

Amazon Order Analytics

Total Order

100K

Net - Revenue

91M

Bad Orders

6077

Bad Order Rate

0.06

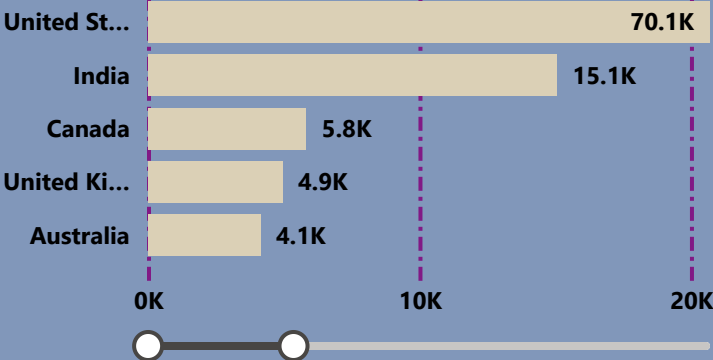
Avg Order Score

0.67

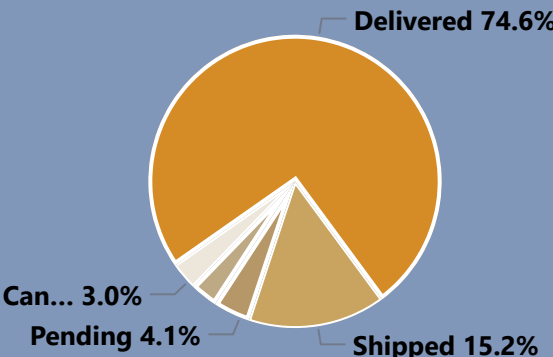
Outcome Rating

Good

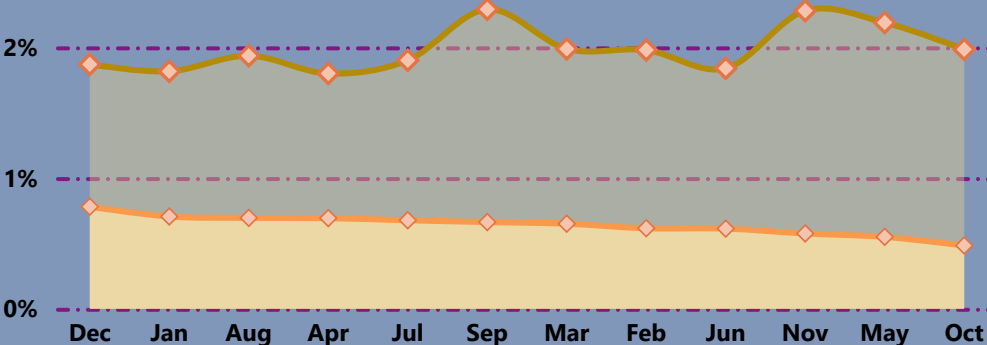
Orders By Country



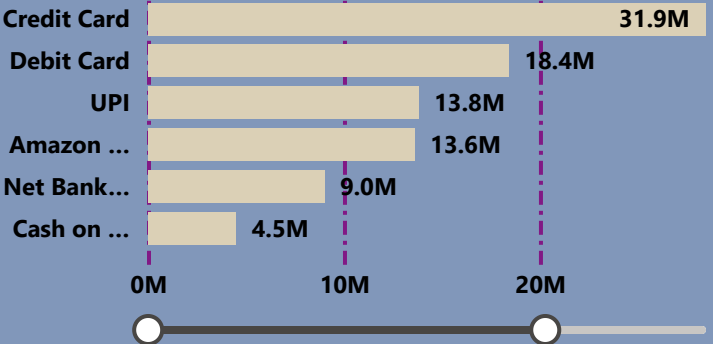
Orders By Status



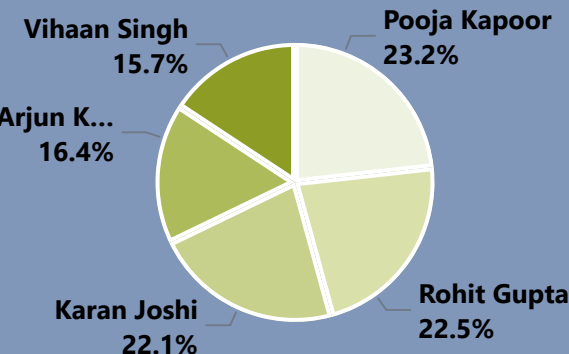
Monthly Ratios



Payment Risk



Risk By Customer



Month	Payment Method	Shipping Ratio	Pending Rate %	Quantity
Dec	Cash on Delivery	8.61	6.09%	1139
Mar	Net Banking	17.05	5.51%	2659
Sep	Cash on Delivery	7.57	5.50%	1176
Apr	Cash on Delivery	7.81	5.35%	1100
Jun	Debit Card	33.90	5.17%	4977
Sep	UPI	25.64	5.04%	3678
Total Value		2,090.05	4.10%	300140

Page Navigator

KPI Overview

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Amazon Sales Analytics Overview

This page presents the key Amazon sales KPIs, including Total Revenue, Total Orders, Total Quantity Sold, Total Tax, Total Discount and Average Order Value.

Each KPI is accompanied by a corresponding wide chart that shows how the metric changes over time.

These charts help identify sales trends, growth, and declines.

This page provides a detailed analysis of Amazon sales performance using interactive slicers for City, State, Brand, and Category.

It includes visual insights such as Sales and Discount by Customer, Orders by Country, Order Trends by Status, Average Product Price and Tax, and Orders by Payment Method.

A detailed table displays monthly performance by category, including amount, quantity, and other key metrics.

This page focuses on risk and quality analytics for Amazon orders. It highlights key KPIs such as Net Revenue, Bad Orders, Bad Order Rate, Average Order Score, and Outcome Rating, which were calculated using custom measures and DAX logic based on the available data. The visuals include Orders by Country, Orders by Status and Monthly Ratios, Payment Risk, and Risk by Customer.

A detailed table presents monthly metrics by payment method, including shipping ratio, pending rate, and other risk indicators.

This dashboard brings together sales performance, operational insights, and risk analytics into a single, unified view. It enables users to quickly assess overall business health while also exploring detailed order behavior and customer patterns. Interactive filters support flexible analysis across locations, products, customers, and payment methods. Custom-calculated metrics provide deeper insight into order quality, revenue efficiency, and risk exposure. By combining high-level KPIs with detailed trends, the dashboard supports data-driven decision making.