

Amazon Sales Data Analysis

Project Overview (Summary):

This project focuses on analyzing sales data to identify key trends, customer behavior, and business performance. The main objective is to clean, transform, and visualize data using Power BI and Python to generate meaningful insights and improve decision-making.

Problem Statement:

The dataset contains inconsistent, unstructured sales records. The goal was to clean the data, build KPIs, and create an interactive dashboard to understand the business performance.

Objectives

- Data cleaning & transformation
- Sales trend analysis
- KPI creation
- Interactive dashboard
- Insight generation

Tech Stack / Tools Used

- Python
- Power BI
- Pandas
- GitHub

Dataset Description

- Number of rows: 120229
- Number of columns: 26
- Features (Order ID, Date, Category, Qty, Sales, etc.)
- Data format (CSV/Excel)

Data Cleaning Steps:

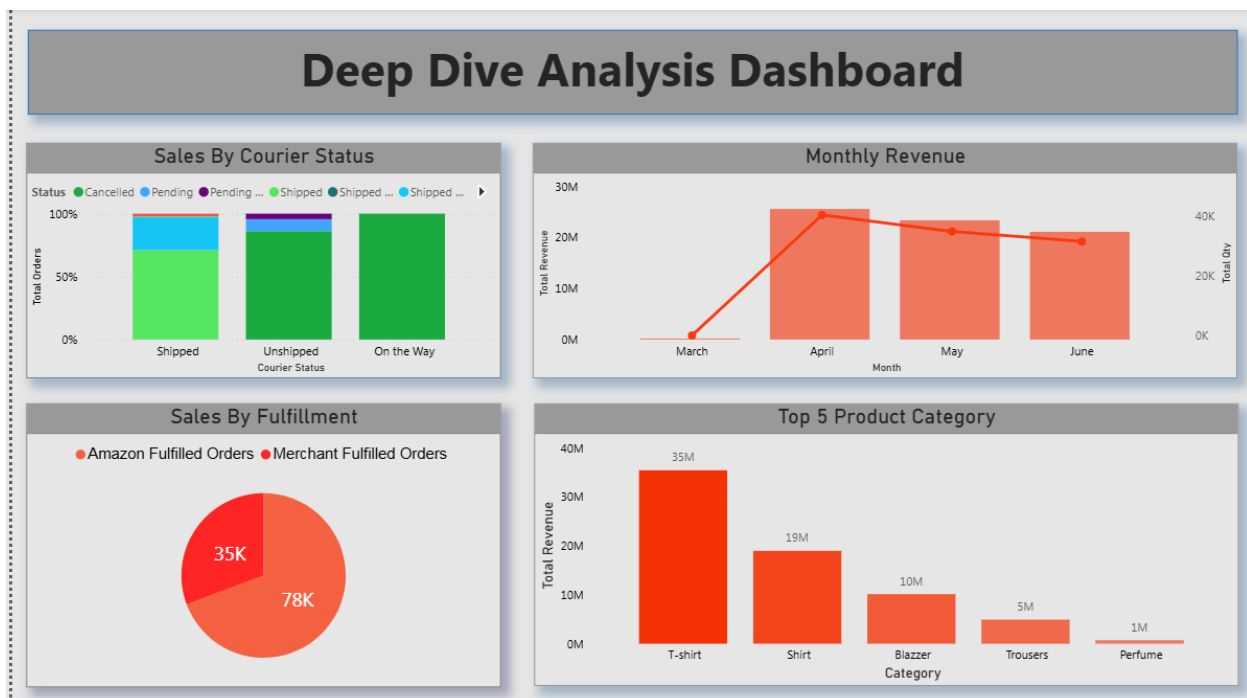
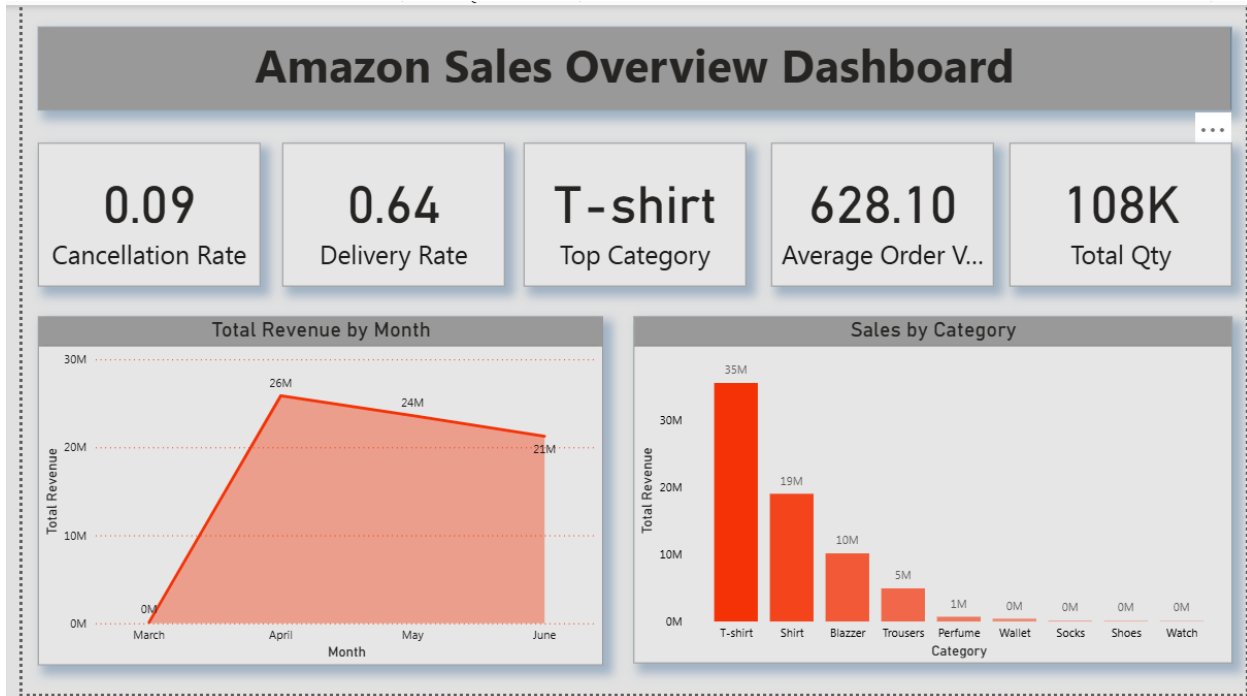
- Removing duplicates
- Handling missing values
- Changed data type
- Create new calculated field

Exploratory Data Analysis (EDA)

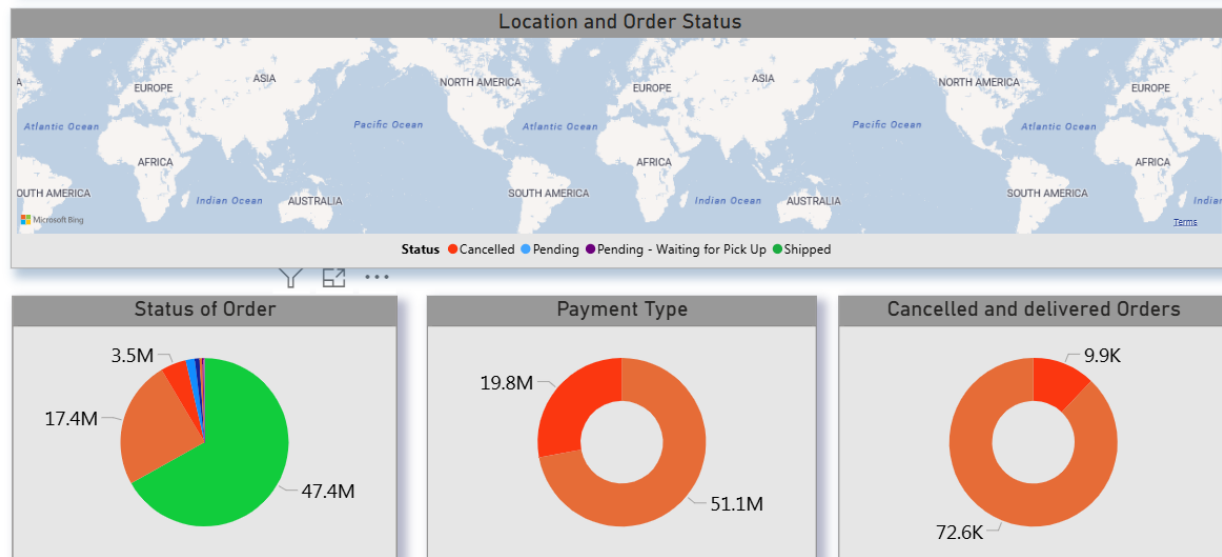
- Sales trend (monthly)
- Category-wise sales
- Top-performing products
- Payment type analysis

- Courier/Status distribution

Dashboard:



Customer / Order Behavior



Conclusion: The analysis delivered meaningful insights that help understand business performance. The dashboard provides an interactive and user-friendly way to monitor KPIs and identify future opportunities.