Power BI PROJECT by

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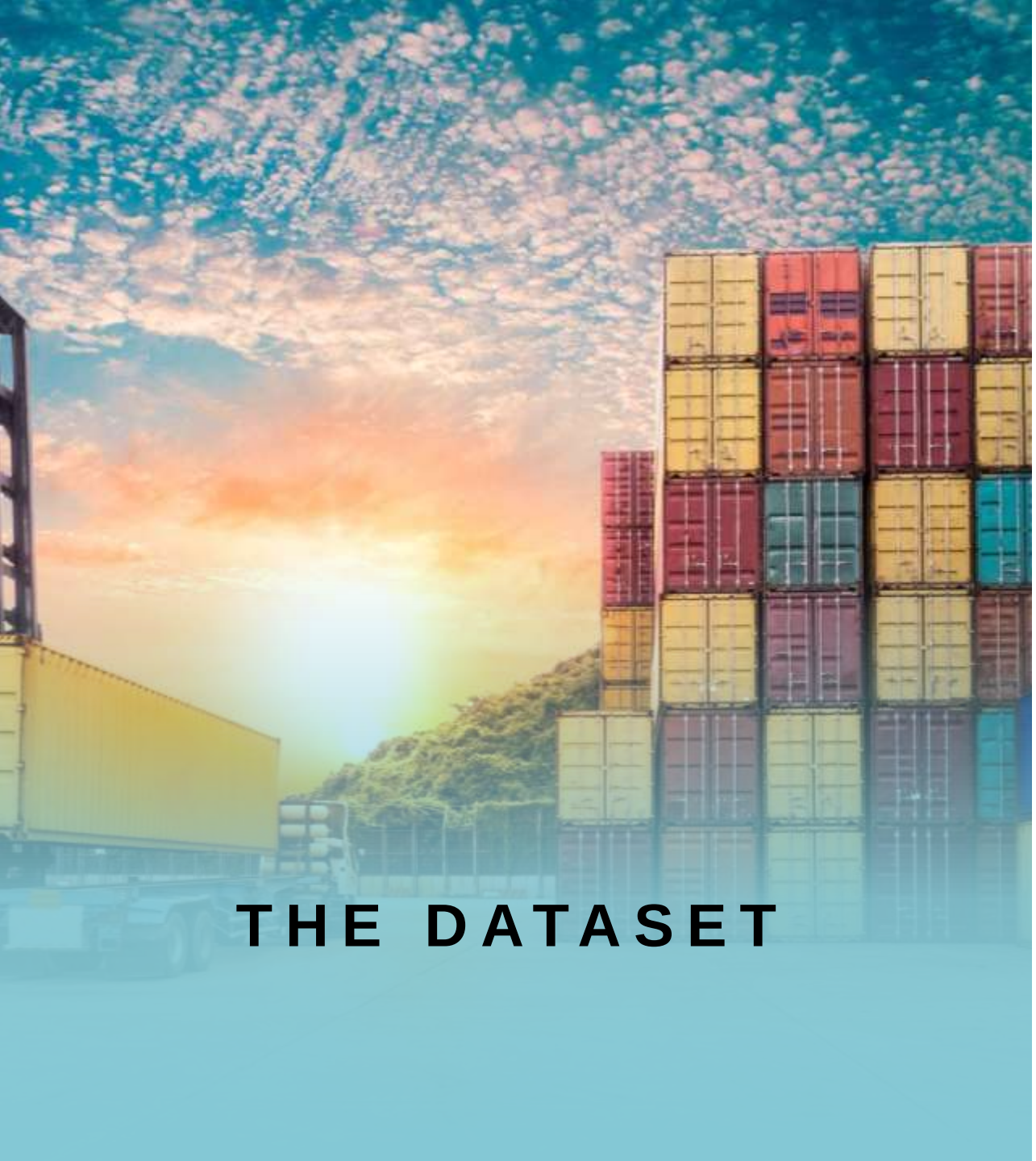
AMAZON SALES

Instructor : Mr.Junaid Qazi



THE DATASET

- **Amazon company is known for its vast sales and profit return every fiscal year**
- **Taken from opensource database ‘Kaggle’**
- **Main features are :**

  -Order Date

  -Ship Date

  -Email ID

  -Geography

  -Category

  -Product Name

  -Sales , Quantity, Profit

WHY THIS DATASET ?

- Data was collected from a very reputable source
- High quality (Lesser null values, minimal errors and inconsistencies)
- Good scalability in data
- Ease of integration using data analysis tools and visualization tools

EXPECTATIONS

- To visualize the ultimate product which brings best sales and profit turnover
- To generate new revenue streams using the analytical data
- To promote ease of use dashboards for management level, operational level and also customer level

HOW I DID IT ?

1

Step 1. Open Power BI.

2

Step 2. Go to the “Import Data from Excel" tab.

3

Step 3. choose the appropriate option (e.g., "From Text" if it's a CSV file or Excel file).

4

Step 4. Navigate to the location where you saved the dataset and select it.

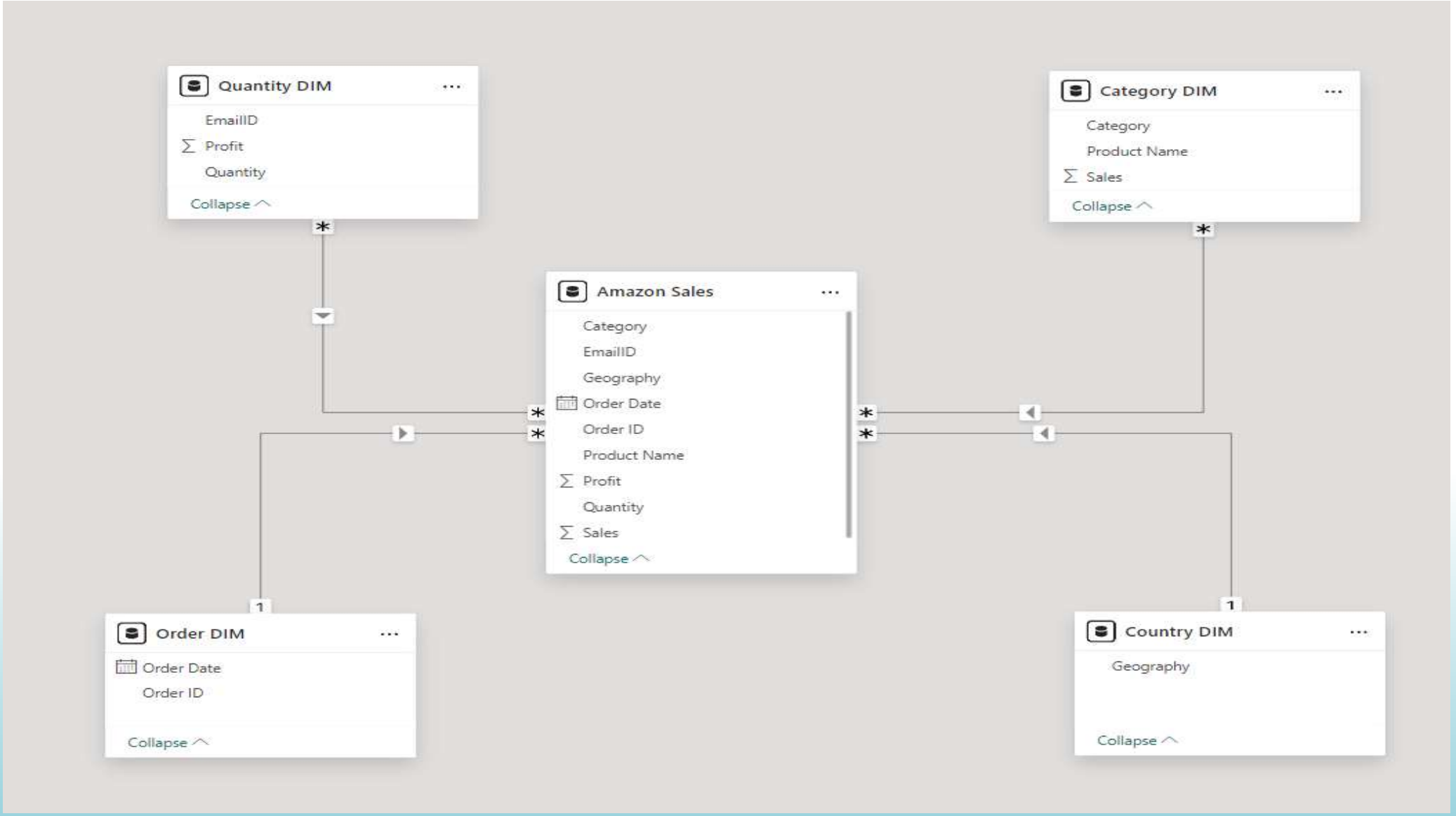
5

Step 5. Select the tables which you want to import.

6

Step 6. Once imported, you can load or transform data and create dashboards

DATA MODEL


Quantity DIM
EmailID
Profit
Quantity
Collapse
Category DIM
Category
Product Name
Sales
Collapse
Amazon Sales
Category
EmailID
Geography
Order Date
Order ID
Product Name
Profit
Quantity
Sales
Collapse
Order DIM
Order Date
Order ID
Collapse
Country DIM
Geography
Collapse
1
1

Executive Dashboard

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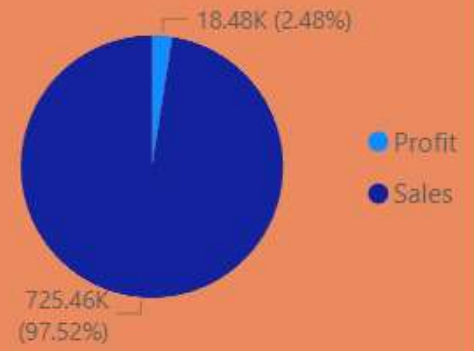
Sum of Profit by Quantity

Category	Sum of Profit
Accessories	16,484.60
Binders	16,096.80
Copiers	12,607.25
Paper	12,119.24
Phones	9,110.74
Storage	8,645.32
Appliances	8,261.27
Furnishings	7,641.27
Chairs	4,027.58
Art	2,374.10
Labels	2,303.12
Envelopes	1,908.76
Tables	1,482.61
Supplies	298.54
Fasteners	275.19
Machines	-618.93
Bookcases	-1,646.51
Total	**101,370.96**

Profit and Sales



Sum of Profit by Geography

Sales

0.99 | 5,459.83

Average of Profit by Geography

26.94

total sales

Showing results for *total category DIM sales*

725.46K

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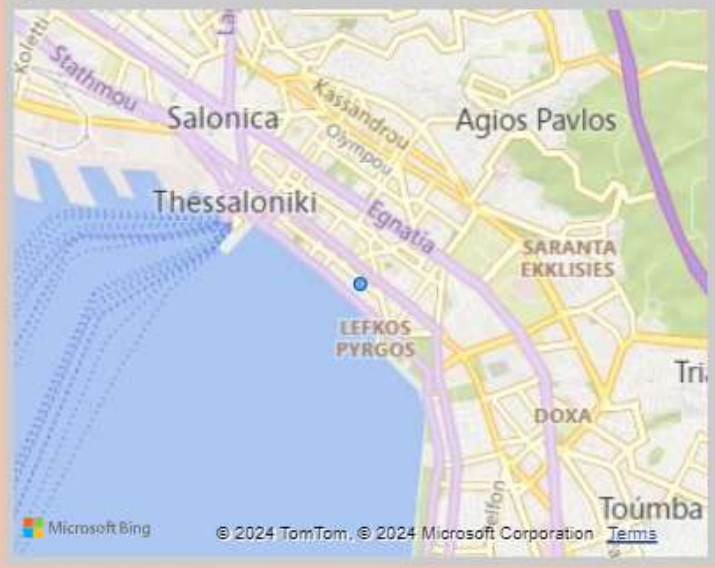
Shipping department dashboard

Orders received

Month
January
13
Staples
20
Tyvek Top-Opening Peel & Seel Envelopes, Plain White
February
21
Letter or Legal Size Expandable Poly String Tie Envelopes
March
April
Total

GPS



Product Name

"While you Were Out" Message Book, One Form per...	#10- 4 1/8" x 9 1/2" Recycled Envelopes	**#10- 4 1/8" x 9 1/2" Security-Tint Envelopes**
#10 Self-Seal White Envelopes	#10 White Business Envelopes,4 1/8 x 9 1/2	#6 3/4 Gummed Flap White Envelopes
12 Colored Short Pencils	12-1/2 Diameter Round Wall Clock	14-7/8 x 11 Blue Bar Computer Printout Paper

Welcome to Amazon Online Shopping ! To place and order choose the category of product you need and the list of items in stock will appear. Step 2 , click on the list to add your product to cart. Happy shopping !

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Choose your category

Accessories	Appliances	Art
Binders	Bookcases	Chairs
Copiers	Envelopes	Fasteners

Choose from the list below to add to cart

Product Name
12 Colored Short Pencils
4009 Highlighters by Sanford
50 Colored Long Pencils
American Pencil
Avery Hi-Liter EverBold Pen Style Fluorescent Highlighters, 4/Pack
Avery Hi-Liter Fluorescent Desk Style Markers
Avery Hi-Liter Smear-Safe Highlighters
Berol Giant Pencil Sharpener
BIC Brite Liner Grip Highlighters, Assorted, 5/Pack
BIC Brite Liner Highlighters
BIC Brite Liner Highlighters, Chisel Tip
BIC Liqua Brite Liner
Binney & Smith Crayola Metallic Colored Pencils, 8-Color Set
Binney & Smith Crayola Metallic Crayons, 16-Color Pack
Binney & Smith inkTank Desk Highlighter, Chisel Tip, Yellow, 12/Box
Blackstonian Pencils
Boston 16701 Slimline Battery Pencil Sharpener
Boston 16765 Mini Stand Up Battery Pencil Sharpener
Boston 16801 Nautilus Battery Pencil Sharpener
Boston 1730 StandUp Electric Pencil Sharpener
Boston 1799 Powerhouse Electric Pencil Sharpener
Boston 1827 Commercial Additional Cutter, Drive Gear & Gear Rack for 1606

CONCLUSION

Identify new target markets and product capabilities

Optimizing revenue with analytical data

To be on track with the company statistics