**REPORT ON AMAZON SALES ANALYSIS**

**Analyze the Amazon sales data in Power Bi. It includes the process of loading data, transformation of data, data standardization and cleaning, setting up date formats etc. Understanding raw data and thinking of analytical problems to solve through visualizations.**

**INSIGHTS:**

* **Selecting OFFLINE in slicers, we found that household items held highest portion in revenue (62%) while selecting ONLINE, it sifted to office supplies (64%).**
* **Year wise unit cost and unit price:**

|  |  |  |
| --- | --- | --- |
| **YEAR** | **AVG. UNIT COST (Rs.)** | **AVG. UNIT PRICE(Rs.)** |
| **2010** | **188.47** | **286.81** |
| **2011** | **164.73** | **225.14** |
| **2012** | **256.01** | **353.02** |
| **2013** | **213.95** | **318.19** |
| **2014** | **131.42** | **196.24** |
| **2015** | **166.67** | **246.00** |
| **2016** | **174.47** | **271.36** |
| **2017** | **186.79** | **269.80** |

* **Most units sold by order type item:**
  + **Offline - Household items**
  + **Online - Office supplies**
  + **Overall - Personal care**
* **Country with most profit:**
  + **Offline – Pakistan**
  + **Online – Samoa**
  + **Overall – Djibouti**