

A large, faint, light-orange Amazon logo watermark is centered in the background. It features the word "amazon" in a lowercase sans-serif font with a curved arrow underneath it, pointing from the 'a' to the 'z'.

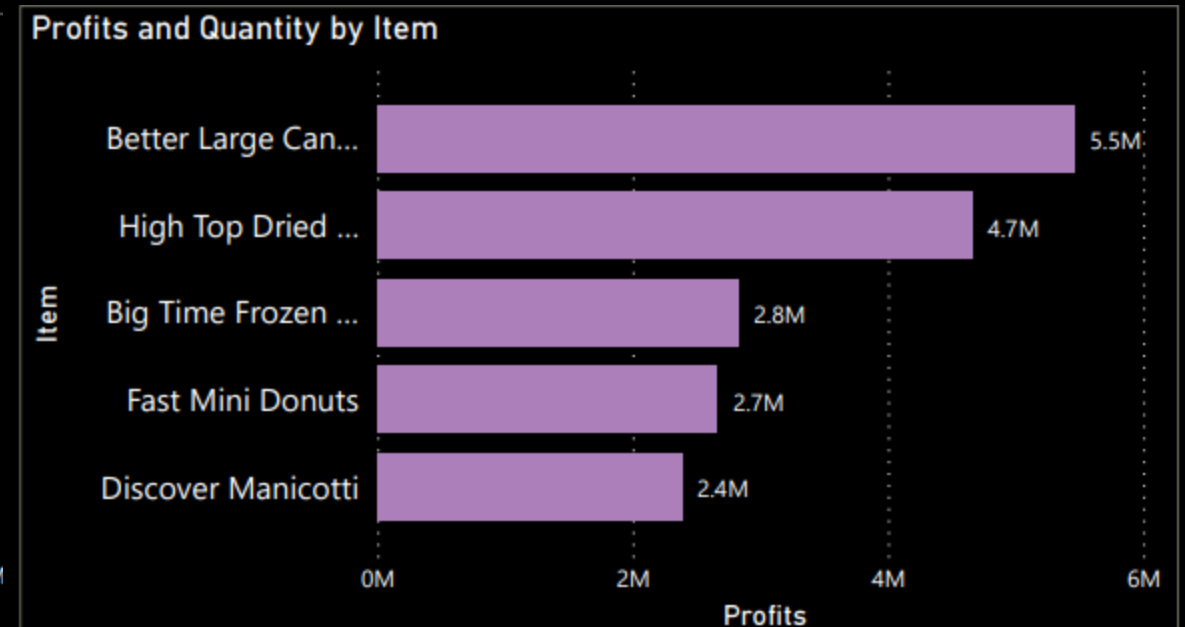
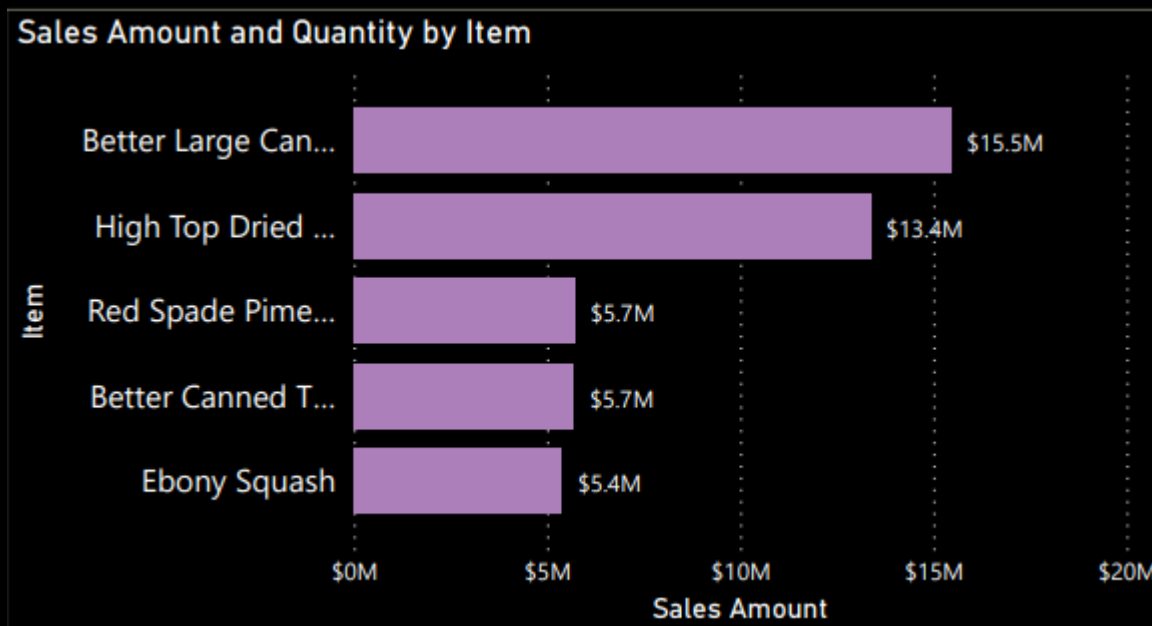
amazon

ANALYZING SALES DATA

Wireframe Document

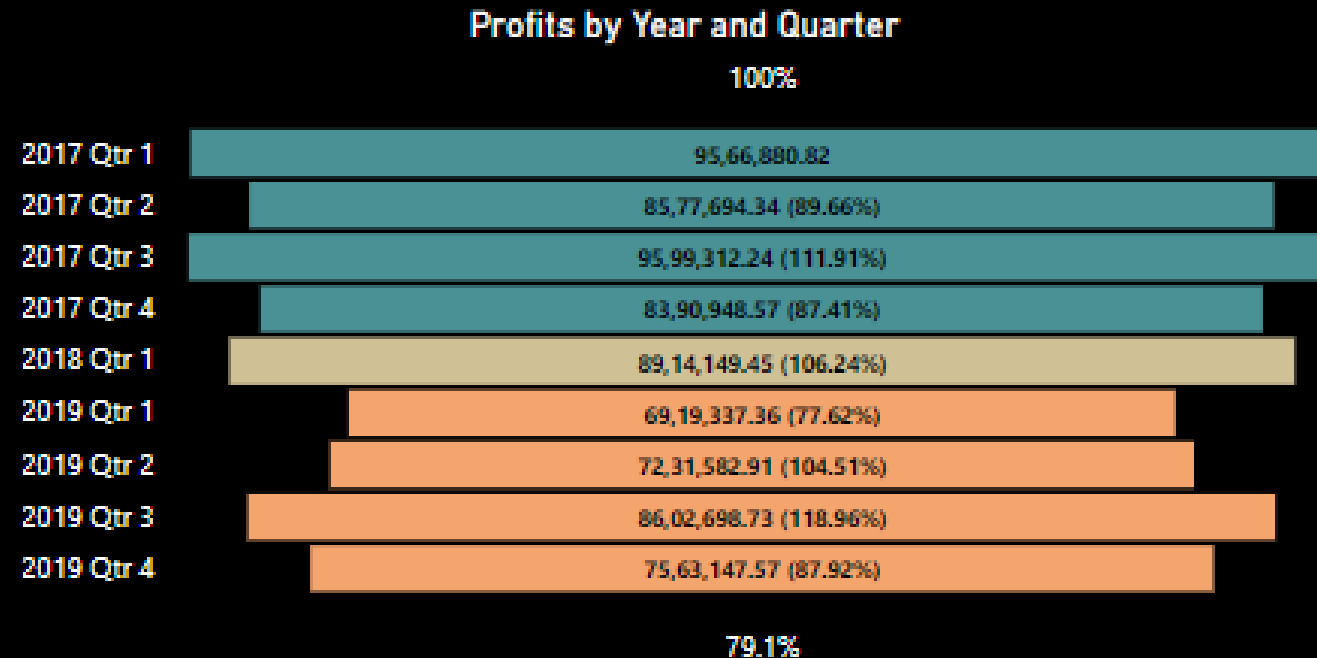
Performed Exploratory Data Analysis and then created a Dashboard.

1. What was the Sales of each Item?



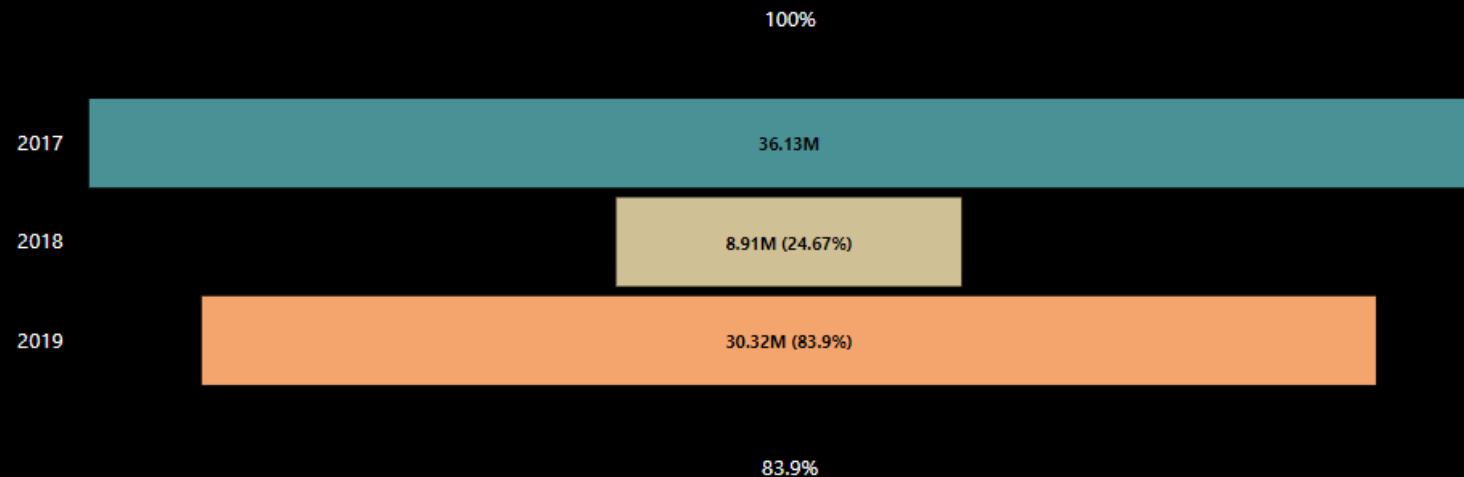
- Better Large Canned Shrimp had the highest Sales at \$15,454,172.47 and Kiwi Lox had the lowest Sales at \$204.71.
- For cumulative of all years, Amazon made a Sales of \$18,14,56,833.11 by selling an overall quantity of 28,56,611 which in turn resulted in \$7,53,65,752.0 profit.
- Also, there is a steep decline in sales from annuary 2018 to January 2019 which went from \$7,554,685.37 to \$3,170,346.02.

2. How was the Sales & Profit Yearly-Quarter wise?



In the first quarter of 2017, the profit was \$9.57M. Then in the 2nd quarter, it slightly declined by 11.34% to \$8.58M which was only 89.66% of the previous value. Then in 3rd quarter, it was little improved to \$9.60M which was 111.91% of the previous value. Then coming to the 4th quarter of 2017, it was \$8.39M. In the first quarter of 2018, it was \$8.91M which was 106.24% of the previous value which means it was little improved by 6.24%. After that, it got significantly decreased by 22.38% from the 1st quarter of 2018 to 1st quarter of 2019 then after that, it started to improve as profit increased month by month and \$1.68M more profit was collected compared to the profit of 1st quarter of 2019 which was \$6.92M.

3. How was the growth in Profit year over year?



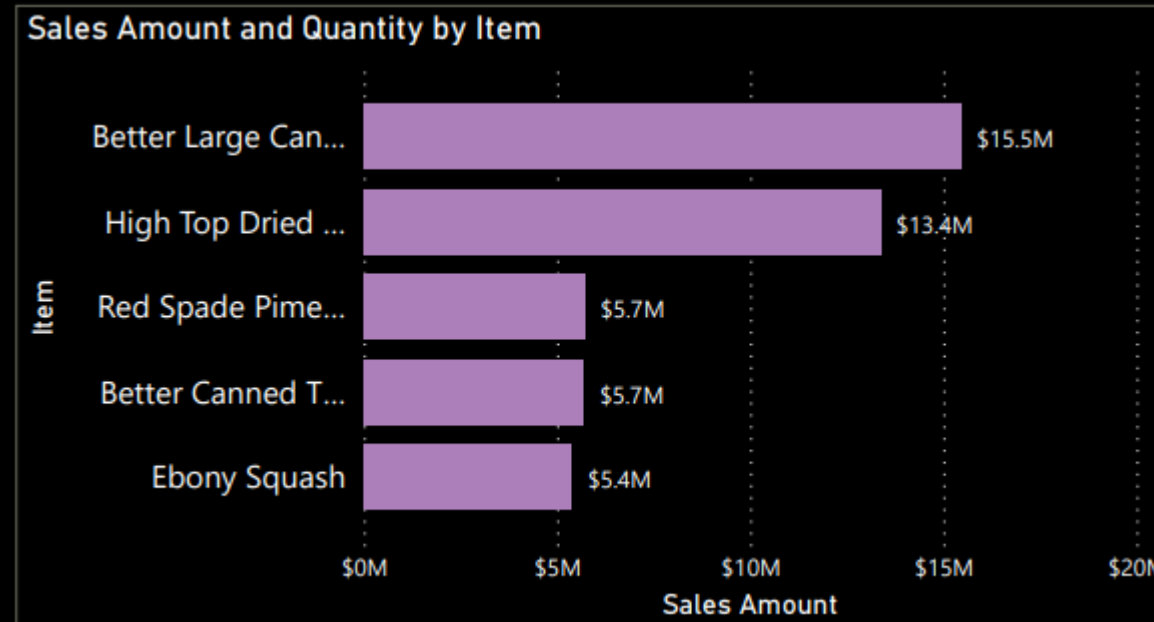
In 2017 \$36.13M Profit was generated, but in 2018 it severely declined to \$8.91M which was only 24.7% of 2017's Profit, then in 2019 it showed tremendous growth and was \$30.32M which was 340.1% more than the previous value and 83.9% of 2017's profit.

4. Which items are the best-selling Item?

Item	Quantity	Sales Amount	Profits	Total Sales	Profits%
Better Large Canned Shrimp	5,90,343	\$1,54,54,172.47	54,59,826.26	1,54,54,172.47	54.63%
High Top Dried Mushrooms	3,76,904	\$1,33,67,239.65	46,58,792.22	1,33,67,239.65	53.50%
Big Time Frozen Cheese Pizza	27,420	\$51,27,171.17	28,26,772.99	51,27,171.17	122.88%
Fast Mini Donuts	27,300	\$50,09,499.08	26,63,325.66	50,09,499.08	113.52%
Discover Manicotti	7,228	\$49,01,139.48	23,81,667.84	49,01,139.48	94.53%
Ebony Squash	10,553	\$53,80,727.75	23,36,246.16	53,80,727.75	76.74%
Better Fancy Canned Sardines	17,581	\$49,65,960.97	21,28,392.55	49,65,960.97	75.01%
Landslide White Sugar	16,198	\$42,82,290.62	20,79,755.46	42,82,290.62	94.43%
Tell Tale Red Delcious Apples	31,120	\$40,95,211.34	19,77,923.42	40,95,211.34	93.42%
Total	28,56,611	\$18,14,56,833.11	7,53,65,751.99	18,14,56,833.11	71.04%

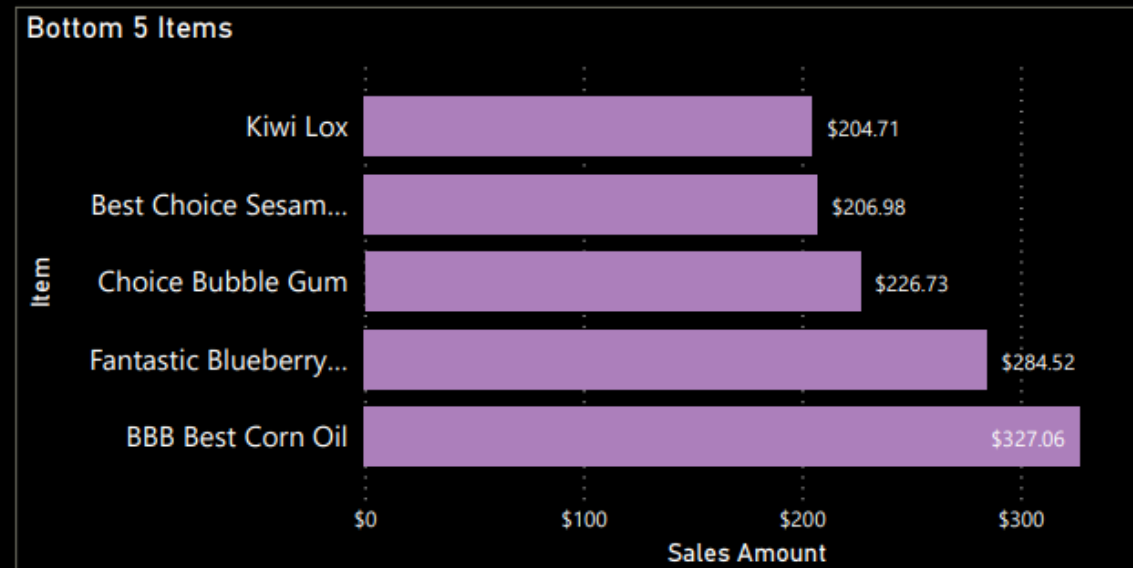
At \$15,454,172.47, Better Large Canned Shrimp had the highest Sales and was 187.21% higher than Ebony Squash, which had the 5th Highest Sales at \$5,380,727.75. Better Large Canned Shrimp accounted for 33.89% of Sales. Across all 5 Item, Sales ranged from \$5,380,727.75 to \$15,454,172.47.

5. Which Items generated Highest Profit?



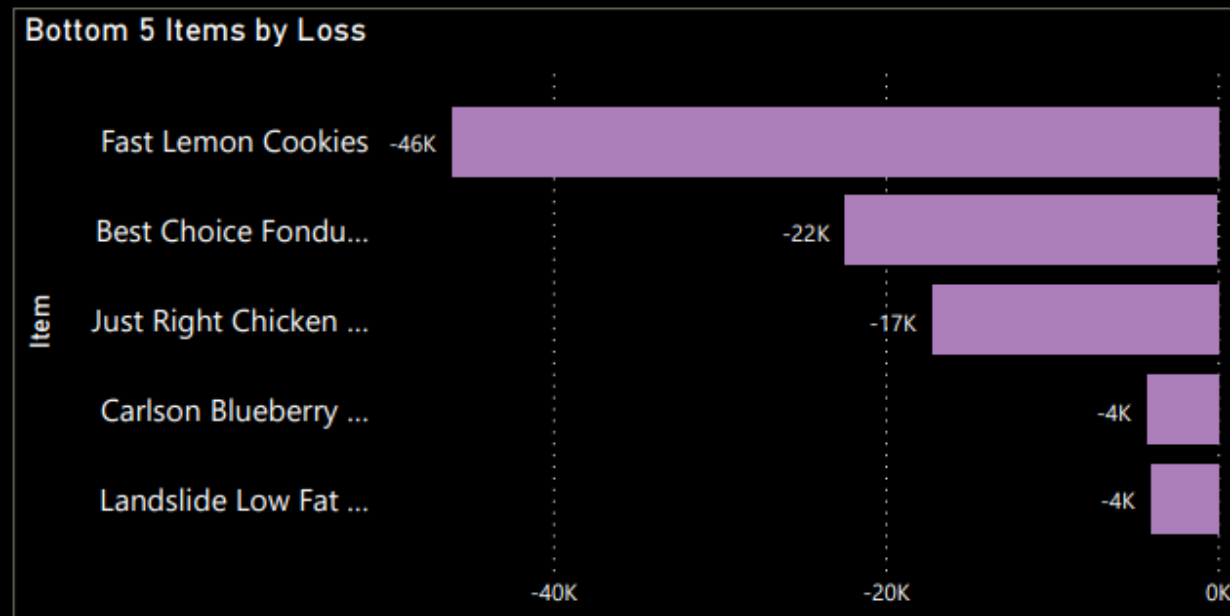
At \$5,459,826.26, Better Large Canned Shrimp had the highest Profits and was 129.24% higher than Discover Manicotti, which had the 5th highest Profits at \$2,381,667.84. Better Large Canned Shrimp accounted for 30.35% of Profits. Across all 5 Item, Profits ranged from \$2,381,667.84 to \$5,459,826.26.

6 . Which Items generated the lowest profits?



At \$327.06, BBB Best Corn Oil had the 5th lowest Sales and was 59.77% higher than Kiwi Lox, which had the lowest Sales at \$204.71. BBB Best Corn Oil accounted for 26.16% of Sales. Across all 5 Items, Sales ranged from \$204.71 to \$327.06.

7. What were the items that resulted in a loss?



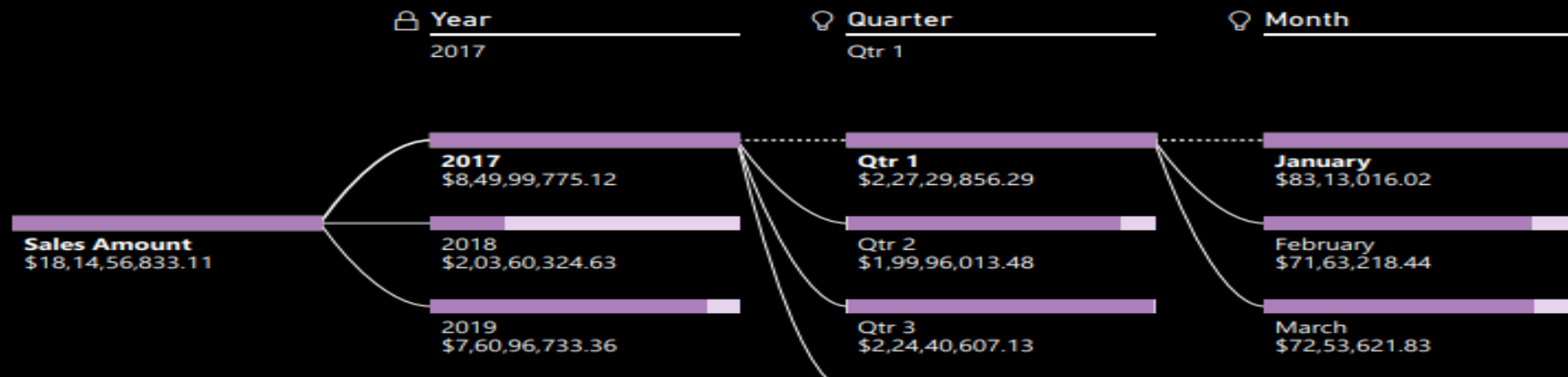
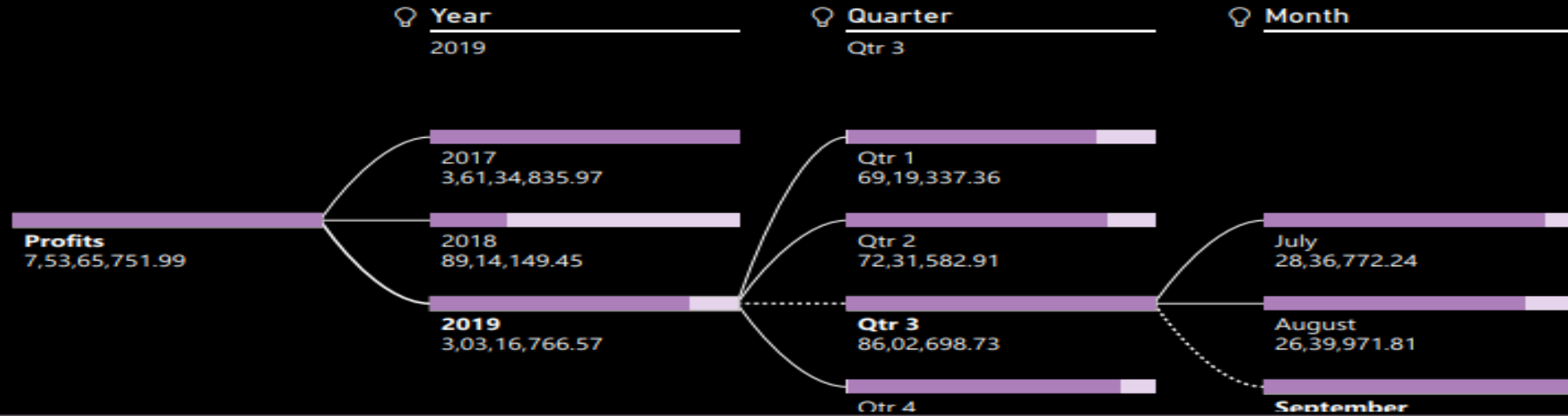
At \$4,026.61, Landslide Low Fat Apple Butter had the 5th Highest Loss and was 91.27% higher than Fast Lemon Cookies, which had the Highest Loss at \$46,106.59. Fast Lemon Cookies accounted for 49.03% of Loss. Across all 5 Item, Loss ranged from (\$46,106.59) to (\$4,026.61).

Profits
7,53,65,751.99

Year	Quarter	Month
2017	Qtr 1	July
2017	Qtr 1	August
2017	Qtr 1	September
2017	Qtr 2	
2017	Qtr 3	
2017	Qtr 4	
2018		
2019		

Sales Amount
\$18,14,56,833.11

Year	Quarter	Month
2017	Qtr 1	January
2017	Qtr 1	February
2017	Qtr 1	March
2017	Qtr 2	
2017	Qtr 3	
2018		
2019		

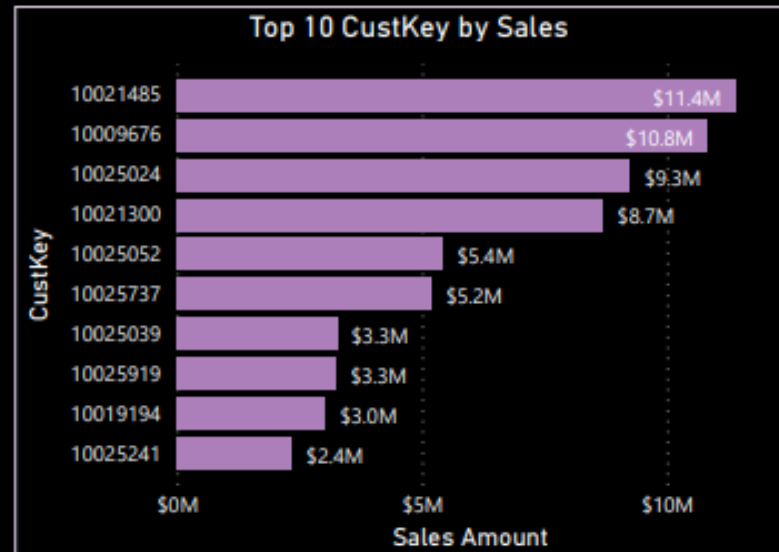




In this Decomposition Tree visual, we can Analyse how much Sales & Profits were made from 2017 to 2019. Comparing 3 Years, 2017 was the year in which highest Sales & Profits were made, which was \$8,49,99,775.12, \$3,61,34,835.97 and it was most made on Sunday, which was \$2,60,58,258.91, \$1,10,79,431.64. Sales & Profits were very balanced in all 4 Quarters but it was highest in Q3(\$79,18,281.76, \$33,82,668.73). August was the month in which the highest Sales & Profits were recorded, which was \$30,55,208.79, \$13,00,021.88. In that Month Sales & Profits were generated on the 6th , 13th,20th, 27th.

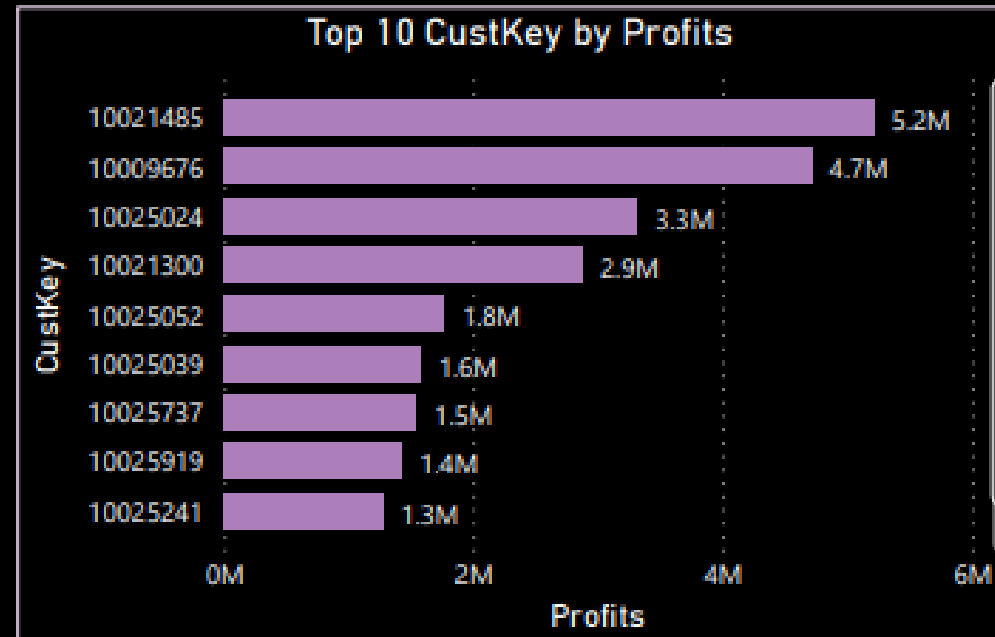
- At \$1,13,97,206.36, 10021485 had generated highest Sales and was 383.63% higher than 10025241, which had the 5th highest Sales at \$23,56,595.66. 10021485 accounted for 18.16% of Sales. Across all 10 CustKey, Sales ranged from \$23,56,595.66 to \$1,13,97,206.36.
- At \$52,15,559.07, 10021485 had generated highest Profits and was 312.11% higher than 10019194, which had the 5th highest Profits at \$12,65,561.04. Across all 10 CustKey, Profits ranged from \$1265561.04 to \$5215559.07.

9. Who were the Top 10 Customers by sales?



At \$1,13,97,206.36, 10021485 had generated highest Sales and was 383.63% higher than 10025241, which had the 5th highest Sales at \$23,56,595.66. 10021485 accounted for 18.16% of Sales. Across all 10 CustKey, Sales ranged from \$23,56,595.66 to \$1,13,97,206.36.

10. Who were the Top 10 Customers by profit?



At \$52,15,559.07, 10021485 had generated highest Profits and was 312.11% higher than 10019194, which had the 5th highest Profits at \$12,65,561.04. Across all 10 CustKey, Profits ranged from \$1265561.04 to \$5215559.07.