



AMAZON SALES DATA ANALYSIS REPORT

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Unveiling Amazon Sales Insights: A PowerBI Analysis

we conducted a comprehensive analysis of Amazon sales data, uncovering insights into sales trends, product performance, customer behavior, and geographical patterns to inform strategic decision-making.





Overview of Data Analysis

Summary of Dataset:

- **The dataset comprises Amazon sales data spanning.**
- **It includes information such as sales revenue, product details, customer demographics, and geographical data.**

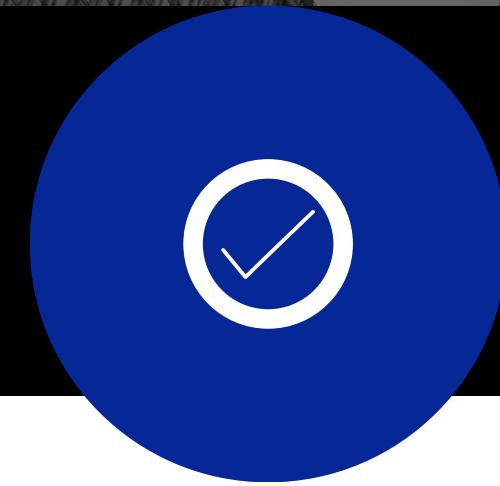
Key Metrics Analyzed:

- Total sales revenue
- Top-selling products
- Sales distribution by product category
- Geographic sales distribution

Key Dimensions Analyzed:

- Time (e.g., monthly, quarterly)
- Products (e.g., product ID, category)
- Customers (e.g., demographics, purchasing behavior)
- Geography (e.g., region, country)

Major Wins



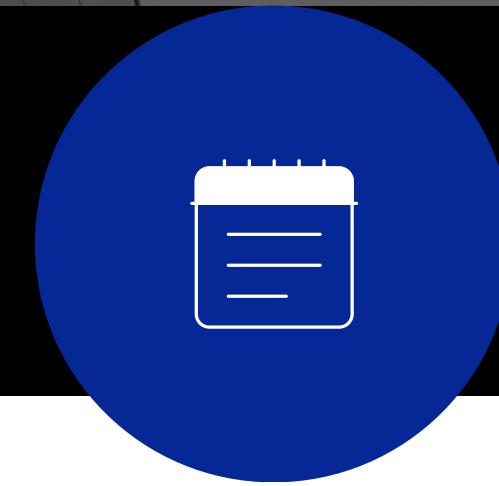
Objective

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Sales management today is the most important function in a commercial and business enterprise.



Benefits

- Help out to make better business decisions.
- Help analyze customer trends and satisfaction, which can lead to new and better products and services.
- Gives better insight of customers base.
- Helps in easy flow for managing resources.



problem Statement

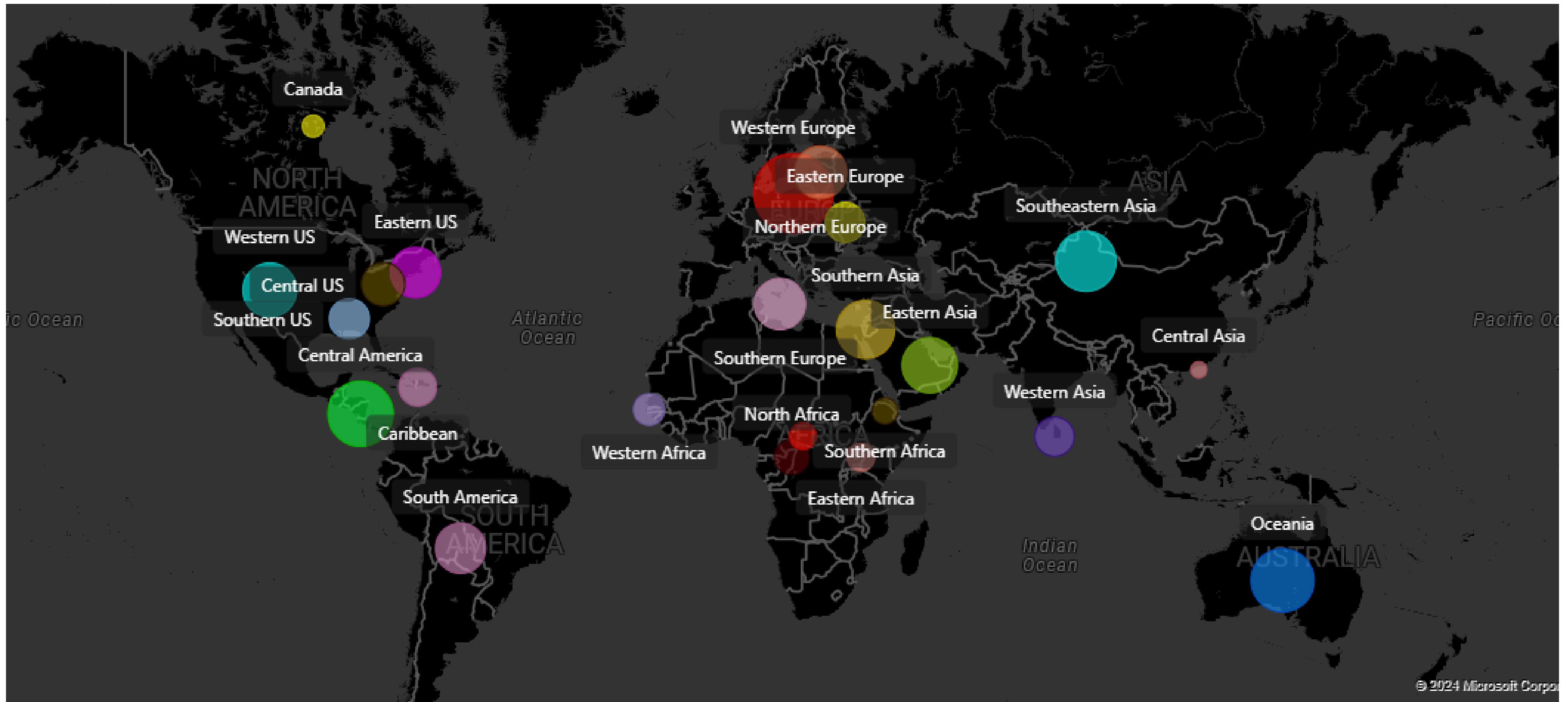
Develop a Report by Extracting-Transforming-Loading of data which contains Sales trend with respect to Year, Month, Quarter and find Some relationships through data to understand and Analyze the Facts.

Objective

- Sales Performance Analysis
- Product Performance Evaluation
- Customer Satisfaction Monitoring
- * Interactive Exploration and Filtering

Sales Performance Trends

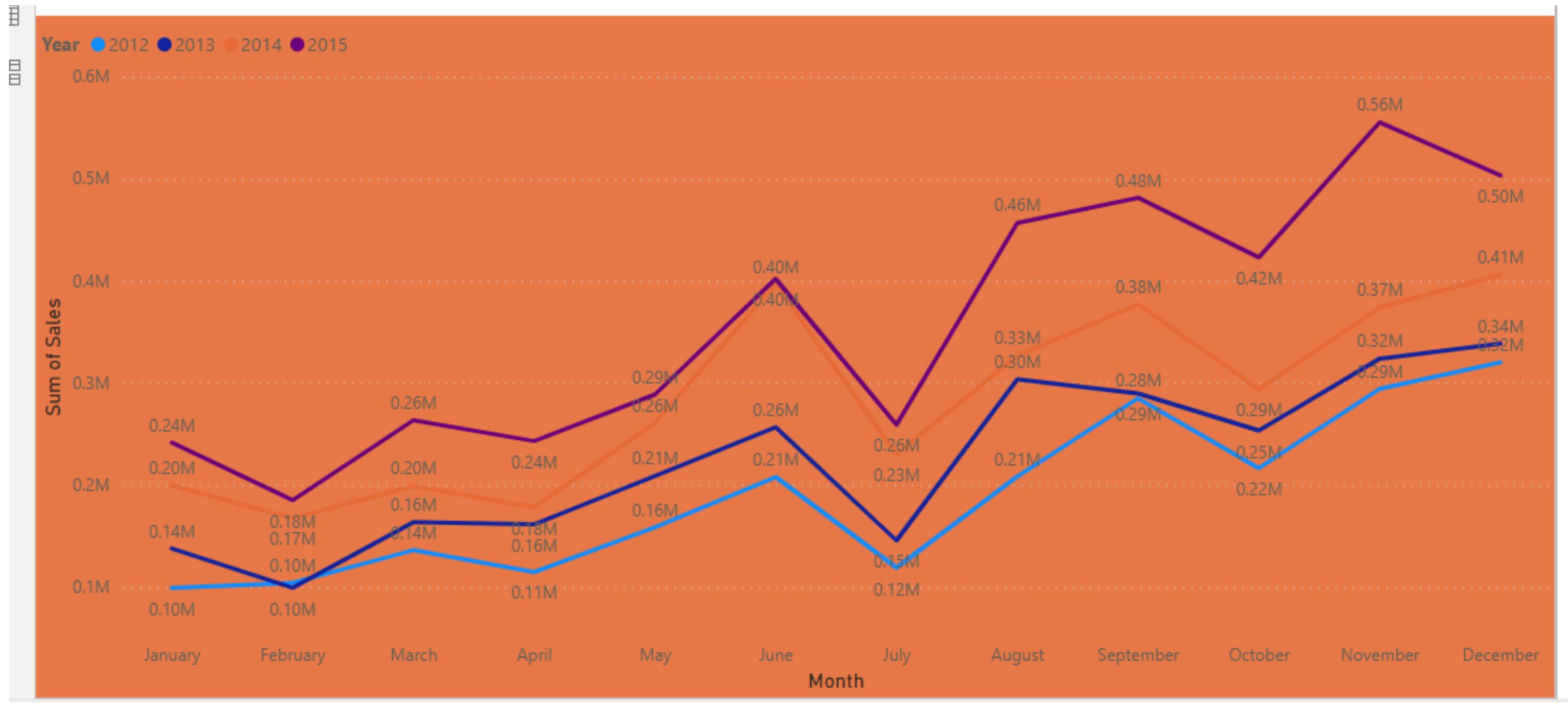
Regions with highest and lowest sales



Revenue

Monthly Sales Comparison

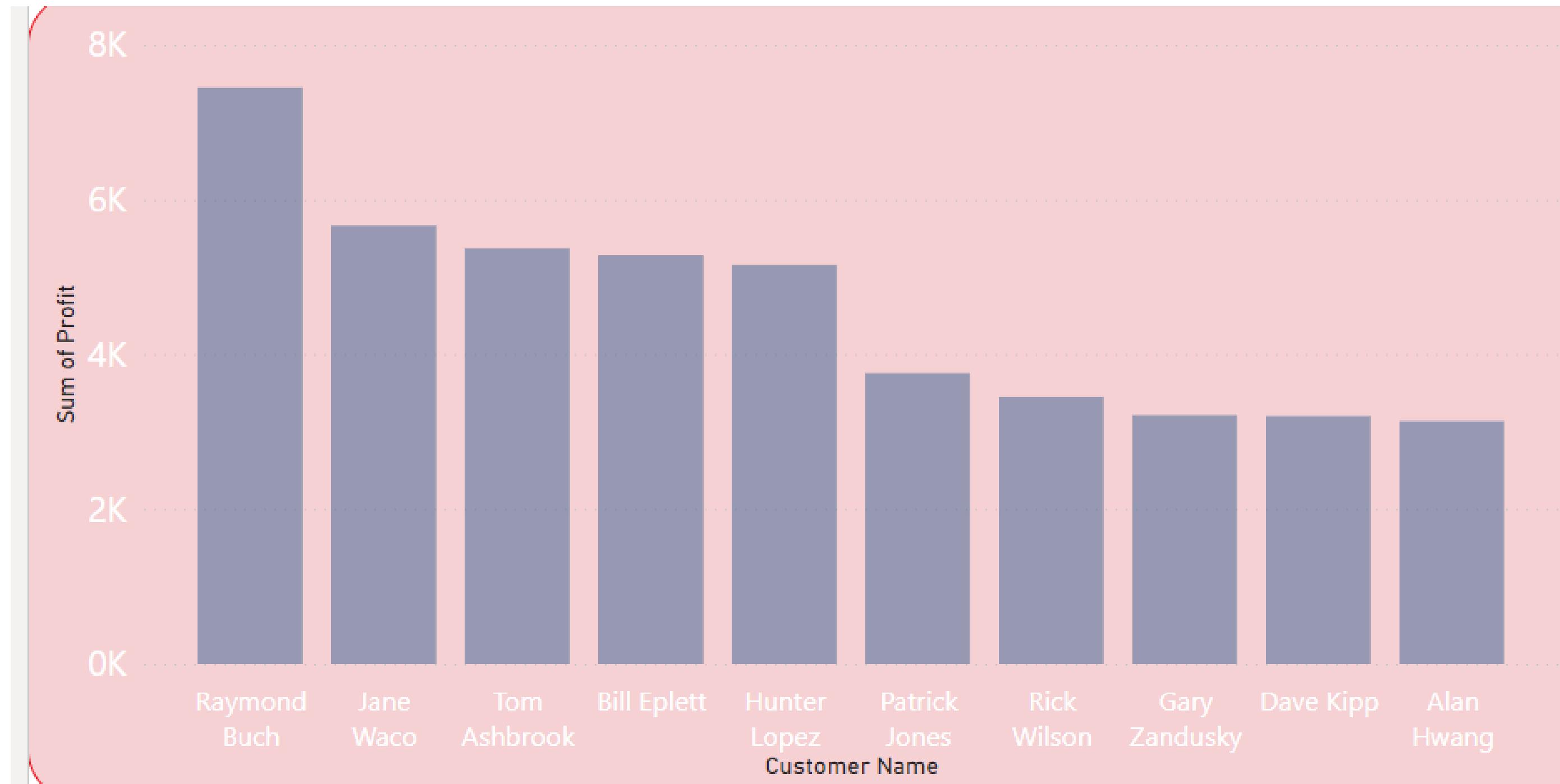
Compared to the previous year,
2015 saw a increase in revenue.



Profit

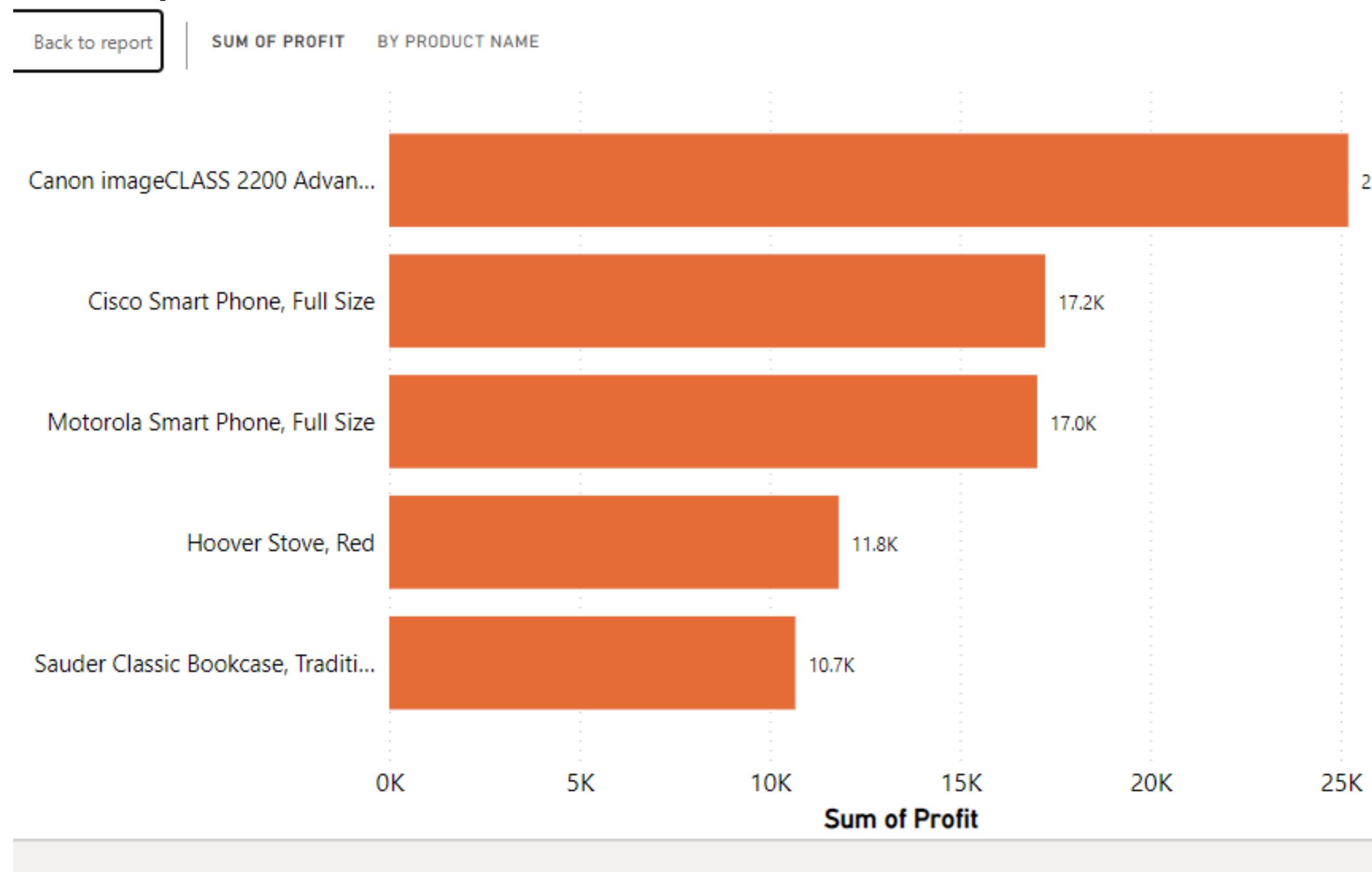
**Top 10 Customers
with respect to profit**

These are our valuable customer



Profit

Top 5 Product with respect to profit



Conclusion

- 1.If we observe the monthly insights of 2012,2013,2014,2015 the sales are at their peak in March, June, and September and are low in April, May & October. Amazon can come up with some good discounts and offers to generate high revenue.
2. The sales for the Australia are highest among all countries .

Thank you!

