

UNIFIED MENTOR

# Analysis of results

Analyzing Amazon Sales data

# Data Exploration and Preparation

## Data Source

The dataset used in this analysis is the "**Amazon Sales Data.csv**" file, containing information about sales transactions.

## Data Cleaning and Preprocessing

- Extracted relevant features such as 'Order Date,' 'Year,'
- 'Month,' 'Year-Month,' and 'Month Year.'
- Handled datetime data conversion and formatting.
- Applied ETL principles for data cleaning and transformation.

# Exploratory Data Analysis

## Monthly Sales Trend

- Grouped data by month and calculated total revenue.
- Visualized monthly sales trends using a line plot.

## Yearly Sales Trend

- Grouped data by year and calculated total revenue.
- Visualized yearly sales trends using a bar chart.

## Yearly Monthly Sales Trend

- Grouped data by month and calculated total revenue.
- Visualized monthly sales trends using a line plot.

## Profit Trends

- Grouped data by month-year and calculated total profit.
- Visualized profit trends using a line plot.
- Analyzed yearly and monthly profit trends separately.

# Results

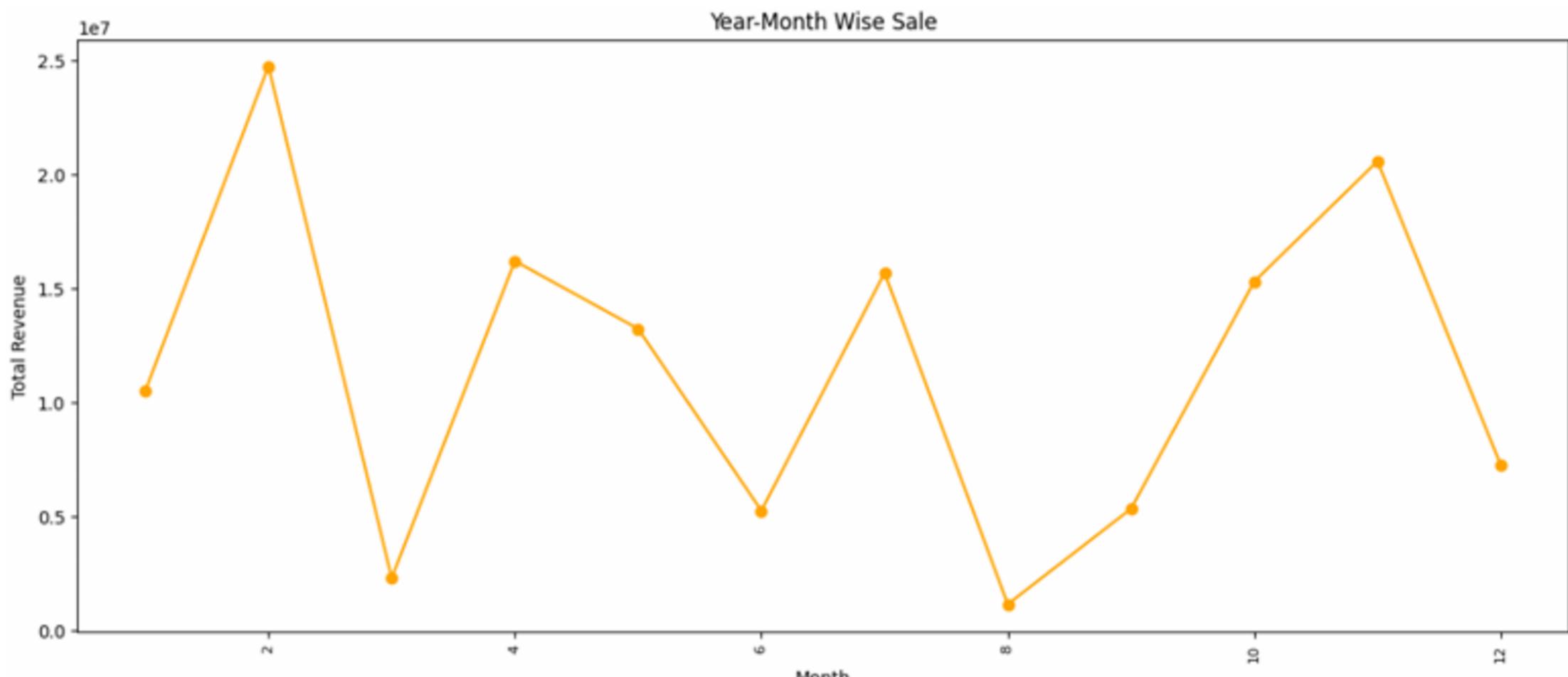


# Monthly Sales Trend

Month-wise Sales Trend:

Month	Total Revenue
1	10482467.12
2	24740517.77
3	2274823.87
4	16187186.33
5	13215739.99
6	5230325.77
7	15669518.50
8	1128164.91
9	5314762.56
10	15287576.61
11	20568222.76
12	7249462.12

Name: Total Revenue, dtype: float64



# Yearly Sales Trend

Year-wise Sales Trend:

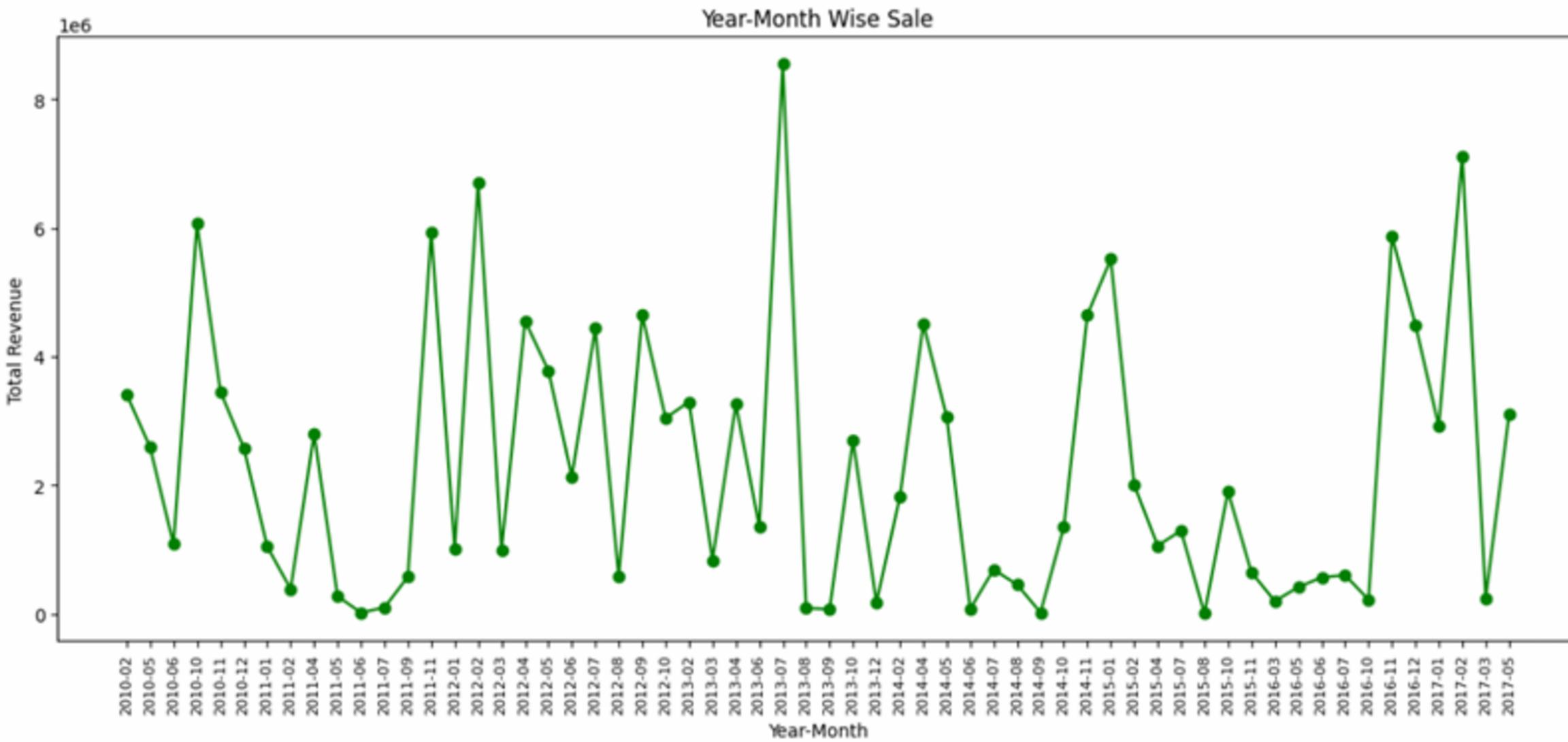
Year	Total Revenue
2010	19186024.92
2011	11129166.07
2012	31898644.52
2013	20330448.66
2014	16630214.43
2015	12427982.86
2016	12372867.22
2017	13373419.63

Name: Total Revenue, dtype: float64

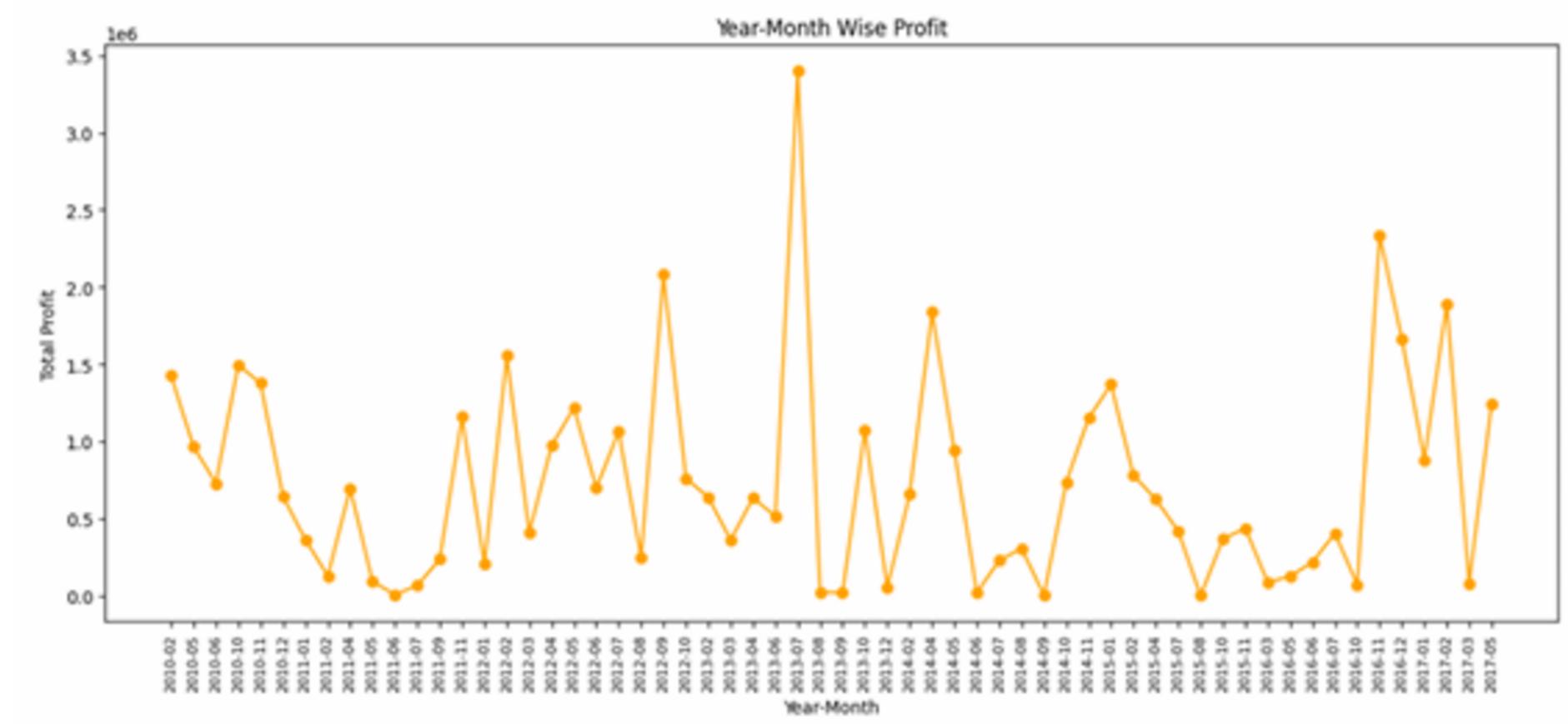
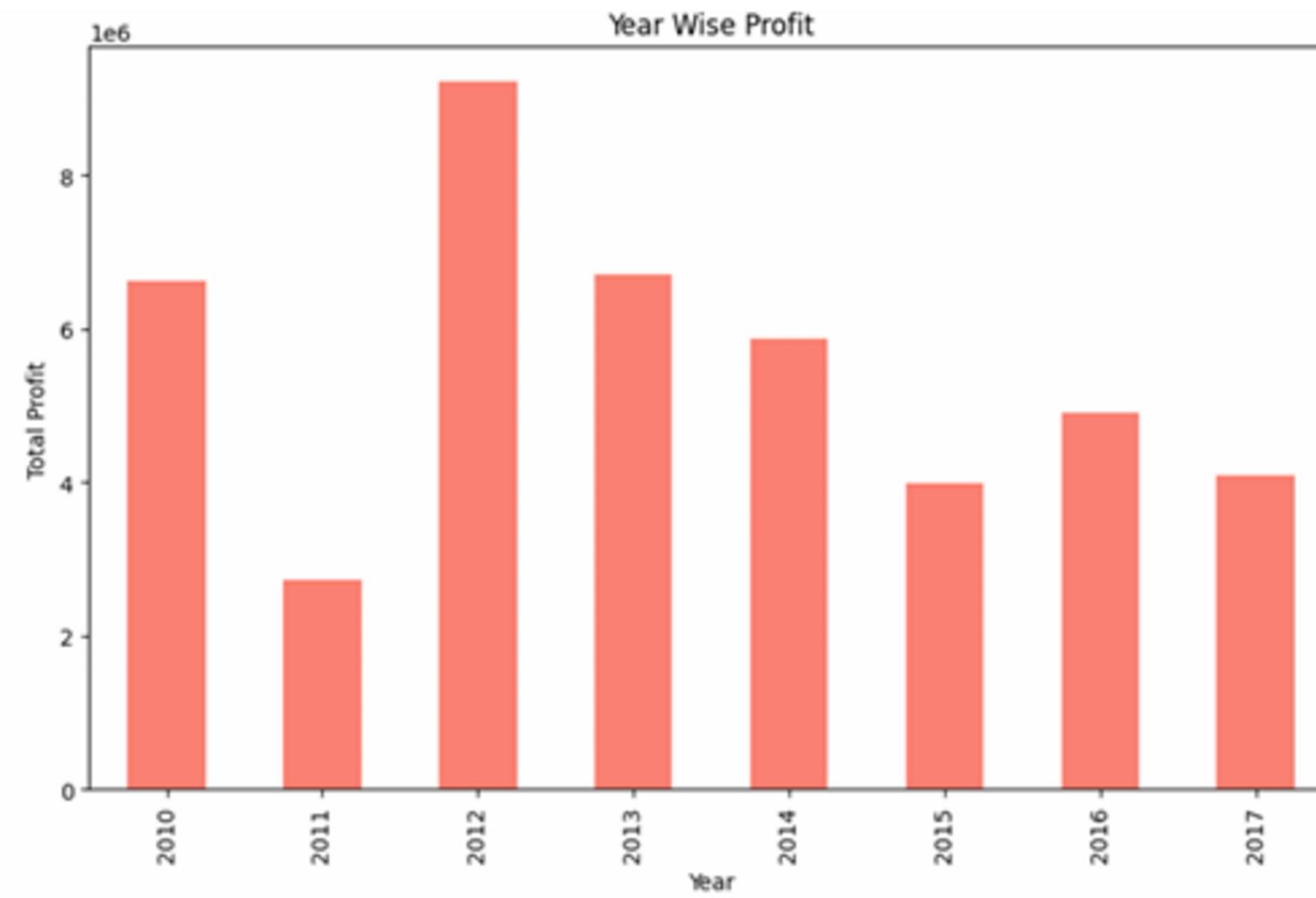


# Yearly-Monthly Sales Trend

Year-Month	Total Revenue
010-02	3418661.12
010-05	2587973.26
010-06	1082418.40
010-10	6864933.75
010-11	3458252.00
010-12	2581786.39
011-01	1042225.35
011-02	387082.20
011-04	2798846.49
011-05	272410.45
011-06	19103.44
011-07	97040.64
011-09	574951.92
011-11	5938385.58
012-01	1012884.00
012-02	6787849.42
012-03	994765.42
012-04	4556012.38
012-05	3782781.82
012-06	2132075.17
012-07	4445093.92
012-08	576782.80
012-09	4648152.72
012-10	3042246.77
013-02	3296425.02
013-03	835759.10
013-04	3262562.10
013-06	1352867.40
013-07	8545511.20
013-08	89623.98
013-09	71253.21
013-10	2702770.40
013-12	173676.25
014-02	1819660.25
014-04	4510578.10
014-05	3060338.59
014-06	75591.66
014-07	688641.85
014-08	455479.04
014-09	28484.71
014-10	1352370.65
014-11	4647149.58
015-01	5513227.50
015-02	2003911.12
015-04	1059987.26
015-07	1292409.45
015-08	6279.09
015-10	1904138.04
015-11	648830.40
016-03	197883.40
016-05	414371.10
016-06	568269.60
016-07	600821.44
016-10	221117.00
016-11	5876485.20
016-12	4493999.48
017-01	2914130.27
017-02	7115008.64
017-03	246415.95
017-05	3097864.77



# *Profit Trends*



# Conclusion

This project successfully analyzed Amazon sales data, providing valuable insights into monthly and yearly trends and profit distributions. The visualizations and trends identified can be instrumental in making informed business decisions and developing strategies for future growth.

Thank you  
very much!

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