TOPIC OF ANALYSIS

As a Business Analyst I am required perform Demand Analysis on certain products in Amazon and find their potential in the market to help new businesses launch their products, recommend market prices, see trends which kind of products out sell others.

Therefore, for this project I am going to present Data Analysis life cycle with an Analysis on Smart Watches selling on Amazon

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1. Plan - Understand what kind of data I need to work with and what quantifies as the right product to find its demand.

2. Prepare - Methodology and tools I am going to use to find appropriate products for analysis. And the number of products I am going to consider for Analysis

3. Process - Going to have Google Sheets to store data for analysis. And use the PowerLaw app to find its per day sales.

4 Analyze - Find products that are exactly similar to us and Analyze their total Daily spend and their prices.

5 Share findings visually

6 With the findings launch our products with Data Driven Descision

PLAN

- I am assigned to find a strategy to sell smart watches in Amazon.
- A successful project will be counted as the one with complete analysis of competitors and price suggestions with strategy.

PROCESS

- To find demand I will first find the category of Smart-Watches on Amazon which will help me find the top 30 Smart-Watches.
- With this I will use the AMZScout app to find its daily sales and price point.
- Also if any product is unavailable I will use the Keepa app to find its last price
- After collecting these products I will put them into a Excel Sheet for process of Analysis

ANALYSIS

ASIN	Name	Link	Price	Rank	Per Day Sale	Total
Smart Watch		https://www.ama				
B0B5B6PQCT	boAt Wave Call !	https://www.ama	1,999.00	#4 in Electronics #1 in Smart Wat	327	653673
B09NVPSCQT	Noise ColorFit P	https://www.ama	1,699.00	#6 in Electronics #1 in Men's Fash #2 in Smart Wat	121	205579
B096VFND31	boAt Xtend/Xten	https://www.ama	3,146.00	#7 in Electronics #2 in Men's Fash #3 in Smart Wat	364	1145144
B09V12K8NT	boAt Wave Lite !	https://www.ama	1,499.00	#10 in Electronic #4 in Smart Wat	279.00	418221
B09YV4MW2T	Fire-Boltt India's	https://www.ama	2,199.00	#16 in Electronic #5 in Smart Wat	254	558546
				#20 in Electronic		

- This is part of Dataset is collected from Amazon.
- First I will find the average price of the collected data.
- Sort it according to total per day sales.
- Remove spherical type of smartwatch as they are not similar
- Rankwise Analysis and suggestion to drive data driven results

SHARE

Total Sales Per Day

Total Per Day Sales
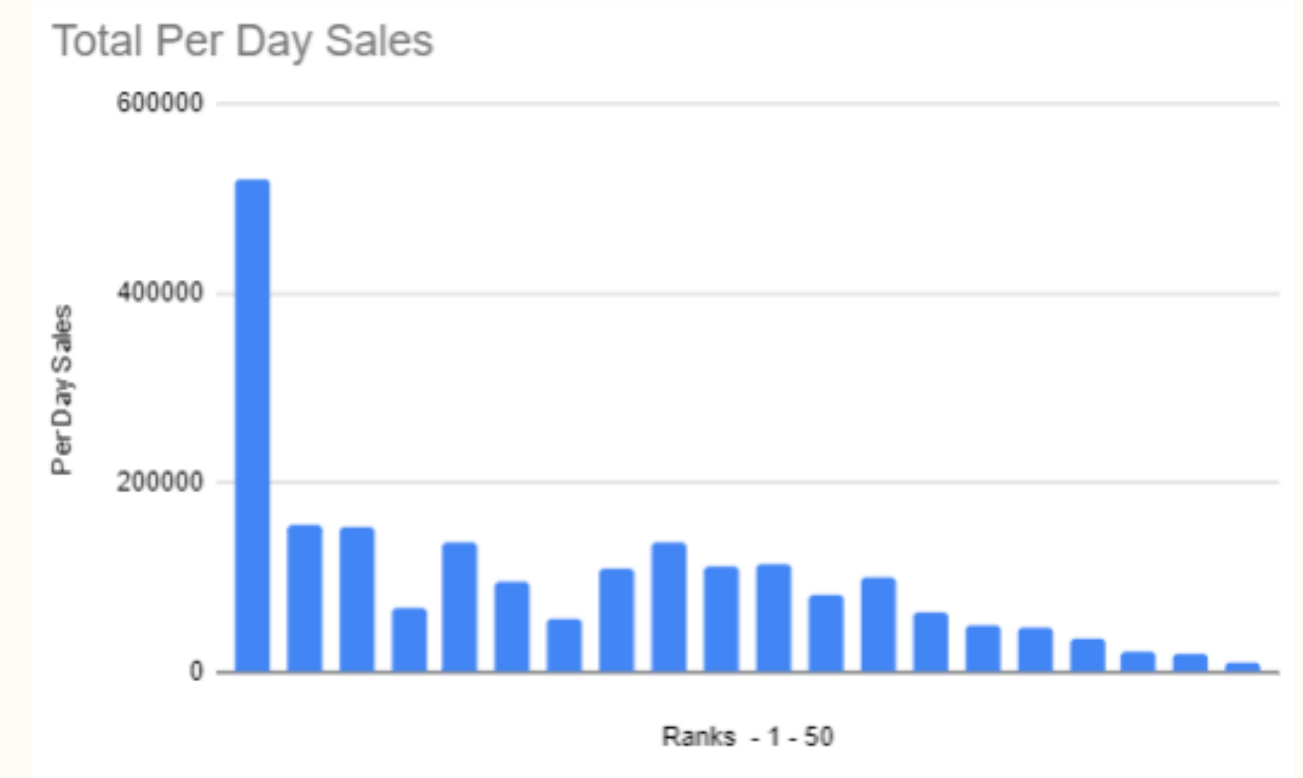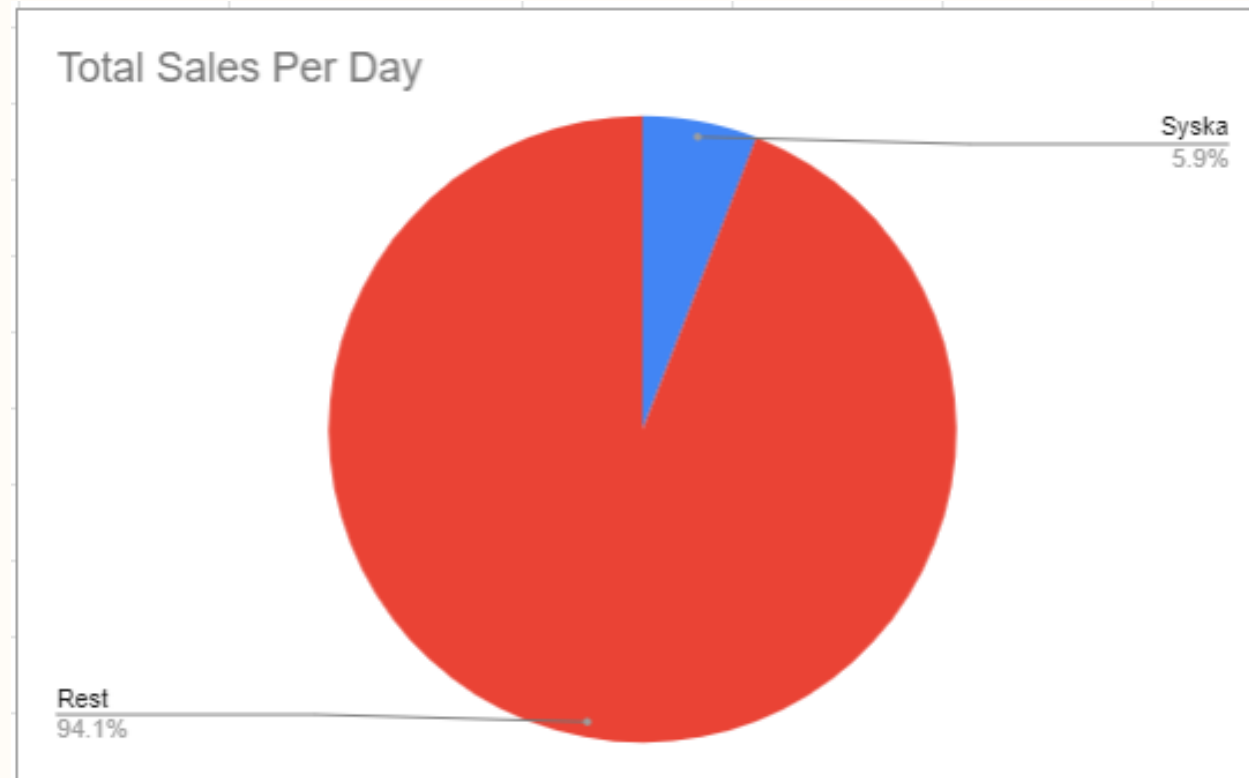
- Share that Syska holds 5.7 % of top 20 Smart Watches in Amazon.
- 1st Ranked product holds major sales.
- Average price for high selling products is around Rs. 1500
- Products having higher specifications have higher potential.

ACT

- Through our Analysis we found that higher specification products sell better ie, more sports modes, sleep and stress monitor are key specs which have higher potential to sales
- Product should be priced around 2000 with the same specs as the product having skewed sales has the similar price.
- Spherical watches do no sell well and have less sales potential

CONCLUSION

From this example, we can show the whole data process from its generation to an idea or actionable insight. Our data cycle started from a question or a demand to sell smart watches in Amazon to a bulletproof strategy formulated by the use of data.