**Amazon Sales Data Analysis**

**Key Business Questions**

* PKIs

1. Total number of orders
2. Total Revenue
3. Total Cost
4. Total Profit
5. Average profit margin
6. Total units sold
7. Avg number of units per order

* Category Analysis

1. Top 5 item types by total revenue
2. Top 5 by total units sold
3. Bottom 5 by total units sold
4. Top 5 by average profit margin
5. Bottom 5 by average profit margin

* Regional Analysis

1. Region wise total revenue
2. Region wise average profit margin
3. Region wise total units sold

* Priority Analysis

1. Priority wise total revenue
2. priority wise average profit margin
3. priority wise total units sold

* Channel Analysis

1. channel wise total revenue
2. channel wise average profit margin
3. channel wise total units sold