



# Amazon Sales Analysis

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# Agenda

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# Introduction

- Amazon: The undisputed champion of e-commerce, offering everything from books to electronics to cloud services.
- 2023 Sales: A whopping \$574.8 billion, up 12% from 2022! 
- Our Mission: Dive deep into Amazon's sales data to uncover hidden treasures and help them sell even more.

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# Problem Statement

- **Challenge:** Amazon's sales data is massive and complex.
- **Goal:** Find ways to make Amazon even better by improving sales strategies, making customers happier, and increasing profits.
- **Our Tools:** We'll use Python for data visualization



# Data Overview

- **14 Variables:** We've got everything from dates and regions to sales figures and profit margins.
- **100 Observations:** A solid sample size to work with.
- **No Missing Data or Duplicates:** Our data is clean and ready for action!





# Methodology

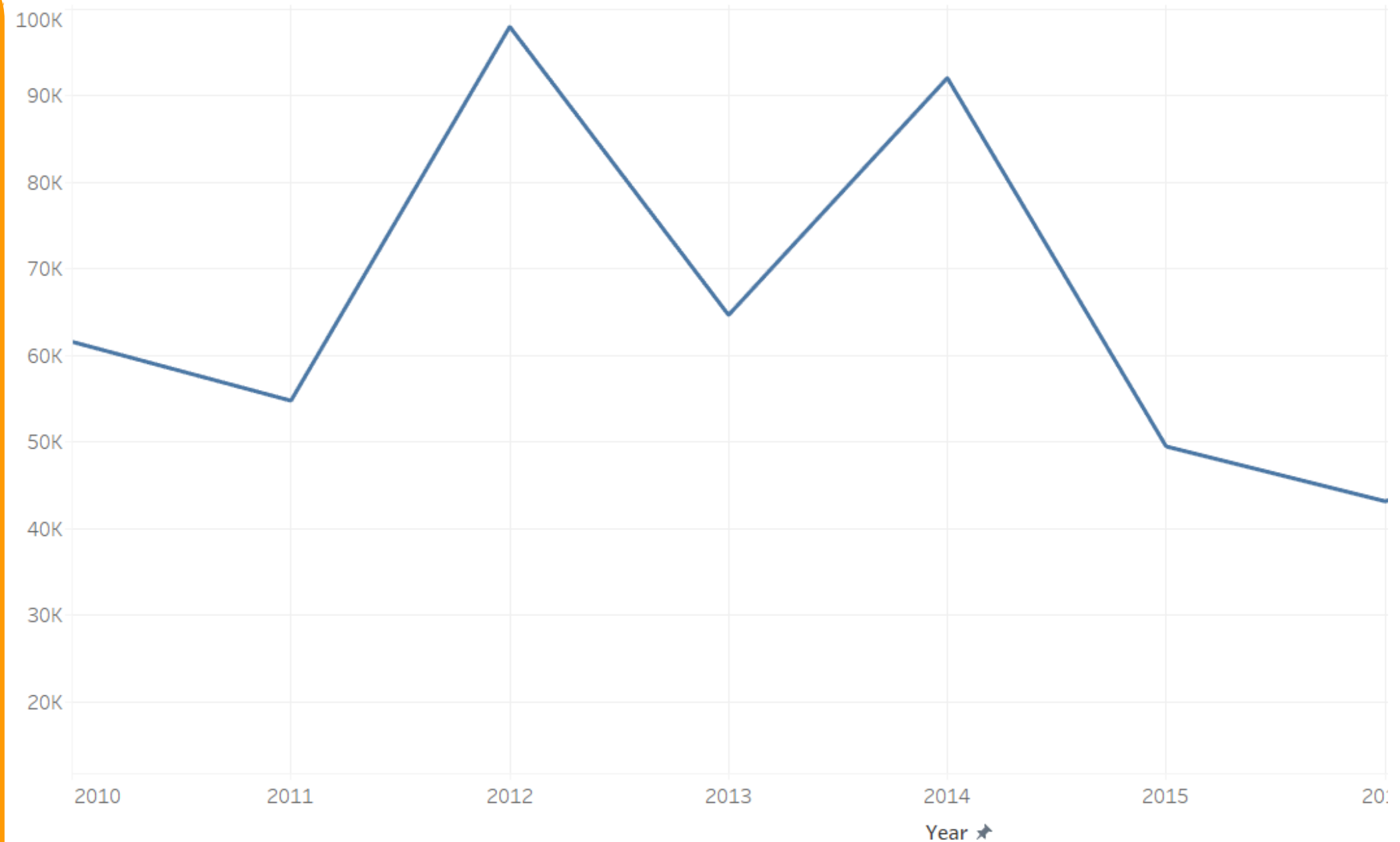
1. **Data Cleaning:** Making sure the data is tidy and ready for analysis.
2. **Exploratory Data Analysis (EDA):** Discovering patterns and insights hidden in the data.
3. **Python Libraries:** Pandas, Matplotlib, Seaborn - our data analysis superheroes!

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# Key Insights - Sales Trends

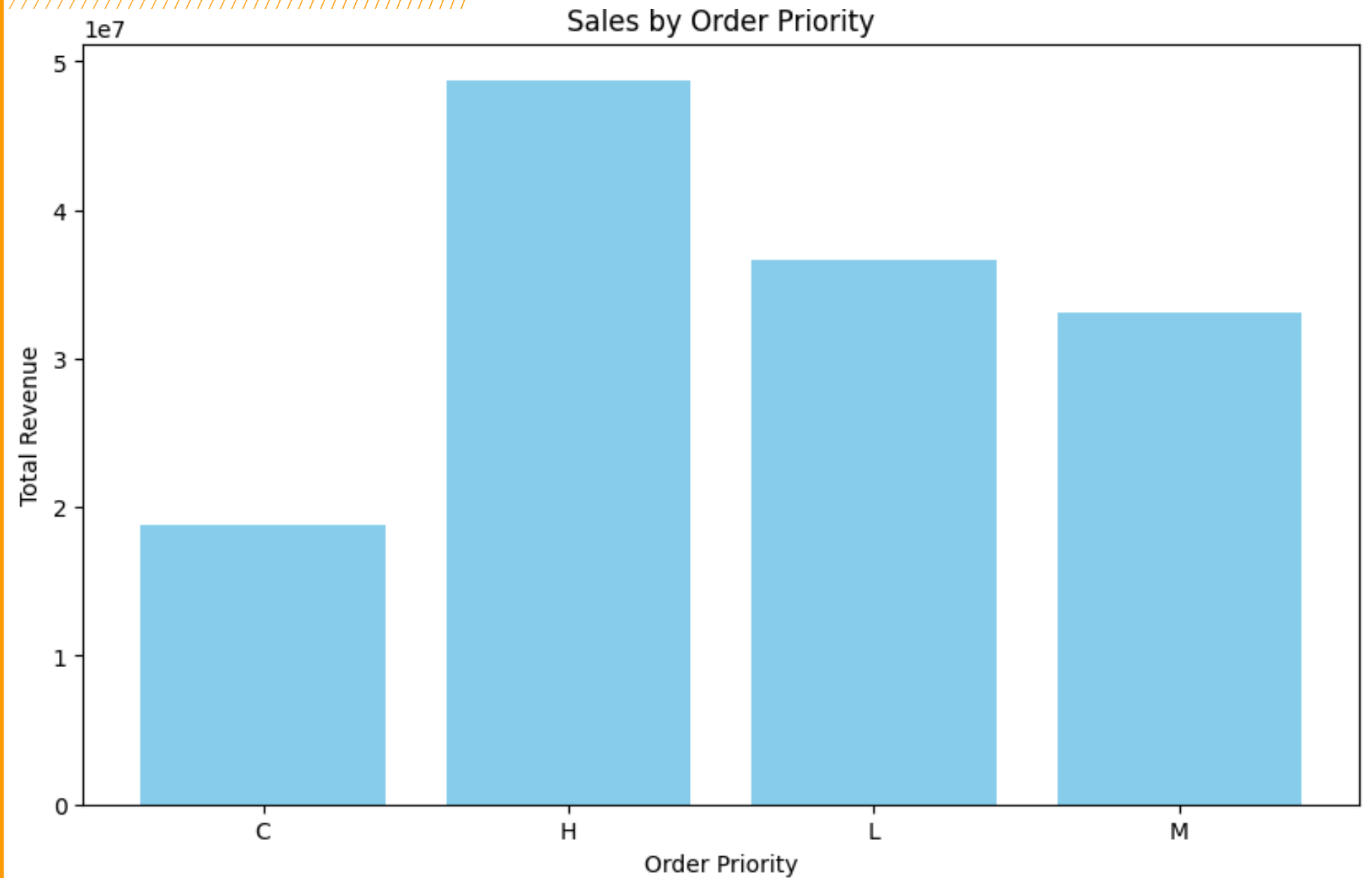
- **Peak Seasons:** Sales skyrocket in February and November – time to stock up!
- **Summer Slump:** Sales dip in March and August. Time to investigate and spice things up!
- **Golden Years:** 2012-2015 were Amazon's prime time for sales. What was happening then? 🤔





# Order Priority Analysis

- **High Priority = Big Bucks:** "High priority" orders bring in the most revenue. Makes sense, right?
- **"Critical" Orders = Not So Critical for Sales:** These orders might be important for customer service, but they don't make a big splash financially.
- **Online Shoppers Take it Easy:** More "Low priority" orders are placed online. Maybe those late-night browsing sessions lead to impulse buys?

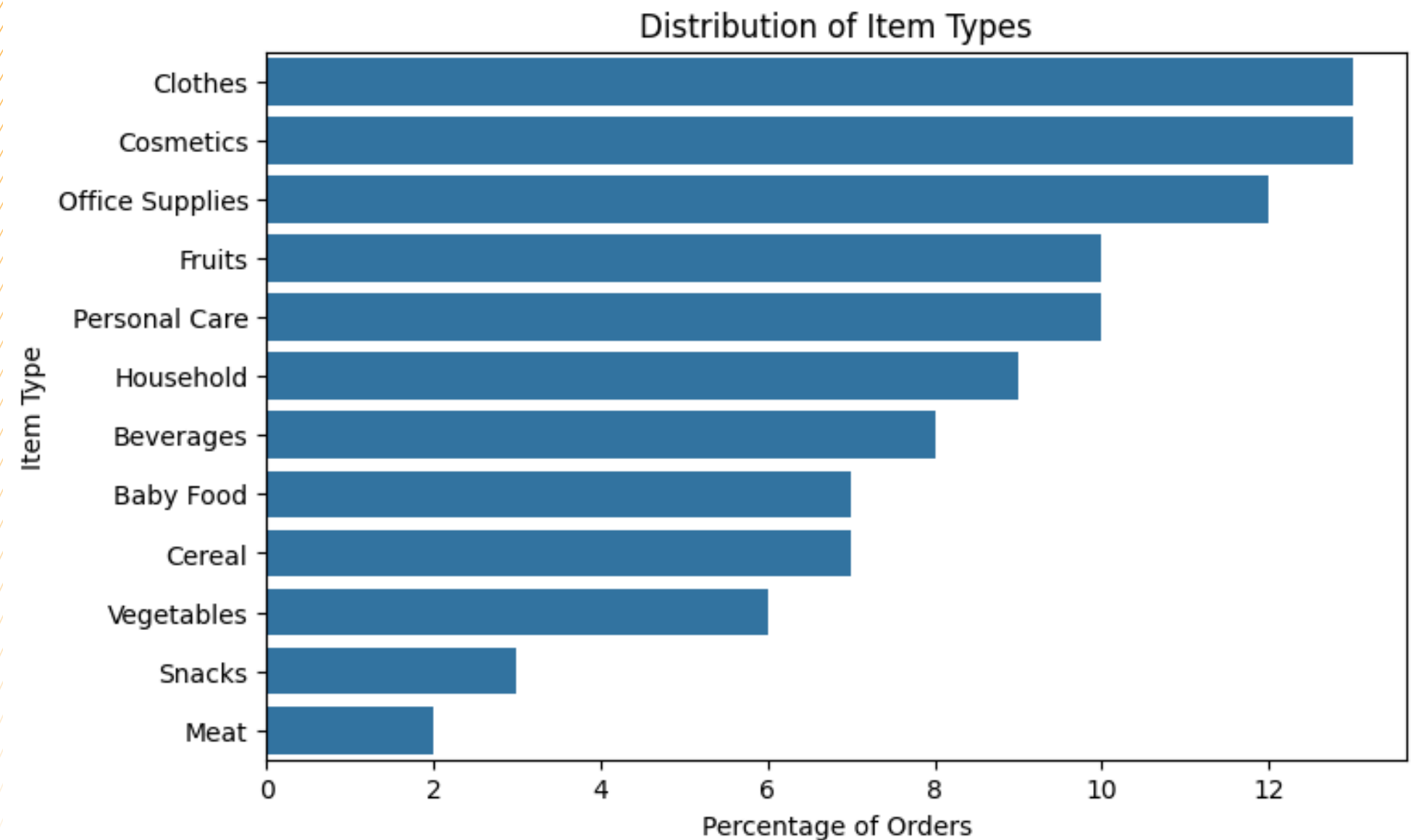






# Product Performance

- **Customers:** Clothes are Amazon's bestsellers, followed closely by cosmetics. 🧴🥤
- **Fashionably Profitable:** Clothes were the profit kings between 2010 and 2017. Time for a fashion show!
- **Meat = Low Margins:** The meat category had the lowest profit margins. Maybe it's time to rethink that strategy.





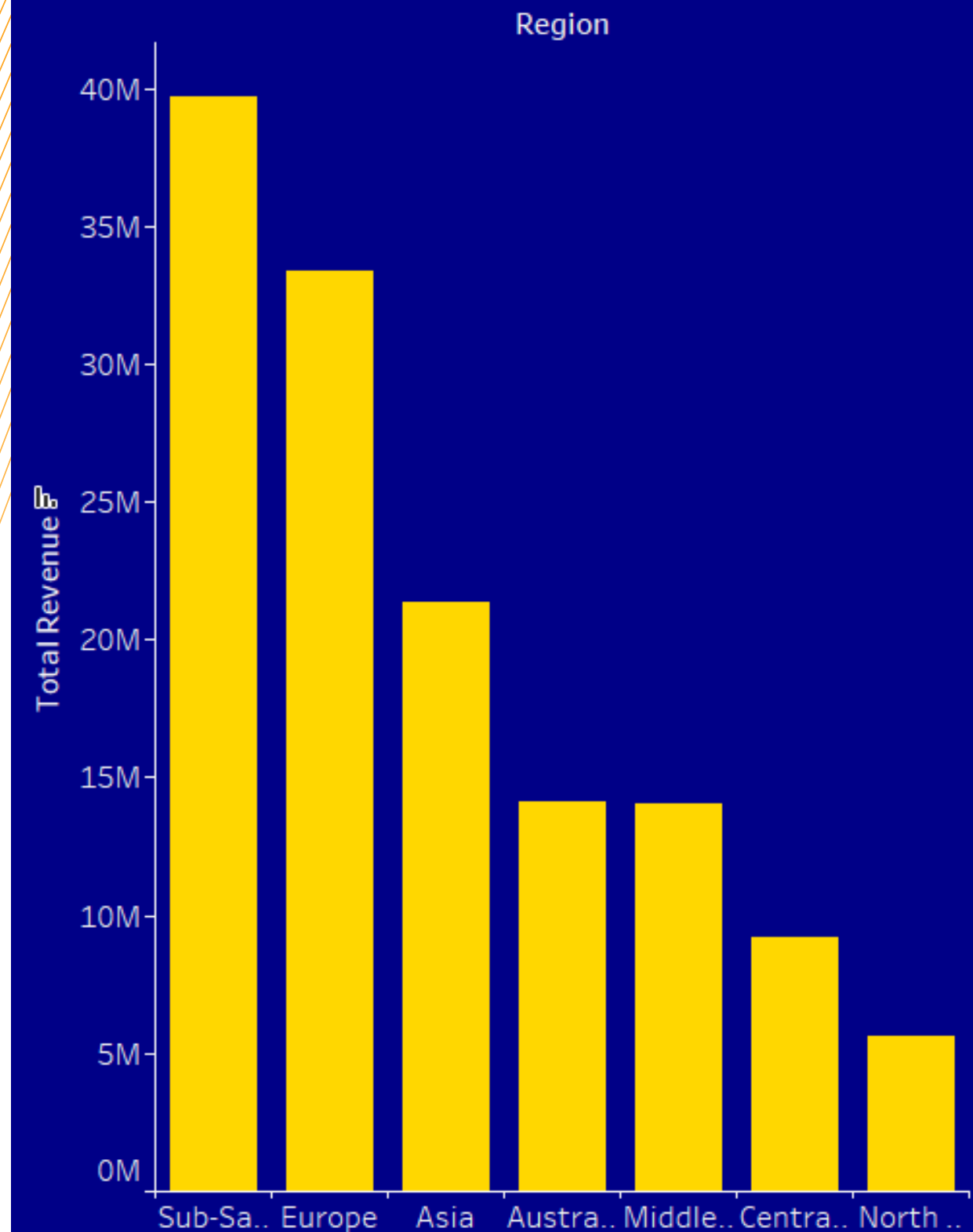
# Geographical Analysis

- **Sub-Saharan Africa Rules!**  
This region brings in almost 30% of Amazon's total revenue.



- **Regional Favorites:**
- Asia loves household items and office supplies.
- Australia and Oceania can't get enough cosmetics, snacks, and beverages.
- Europe is all about cosmetics and office supplies.
- North America stocks up on household items.

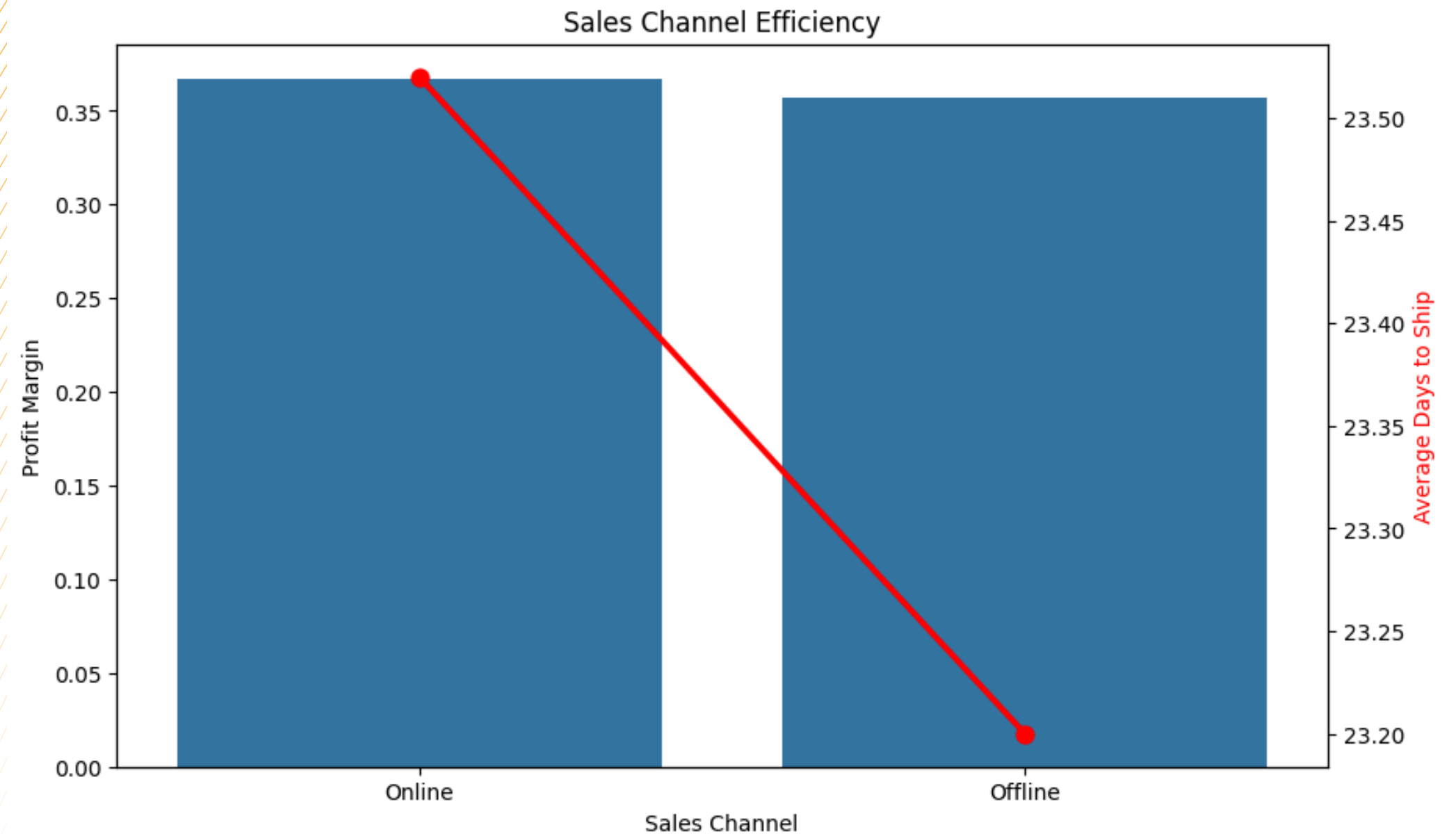
Total Revenue By reagon





# Sales Channel Performance

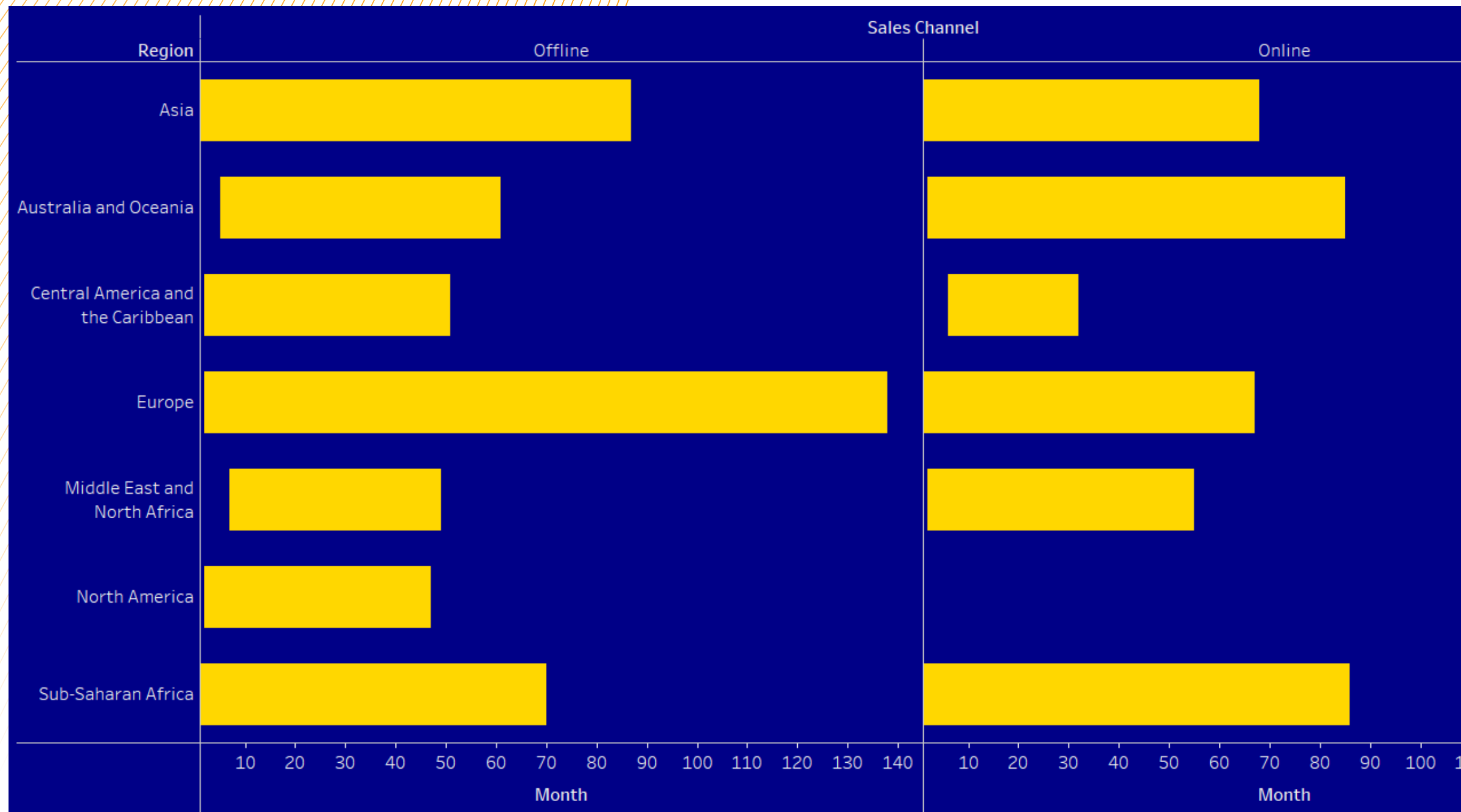
- **Online is King (of Profit):**  
Online sales have been steadily increasing their profit margins since 2010.
- **Need it Now? Go In-Store:**  
Online orders take a bit longer to arrive than offline orders.





# Shipping Analysis

- **Summer Shipping Blues:** May, July, and August have the longest shipping times. Maybe it's all those summer vacations slowing things down? ☀️
- **Speedy Sub-Saharan Africa:** This region gets their orders faster than anyone else.
- **Winter Wins:** January, February, and March have the quickest shipping.

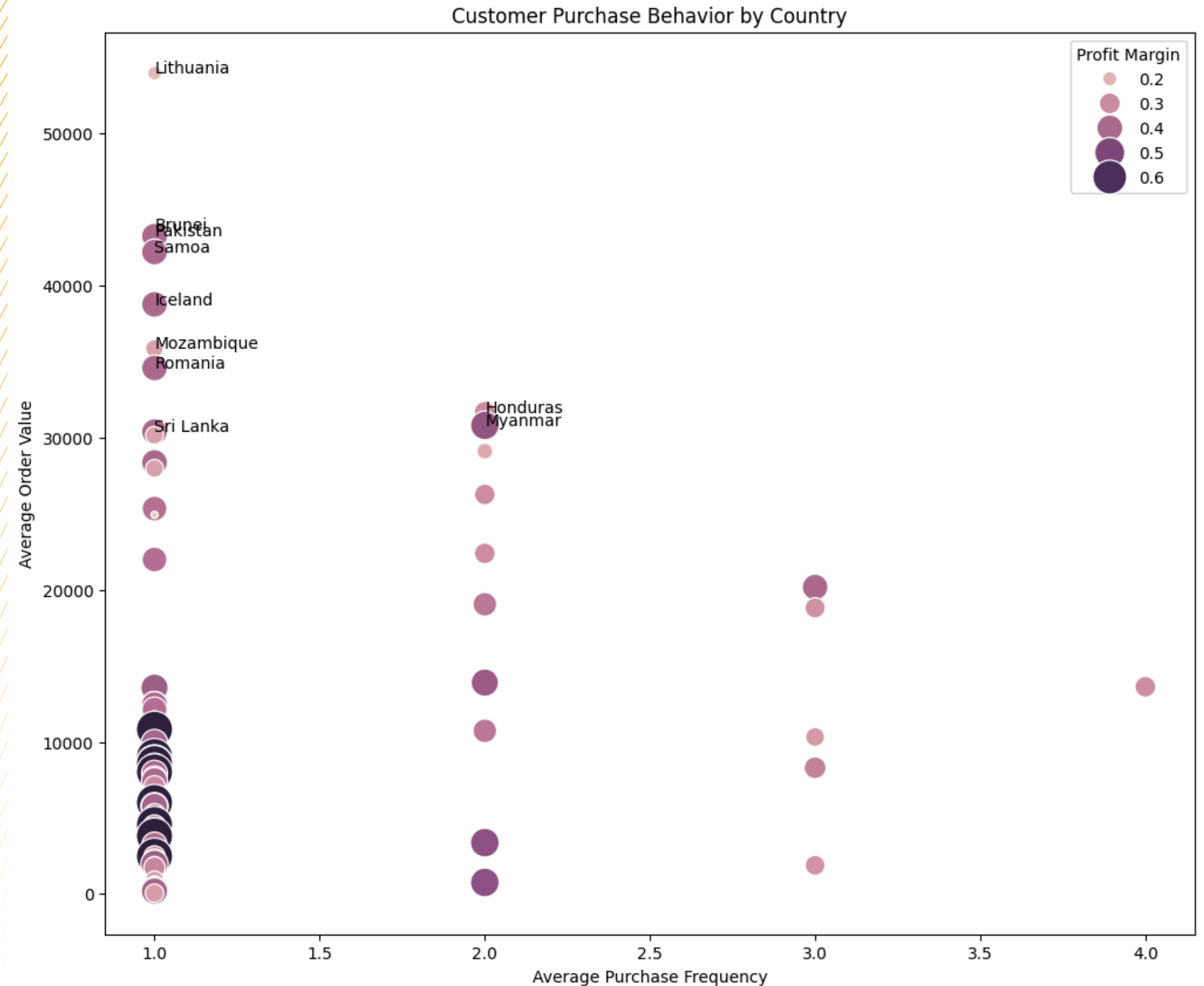






# Customer Behavior

- **Big Spenders:** Customers in Honduras are spending the most.
- **Bargain Hunters?:** Customers in Kuwait are spending the least. Is there a pricing opportunity here?
- **High Priority = Fast Service:** High priority orders get processed and shipped faster. Makes sense – keep those VIPs happy!





# Recommendations

- **Market Smart:** Focus on peak sales periods (February and November) and figure out what's causing the summer slump.
- **Speed Up Shipping:** Especially for those online orders.
- **Play to Your Strengths:** Focus on regions and product categories that are already doing well.
- **Don't Forget the Underdogs:** Figure out how to improve sales in places like Kuwait.
- **Keep an Eye on the Market:** Things change fast, so stay on top of trends to stay ahead of the competition!



# Conclusion

- **Sales Management is Key:** To win in the competitive world of e-commerce, you need to be smart about how you sell.
- **One Size Doesn't Fit All:** Online and offline sales need different strategies.
- **Think Local, Think Product:** Understanding regional preferences and product performance is key to growing revenue.
- **Happy Customers = Repeat Customers:** Make sure your logistics are running smoothly to keep people coming back for more.





Thank  
you

