

Amazon Sales Dataset Analysis

*Extracting Insights from Sales
Trends, Customer Behavior,
and Product Performance.*

Eduardo Nunez.



Introduction.



**WELCOME TO THE AMAZON SALES DATASET
ANALYSIS PROJECT!**



**THIS ANALYSIS AIMS TO UNCOVER VALUABLE
INSIGHTS INTO SALES TRENDS, CUSTOMER
BEHAVIOR, AND PRODUCT PERFORMANCE.**

Project Overview

- **Project Overview:**

- Understanding and analyzing sales data is crucial for businesses.
- The dataset used in this project provides a rich source of information for such analysis.



Goals of the Project

- **Goals:**

- Derive insights into sales trends.
- Understand customer behavior.
- Evaluate the performance of different products.



Dataset Overview

- **Dataset Overview:**
 - The dataset contains detailed information on transactions, including order dates, product details, and sales amounts.
 - Structured to facilitate in-depth analysis.



Installation



Clone the repository: git clone

<https://www.kaggle.com/datasets/anandshaw2001/amazon-sales-dataset>



Navigate to the project directory: data set amazon-sales-analysis

Usage

Usage:

- Open the project in your preferred SQL environment.
- Run SQL queries to explore and analyze the dataset.

Power Point.

Tableau.

Example Queries And Questions

```
SELECT SUM(sales_amount) AS  
total_sales FROM your_table_name;
```

Customer Purchase History

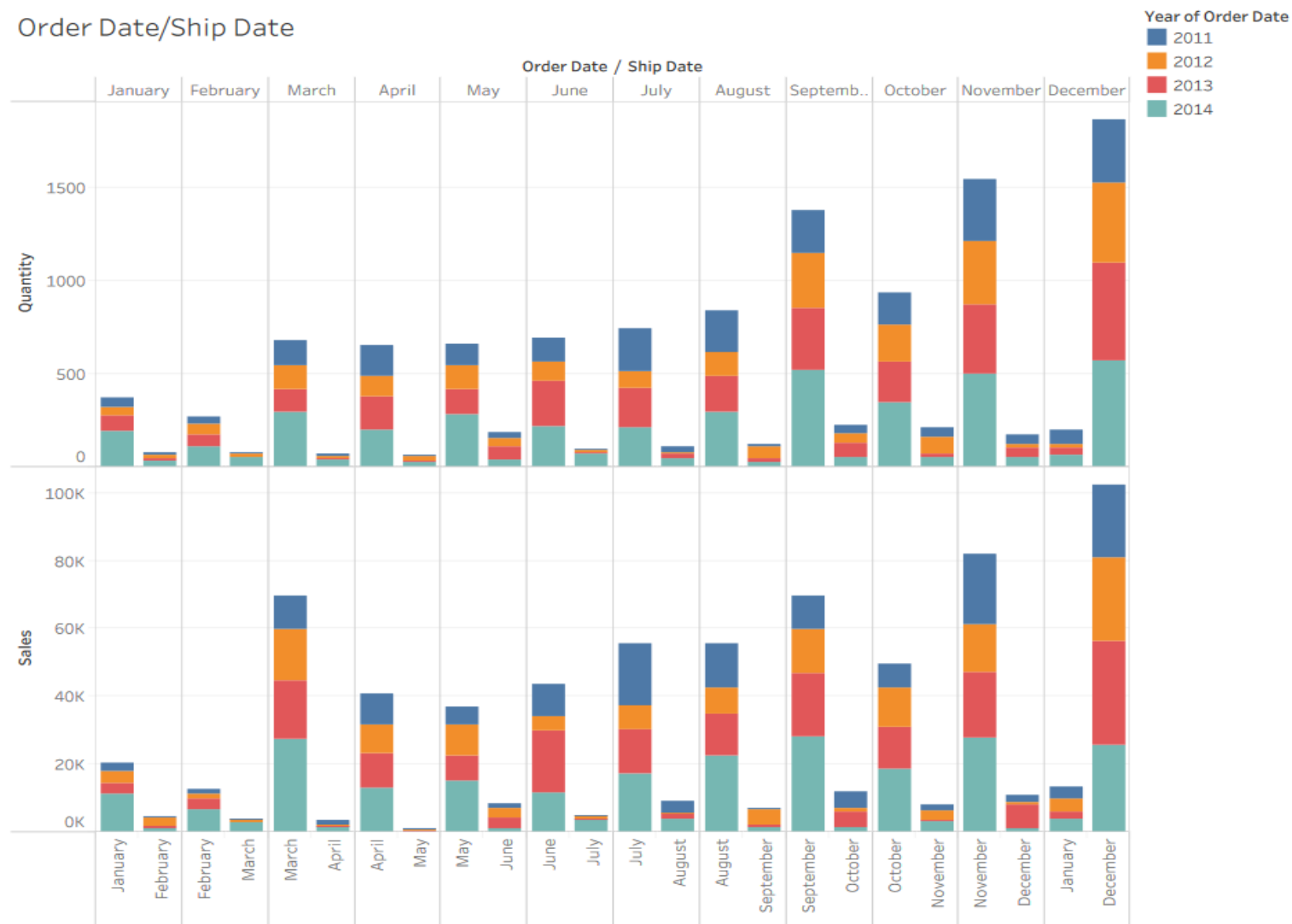
Top Selling Products

Monthly Customer Spending

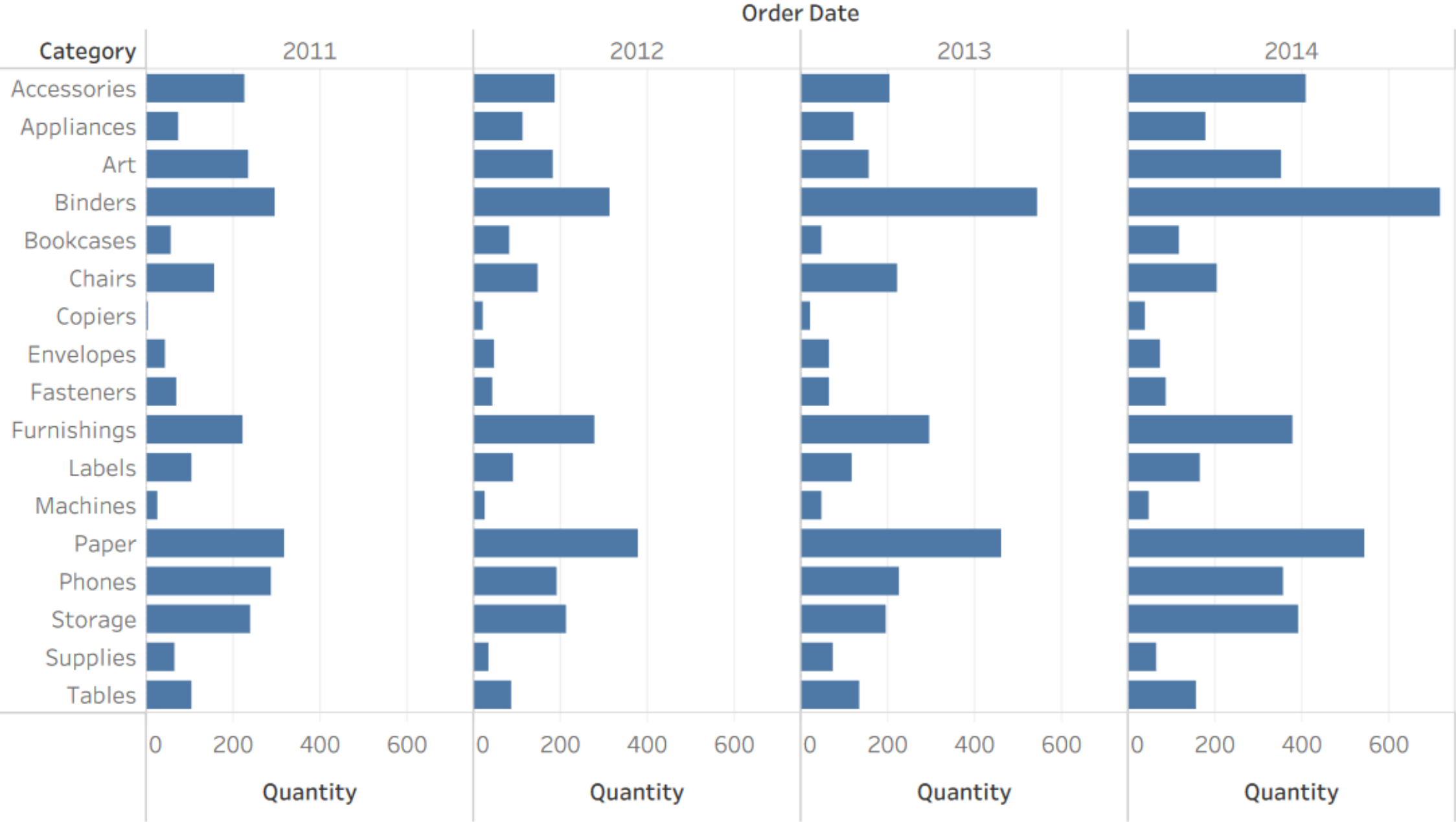
Best-Selling Categories by Revenue

Analysis Highlights

Order Date/Ship Date



Sales per Year



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Conclusion

- **Key Findings and Takeaways**
- Through our analysis of the Amazon Sales Dataset, I've gained valuable insights into the dynamics of our sales, customer behaviors, and product performances.
- **Product category trends:** There seems to be a recent surge in demand for household staples and essentials like health and personal care items, home office supplies, and groceries. On the other hand, demand for electronics like wireless devices and apparel seems to be declining.
- **Customer Behavior:** find notable behaviors or trends among customers, such as repeat purchases or preferences.
- **Impact and Future Steps**
- **Business Impact:** The insights obtained have the potential to inform strategic decisions, enhance marketing efforts, and improve overall business performance.
- **Next Steps:** As I conclude this analysis, consider the following steps:
 - Ongoing monitoring of sales trends.
 - Further exploration of customer preferences.
 - Continuous evaluation of product performance.