Presentation 2024

STORY TELLING USING AMAZON SALES DATA

Content

Overview

This project explores storytelling through data analysis of Amazon sales reports using Power BI and SQL. By leveraging SQL for data extraction and manipulation, we prepare the data for insightful analysis. Power BI then transforms this analysis into interactive visualizations, allowing us to uncover trends and consumer behaviors. Our goal is to demonstrate how effective storytelling can make complex data accessible and actionable, empowering businesses to make informed decisions that drive growth
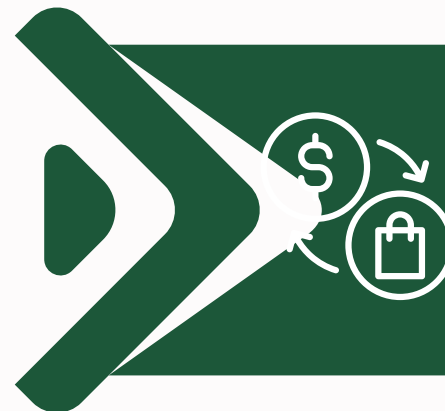
01 Analyze sales performance across different product categories to identify top performers and growth opportunities.

02 Evaluate the total number of sales made to understand demand patterns and inventory needs.
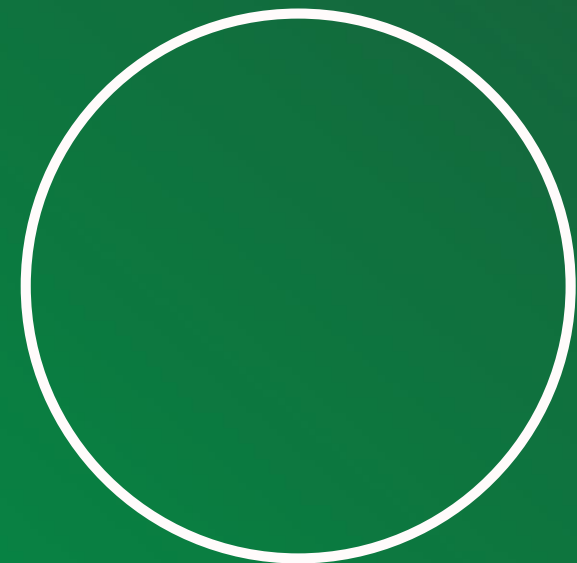
03 Examine how aspects like product categories, shipping methods, sales status, sizes, and geographic regions influence business decisions and overall sales performance.
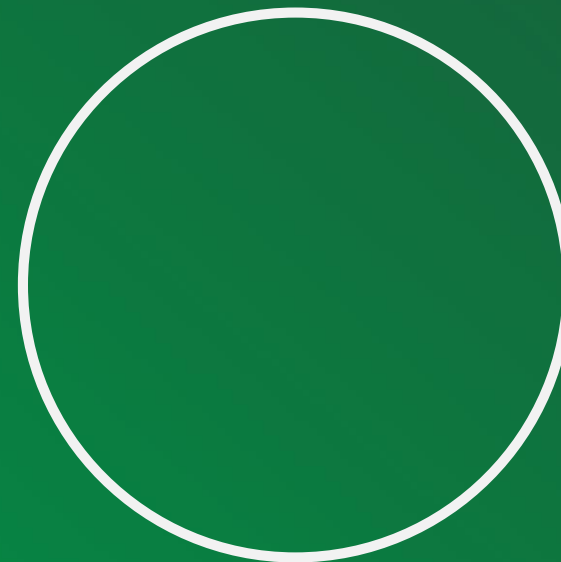
Team Members

Fiona Mahinda

Joyleen Cheronoh

Objectives

Objective 01

Identify Top-Performing Categories: Determine which product categories generate the highest sales and profits to inform targeted marketing and inventory strategies.

Objective 02

Analyze Sales Trends Over Time: Examine sales data over different time frames to identify seasonal trends and shifts in consumer preferences.
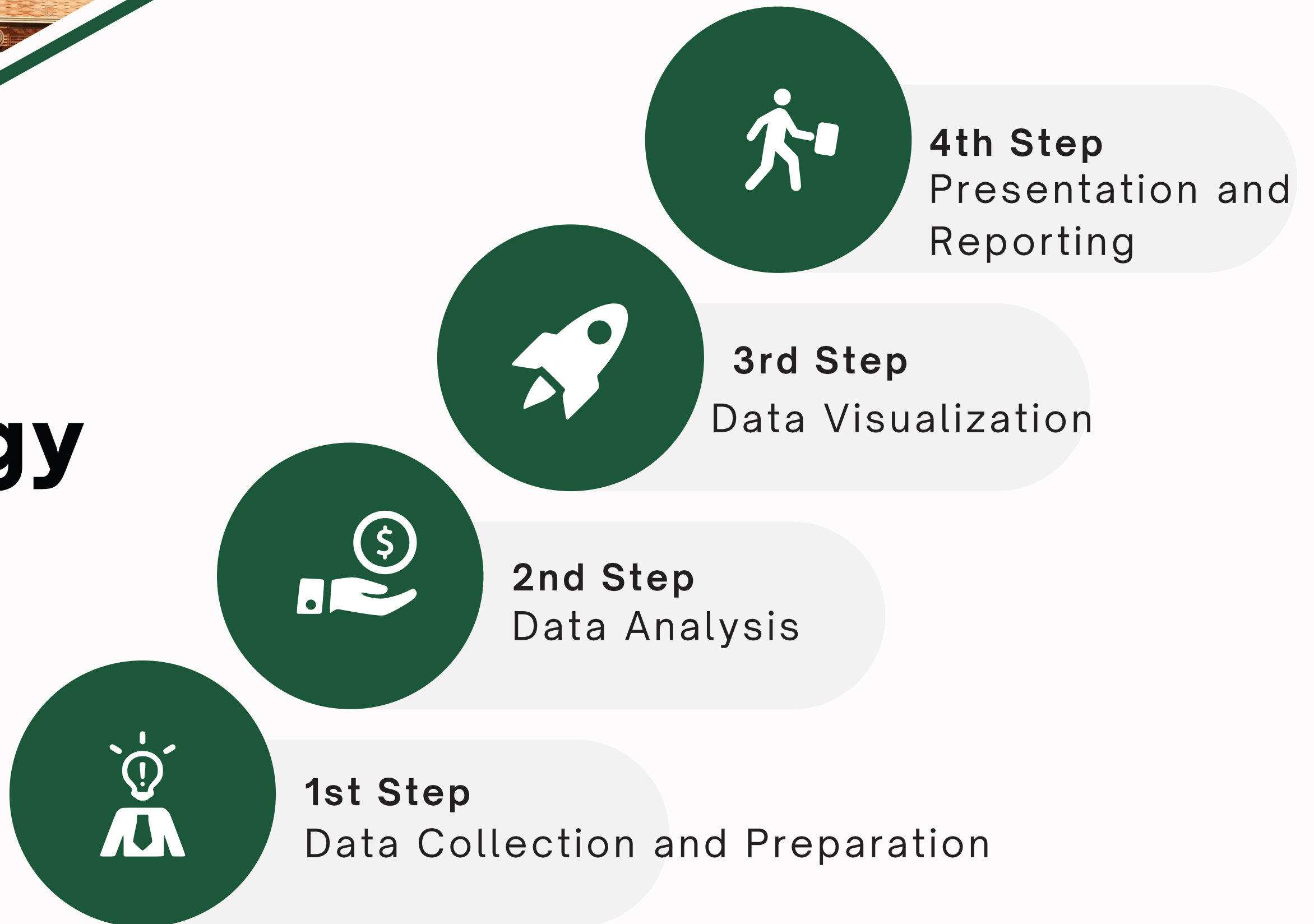
Objective 03

Evaluate Geographic Sales Variations: Investigate sales performance by state or region to tailor marketing efforts and identify growth opportunities in specific markets.

Objective 04

Generate Actionable Insights: Provide clear, data-driven recommendations for business strategies based on the analysis, focusing on opportunities for growth and efficiency improvements.

Amazon

Analytics

Methodology

4th Step
Presentation and Reporting

3rd Step
Data Visualization

2nd Step
Data Analysis

1st Step
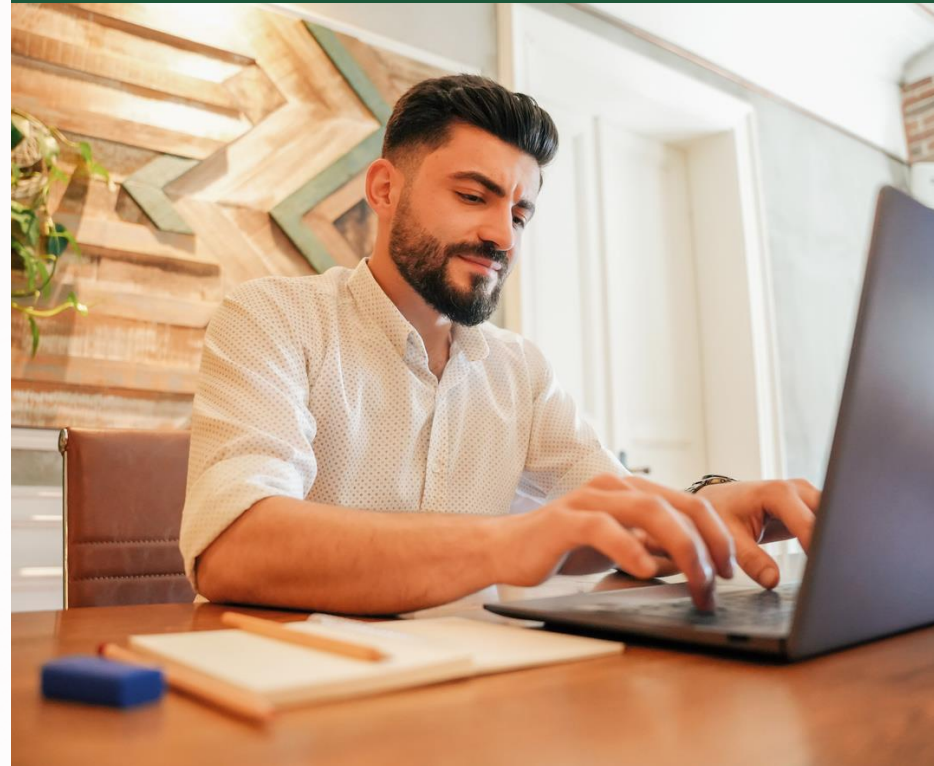Data Collection and Preparation

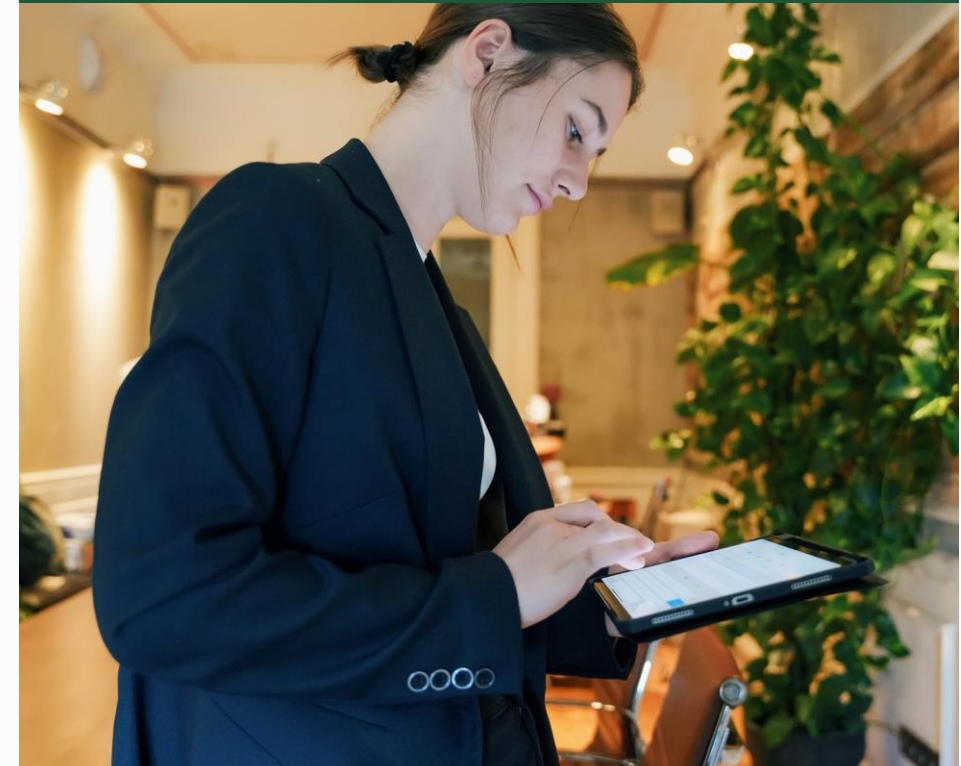# Target Audience

Target Audience #1

Business Strategy team

Target Audience #2

Sales team

Target Audience #3

Marketing team

Forecast of Sales over time
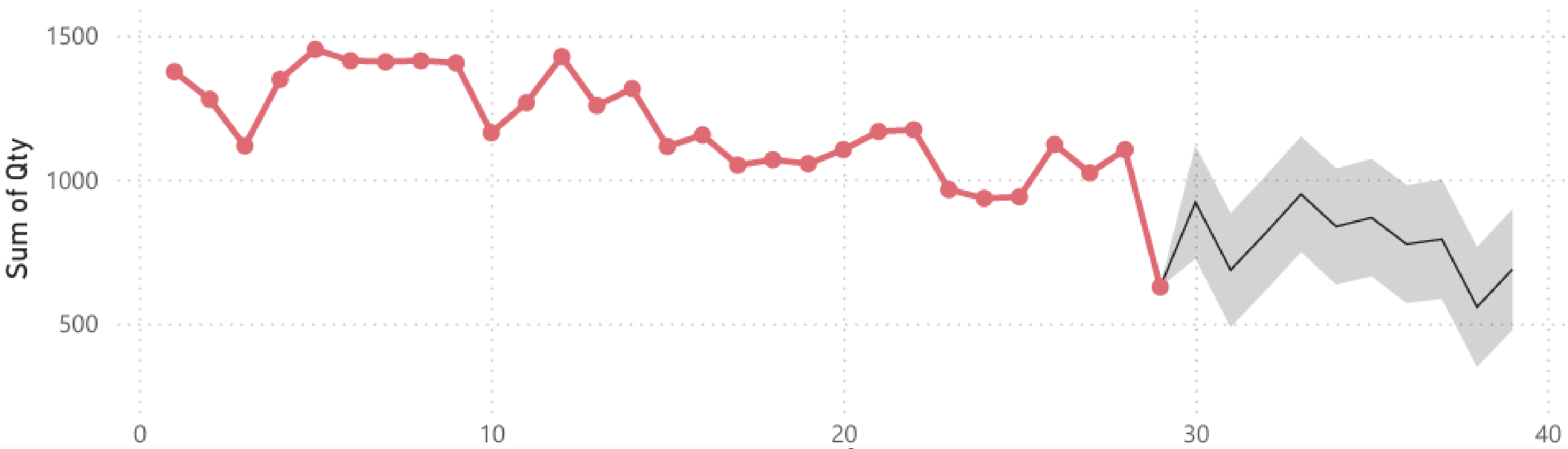
Category	Total amount	Sum of Qty
Set	$37,662,424	45225
kurta	$20,452,141	44970
Western Dress	$10,629,096	13939
Top	$5,203,733	9899
Ethnic Dress	$760,711	1053
Blouse	$434,751	844
Bottom	$140,226	397
Saree	$118,509	152
Total	**$75,402,506**	**116482**

Insights

- There is a predictable reduced sales in the forecast
- Sets, Kurta categories make up the highest sales in both quantity and also revenue generation; insinuating most sales are from India.

$75.4K

Total Revenue

116K

Sales

Recommendations

01

Optimize Inventory Based on Sales Trends: Utilize insights from seasonal sales trends to adjust inventory levels accordingly, ensuring popular products are well-stocked during peak periods while minimizing overstock on slower-moving items.

02

Target Marketing Campaigns by Category and Region: Develop tailored marketing strategies that focus on high-performing product categories and specific geographic regions, leveraging data on customer preferences to enhance engagement and drive sales.

03

Enhance Shipping Options: Analyze the impact of shipping methods on sales performance and customer satisfaction, and consider expanding or optimizing shipping options to improve delivery times and reduce cart abandonment.

04

Regularly Monitor Customer Behavior: Establish a continuous feedback loop by regularly analyzing sales data to adapt to changing customer preferences and trends, enabling proactive adjustments to product offerings and marketing strategies.

THANK YOU

Group 6