Project Description

Name: Example 2

## **Problem Statement:**

Since the mid 1990, the popularity of Online Shopping has taken the world by storm. Due to the rise in popularity, local retailers are experiencing a decline in sales. You are hired to help an art supply retailer to identify possible opportunities to create an online shop through Amazon FBA program. You are tasked to investigate the pros and cons of using Amazon FBA as a distribution method for their store as well as revenue potential for items sold in similar product categories and whether there is a chance for them to generate revenues between £10,000 to £30,000+.

## **Possible Impact of Your Analysis:**

Exploring this data could inform retailers and opportunists of the potential risk and reward associated with Amazon FBA program. By examining past and existing Amazon listings, this study can provide an approximate earning potential as well as success and failure rates in a specific product category.

## **Dataset(s):**

(Include information on where your dataset is from, the license for using the dataset, and a brief description of the variables included in your dataset.)

https://www.kaggle.com/datasets/asaniczka/amazon-uk-products-dataset-2023

Amazon UK Products Dataset 2023

Scraped dataset from Oct 2023. Contains pricing & sales data

This dataset is obtained through web scraping by user “asaniczka”.

Amazon is one of the biggest online retailers in the UK. With this dataset, you can get an in-depth idea of what products sell best, which SEO titles generate the most sales, the best price range for a product in a given category, and much more.