



# CASE STUDY



## Problem Statement for Round 1

Carlos is a data analyst at Amazon Inc. The management is interested in understanding various aspects of sales performance to enhance business strategies and improve customer satisfaction. You have been provided with two datasets: one containing order details and the other containing financial and product details. Help Carlos in order to find out possible inferences

### **Your Task:**

Prepare a case study report on the given dataset for desired inferences. The report **may** have elements like the following:

- What is the total sales amount and total profit for the given period?
- Examine the distribution of sales and profit by state and city. Identify the top five states and cities in terms of sales and profit.
- Investigate the repeat purchase behavior of customers. How many customers have made multiple orders, and what is the average profit from these repeat customers?
- Analyze the sales trends over time (by month, quarter, or year). Identify any seasonal patterns or trends in the data.
- Examine the distribution of sales by payment mode. Which payment modes are most commonly used by customers?
- Analyze the average quantity of items per order by product category and sub-category. Identify categories and subcategories with higher average quantities.

### **NOTE:**

**Make sure the report is between 4 to 8 pages.**

**The Report should be submitted in a PDF format.**