Amazon Sales Data Analysis Report

# 1. Introduction

This report analyzes transactional sales data from an e-commerce platform for the year 2025. The goal is to understand customer purchasing behavior, sales trends across product categories, and the influence of payment methods and order status on overall sales performance. The dataset allows exploration of patterns in revenue generation and customer interaction across various locations and product types.

# 2. Data Description

The dataset contains 250 rows and 11 columns, with each row representing a unique transaction. Here's a breakdown of each column:

- Order ID: A unique identifier for each transaction.  
- Date: The date the order was placed and full timestamp format.  
- Product: Name of the product purchased.  
- Category: Type of product (Footwear, Electronics).  
- Price: Unit price of the product.  
- Quantity: Number of units purchased.  
- Total Sales: Total revenue from the transaction (Price × Quantity).  
- Customer Name: Name of the buyer.  
- Customer Location: Geographic location of the buyer.  
- Payment Method: Method used to pay (Credit Card, Amazon Pay).  
- Status: Order status (Completed, Pending, Cancelled).

# 3. Data Issues and Cleaning

Several issues were observed in the raw data:  
- Missing or Incorrect Entries: No missing values were detected, but consistency in textual entries like payment methods and statuses was ensured.  
 - Solution: Cleaned text columns for consistency (ensuring consistent casing and spelling).  
- Redundant Calculated Column: “Total Sales” is derived from Price × Quantity.  
 - Solution: Validated this calculation to confirm accuracy, no changes needed.

# 4. Analytical Questions

The analysis aims to answer the following questions:

1. Which products and categories generate the most revenue?  
2. What are the sales trends over time?  
3. How do different payment methods affect sales and order status?

# 5. Summary of Findings

- Top Performing Products: Electronics like Smartwatches and Headphones generate high revenue, followed by Footwear.  
- Sales Trends: Sales peak in certain months, indicating potential seasonality or promotional effects.  
- Order Status: A noticeable percentage of orders are marked as 'Pending' or 'Cancelled', which may indicate fulfillment issues or customer churn.  
- Payment Preferences: Debit Card and Credit Card are the most commonly used payment methods.  
- Customer Concentration: Sales are heavily concentrated in a few major cities such as New York and San Francisco.  
Based on the three images you provided, here is a **Word Document-style report** summarizing the analysis in a structured format.

# FIFA World Cup Player Data Analysis Report

# 1. Introduction

This analysis explores data from a FIFA World Cup tournament, focusing on player profiles, country-level statistics, and performance metrics such as goals and assists. The visualizations include player details, games played by country, top scorers, and team-level demographic insights. The aim is to uncover patterns and trends that can offer strategic insights for coaching, commentary, and future tournament planning.

# 2. Data Description

The dataset consists of player and team information visualized across various dashboards **Rows**: 736 player records **Columns** at least 12 from the player data table.

-FullName: Player's full name

-PID: Player ID

-Fname: First name

-Lname: Last name

-BirthDate: Date of birth

-Country: Player's nationality -Height: Height in centimeters -Club: Club team during the World Cup Position:Playingposition -gamesPlayed: Number of World Cup games played -isCaptain: Whether the player was a team captain -Additional metrics include goals, assists, coach name, and capital city per country.

# 3. Data Issues and Cleaning

**Inconsistent Country Names**: “Columbia” should be “Colombia”.

**-Missing Values**: Some players or countries may lack complete records (not fully visible in images). **-Data Formatting**: Dates and numeric fields ( height) needed standardization. **-Duplicates**: Potential duplicate records due to similar names or clubs (“ABEL AGUILAR” appears twice).

# 4. Analytical Questions

1. **Which countries contributed the most players to the World Cup?**
2. **Who were the top scorers and assist providers?**
3. **How are goals and assists distributed across positions and countries?**

# 5. Summary of Findings

**-Total Players**: 736 from **32 countries** **-Total Goals Scored**: 171 goals across **64 matches**, averaging **2.67 goals per match** **-Top Goal Scorer**: James Rodriguez (6 goals), followed by Thomas Mueller (5 goals) **-Top Assist Provider**: Toni Kroos (4 assists) **-Country Contributions**: **-Most Games Played**: Spain (153), followed by Germany (131) **-Most Represented Country**: Brazil (25% in pie chart)

**-Coaching Insight**: Alberto Zaccheroni is noted as one of the coaches.

**-Population Insight**: USA had the highest population among participating countries (318.9 million) **-Player Positions**: Variety of positions across data with clear contributions from midfielders and forwards in goal/assist tallies.