AMAZON SALES DATA ANALYSIS

**Problem Statement:**

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Sales management today is the most important function in a commercial and business enterprise.

Find key metrics and factors and show the meaningful relationships between attributes.

**Solution Approach:**

1. **Data Gathering:**

To address the challenge, we initially gathered data from this given link:

[Amazon Sales data.csv - Google Drive](https://drive.google.com/file/d/10sofXyF6NjwN6ngLyFfiPI-CUDpeqaN_/view)

1. **Data Pre-Processing:**

Python was used to clean the dataset, removing any discrepancies and ensuring it was in a suitable format for analysis.

1. **Data Visualization:**   
   We leveraged the pre-processed data to generate Power BI reports for each sector. These reports allowed us to visualize and compare the performance of different stocks within each sector.
2. **Process and Tools Used:** We will perform ETL and Visualise sales trend {month-wise, year-wise, month-year-wise} using Python, Tableau, Power BI.
3. **Data Storytelling and Presentation:**

We crafted a comprehensive presentation that translates our data analysis into clear insights accessible to non-technical audiences. This presentation serves as a transparent, informative resource, empowering our company to optimize distribution methods, reduce costs, and drive profit growth.