3MTT FINAL PROJECT

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ON
AMAZON PRODUCT SALES
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AIMS AND OBJECTIVES

▶ To assess the product sales in Amazon.

▶ To find out customers preference base on their ratings and reviews of the each of the product.

▶ To know which of the product has the highest and lowest discount, and also to know the actual price and total amount of each product being sale.

▶ To determine the measures of central tendency base on percentage of the products.

ABOUT THE DATA

This dataset is having the data of 1K+ Amazon Product's Ratings and Reviews as per their details listed on the official website of Amazon

Features

▶ product_id - Product ID

▶ product_name - Name of the Product

▶ category - Category of the Product

▶ discounted_price - Discounted Price of the Product

▶ actual_price - Actual Price of the Product

▶ discount_percentage - Percentage of Discount for the Product

▶ rating - Rating of the Product

▶ rating_count - Number of people who voted for the Amazon rating

▶ about_product - Description about the Product etc.

Inspiration

Amazon is an American Tech Multi-National Company whose business interests include E-commerce, where they buy and store the inventory, and take care of everything from shipping and pricing to customer service and returns

Dataset Walkthrough

- Understanding Dataset Hierarchy

- Data Preprocessing

- Exploratory Data Analysis

- Data Visualization

METHODOLOGY

- Dataset was downloaded in kaggle
- Analysis is carried out using Microsoft excel 2013
- The raw dataset was cleaned
- Pivot table were used for calculation
- Pie chart and column bar chart is used for visualization
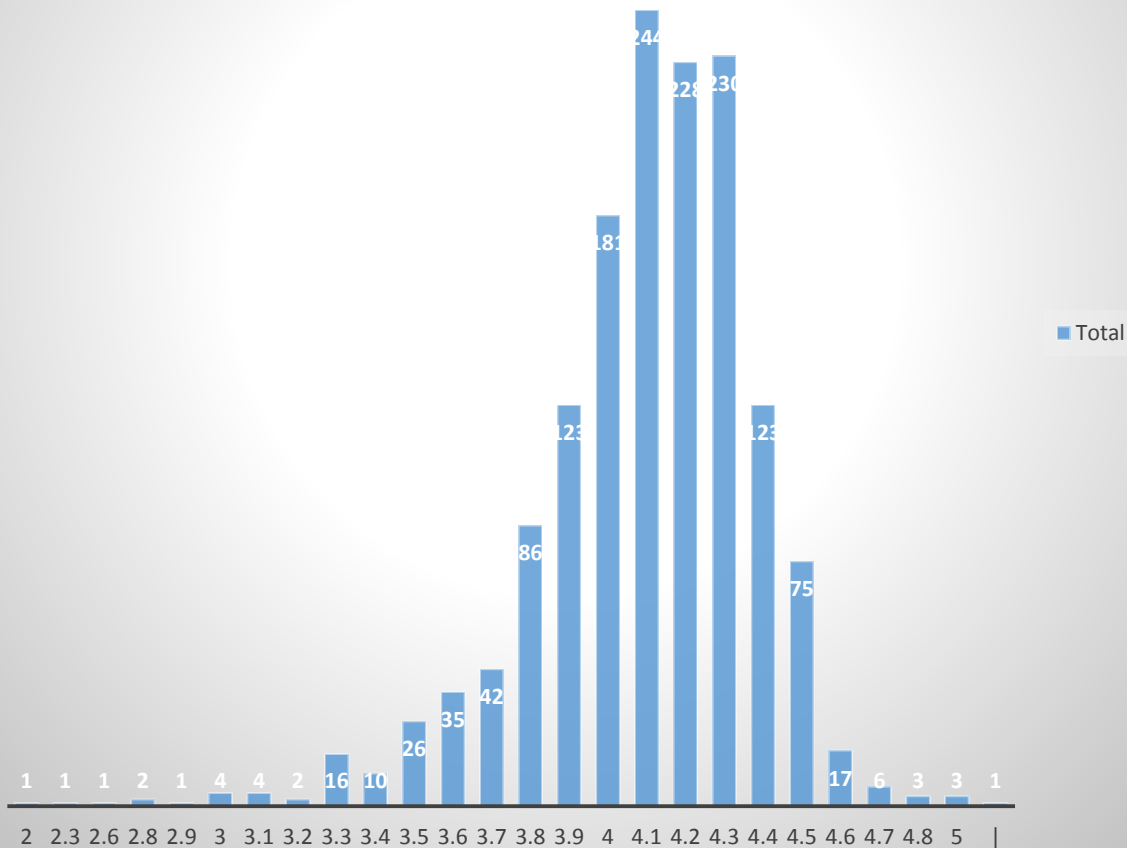- power point 2013 is used for presentation

RESULT AND INSIGHT

DISCOUNT PRICE

Explanation

▶ All the product has discount price but the discount depend on the amount of product being bought.

▶ About 75% of the product has highest discount and 25% has lowest discount.

Count of Total amount of sales in $ by Actual price in $ of sales

- Base on the analysis the Amazon market is going fine based on the data collected so far.
- But there is small amount of loss in some of the product that is sold out.

RATING COUNT
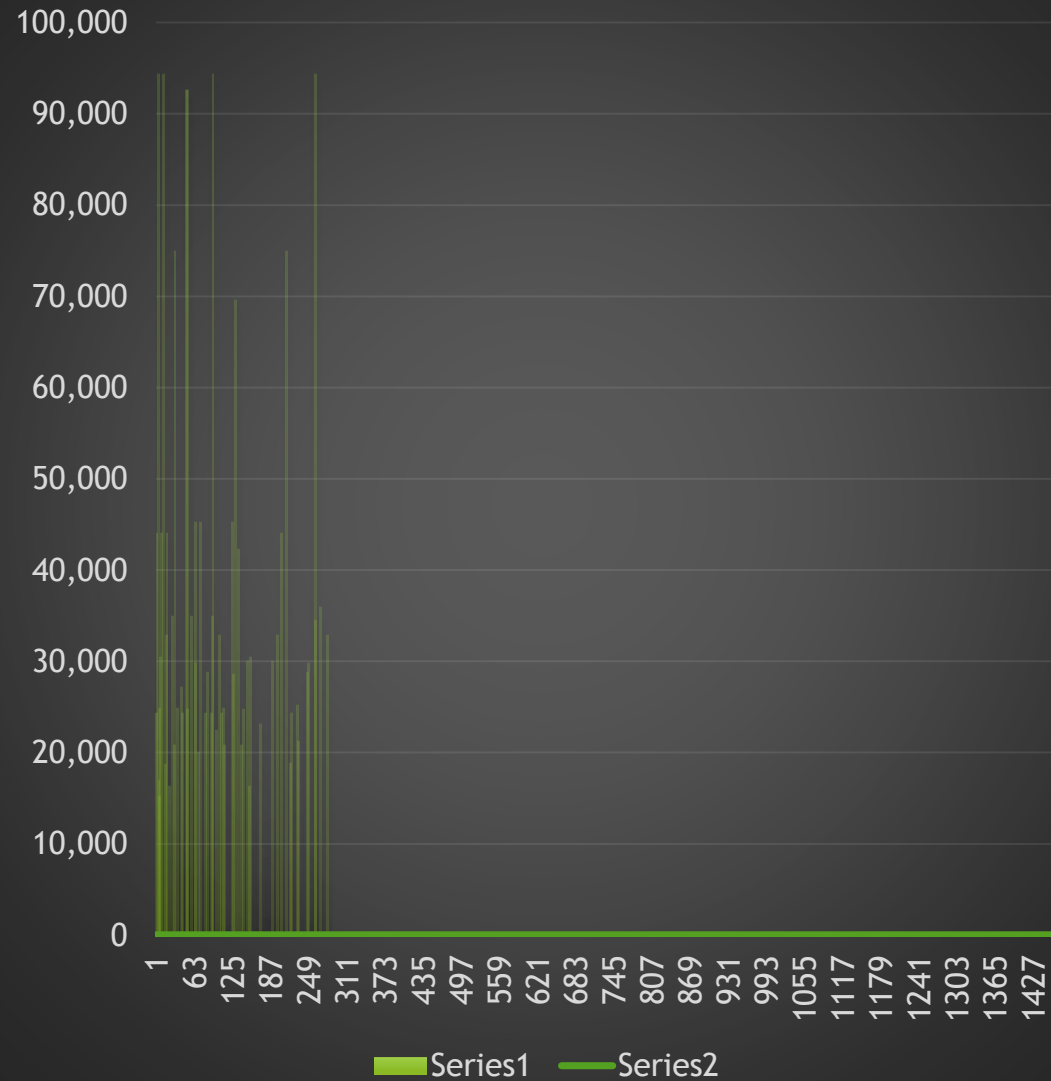
71% of the product are rate high by the customers base on there preference of the product.

And the remaining percentage are rank inbetween and low.

MEASURES OF CENTRAL TENDENCY
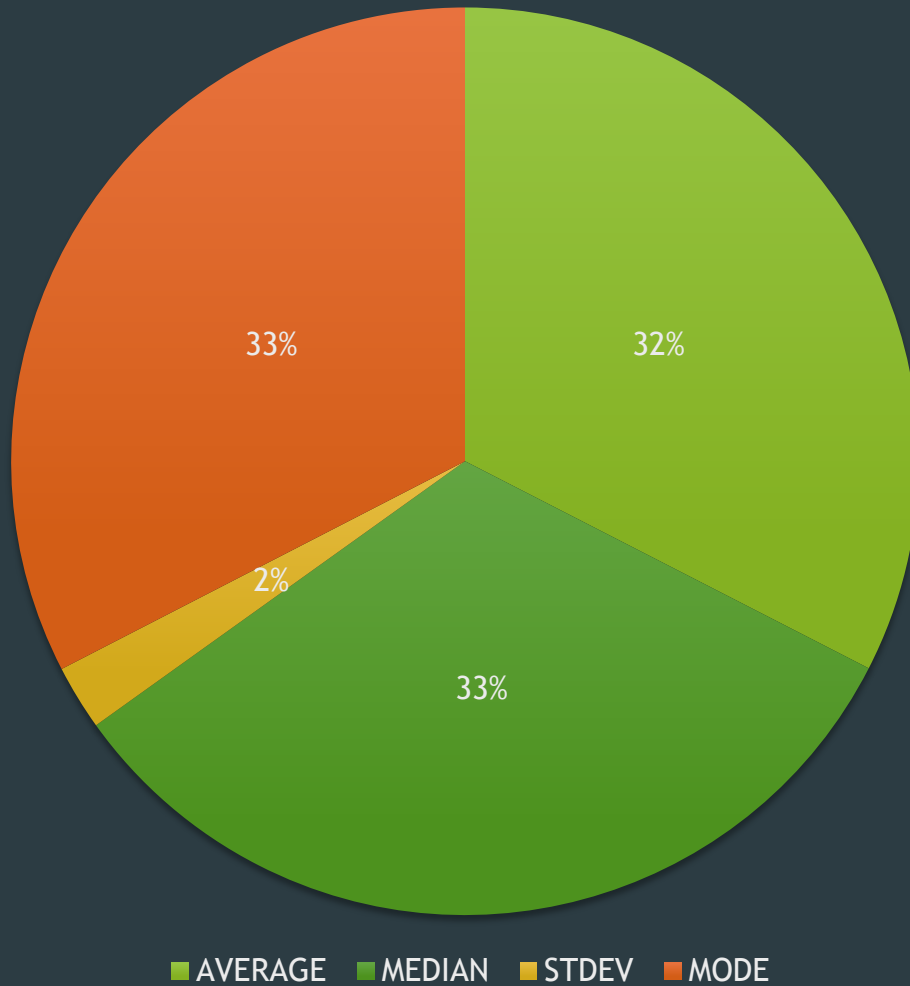
▶ Median and Mode has the highest 33%, follow by average 32% and the least is STDEV with only 2% in the product.

32%

33%

33%

2%

■ AVERAGE ■ MEDIAN ■ STDEV ■ MODE

RECOMENDATION

- This research should be carryout time to time to keep the record updated all the time.

CONCLUSION

- The findings shows that Amazon is doing good in the market and that should be maintain in other to increase the income of the company