

Wireframe Document

ANALYZING AMAZON SALES DATA

Revision Number - 1.0

Last Date of Revision - 09/03/2023

Karthik V M

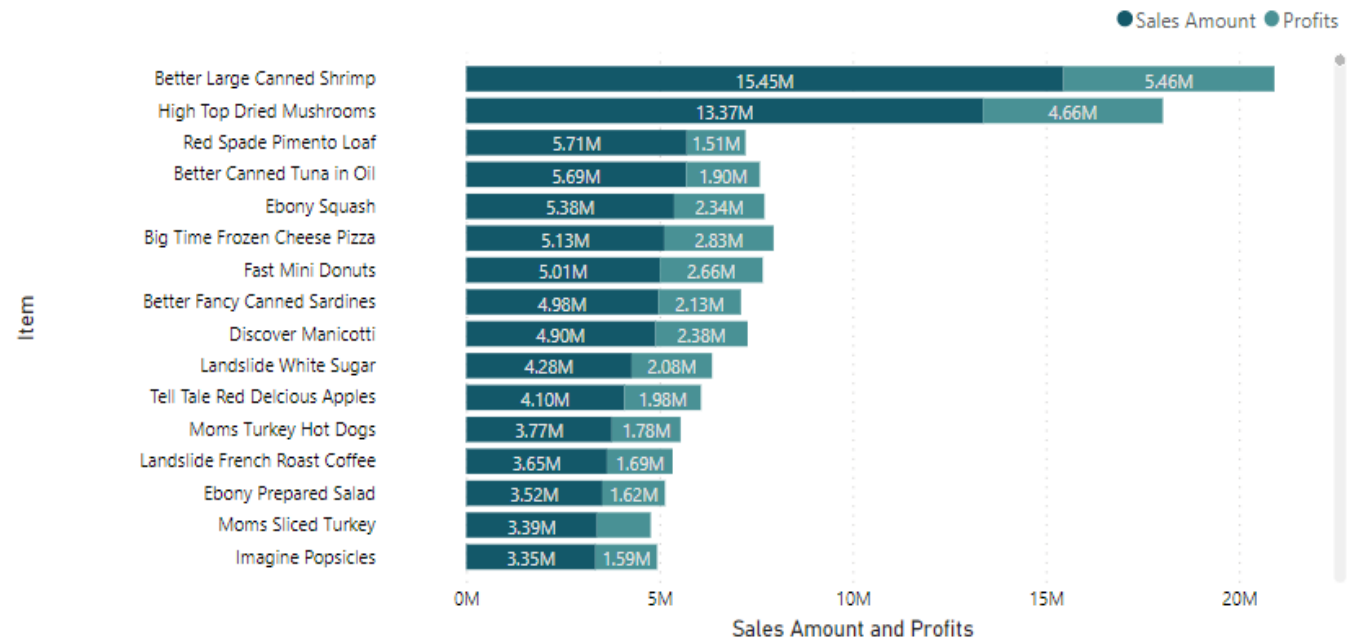
Document Control

Date	Version	Description	Author
09/03/2023	1.0	Entire Wireframe Document	Karthik V M

We Performed Exploratory Data Analysis on Power BI and then created a Dashboard.

1. What were the Sales of each Item?

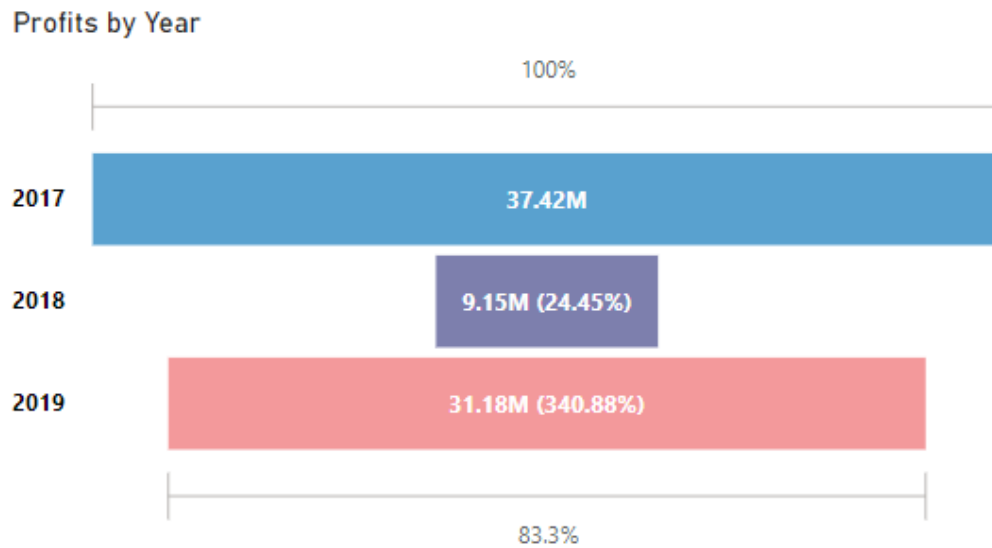
Sales Amount and Profits by Item



At \$15,454,172.47, 'Better Large Canned Shrimp' had the highest Sales, followed by 'High Top Dried Mushrooms' which was around \$13.37M, and 3rd most sold product was 'Red Spade Pimento Loaf'. Better Large Canned Shrimp accounted for 8.51% of Sales. Sales and Profits diverged the most when the Item was Better Large Canned Shrimp when Sales were \$9,994,346.21 higher than Profits. Profits trended down, resulting in a 16.16% decrease between 2017 and 2019.

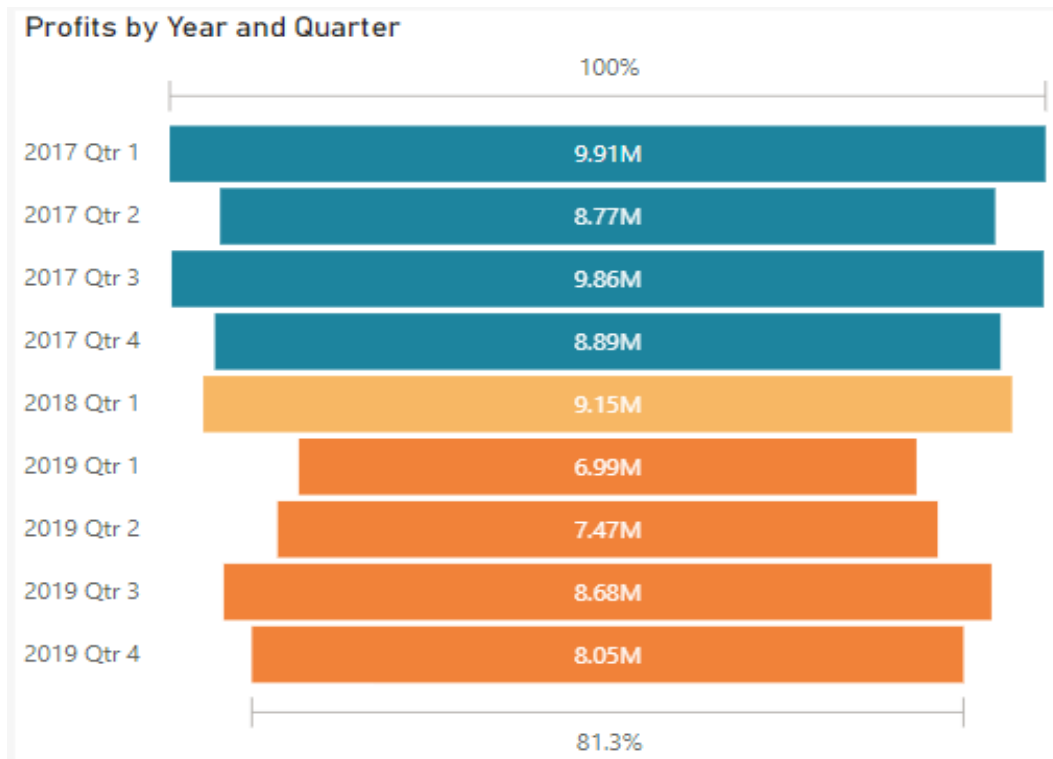
Profits trended down, resulting in a 21.15% decrease between January 2017 and October 2019, it dropped from \$9,598,696.65 to \$7,568,565.85 during its steepest decline between January 2017 and October 2019.

2. How was the growth in Profit year over year?



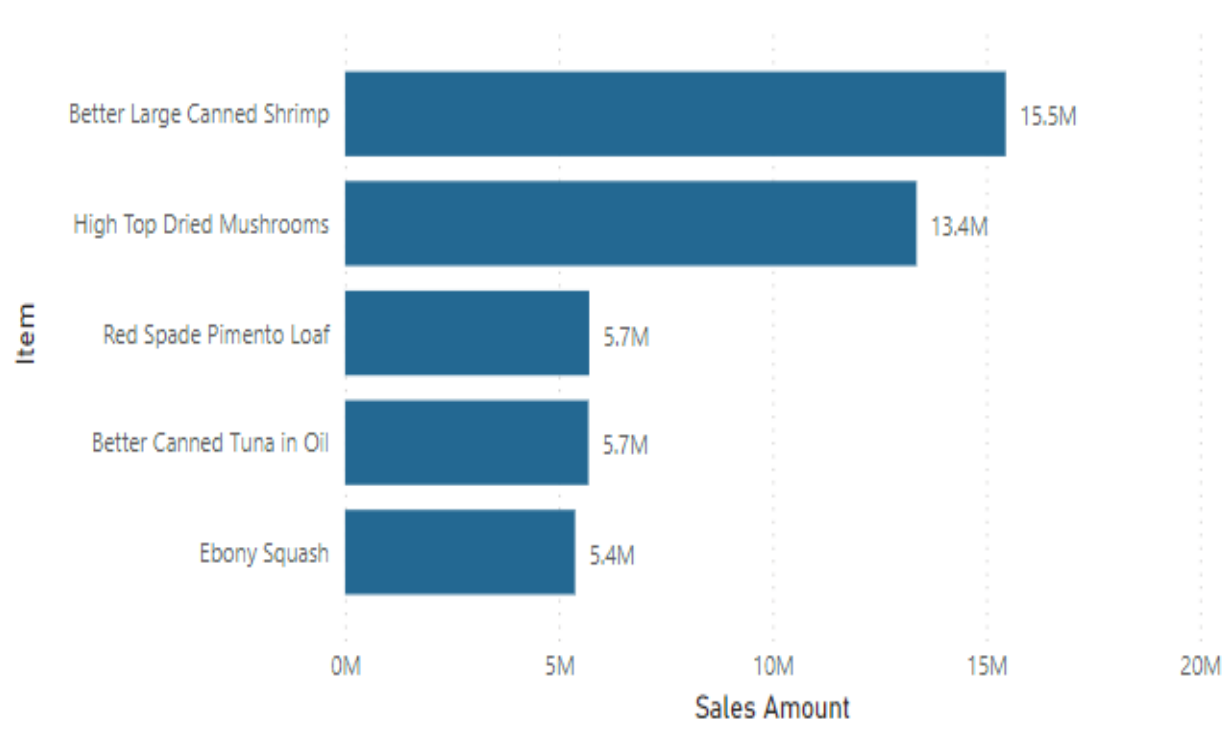
In 2017 \$37.42M Profit was generated, but in 2018 it severely declined to \$9.15M which was only 24.45% of 2017's Profit, then in 2019 it showed tremendous growth and was \$31.18M which was 340.88% more than the previous value and 83.3% of 2017's profit.

3. How was the Sales & Profit Yearly-Quarter wise?



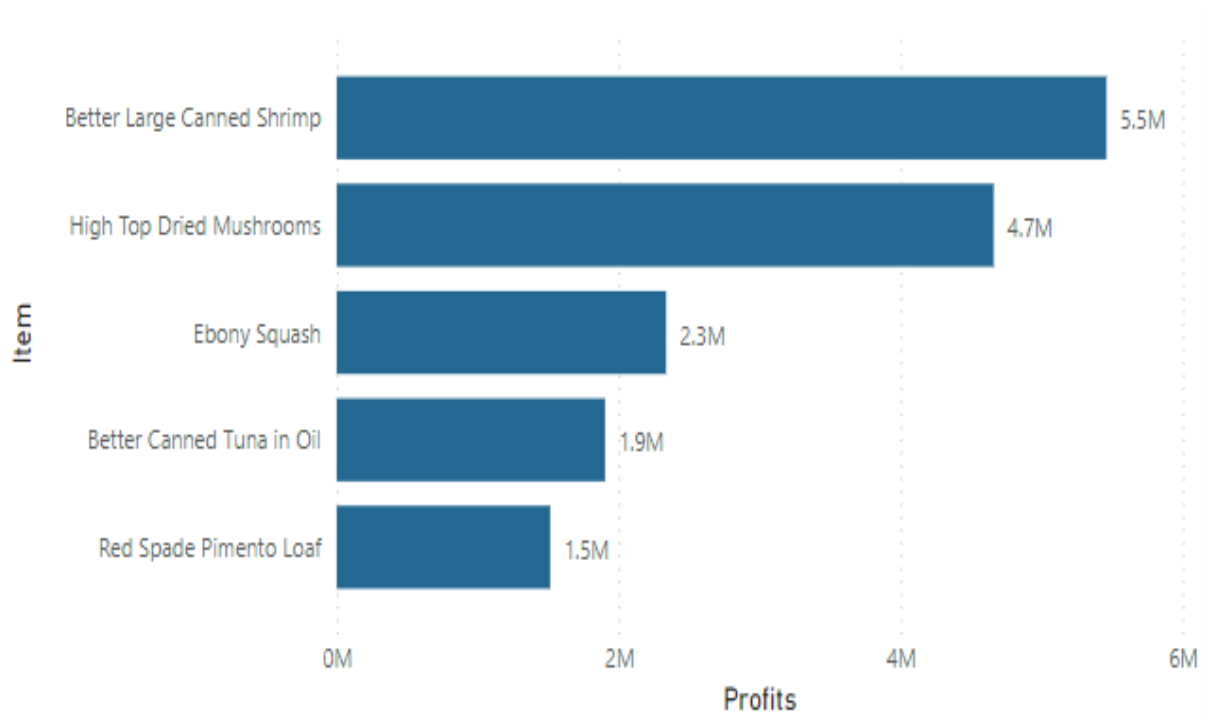
In the first quarter of 2017, the profit was \$9.57M. Then in the 2nd quarter, it slightly declined by 11.34% to \$8.58M which was only 89.66% of the previous value. Then in 3rd quarter, it was little improved to \$9.60M which was 111.91% of the previous value. Then coming to the 4th quarter of 2017, it was \$8.39M. In the first quarter of 2018, it was \$8.91M which was 106.24% of the previous value which means it was little improved by 6.24%. After that, it got significantly decreased by 22.38% from the 1st quarter of 2018 to 1st quarter of 2019 then after that, it started to improve as profit increased month by month and \$1.68M more profit was collected compared to the profit of 1st quarter of 2019 which was \$6.92M.

4. Which items are the best-selling Item?



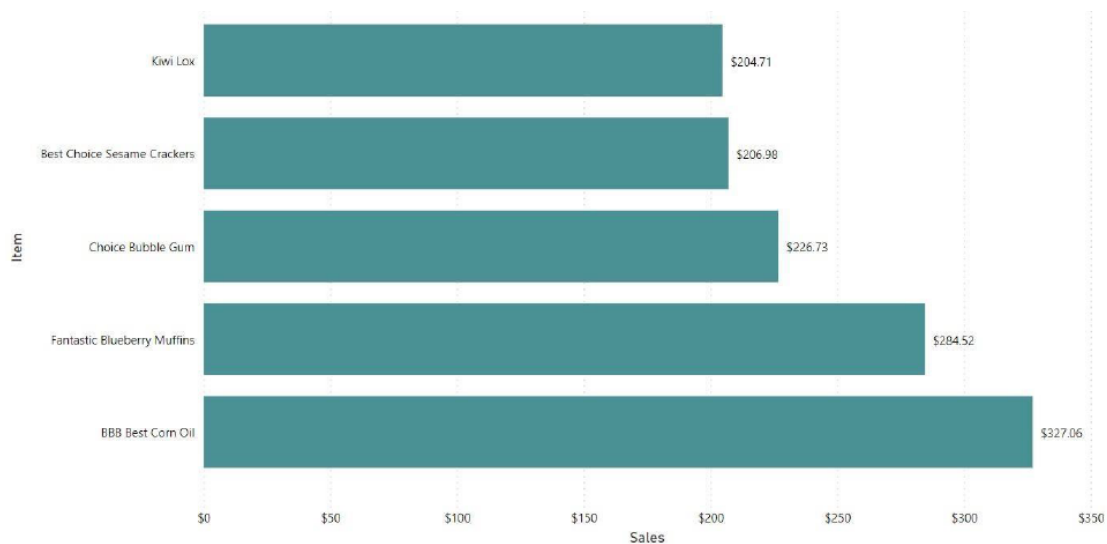
At \$15,454,172.47, Better Large Canned Shrimp had the highest Sales and was 187.21% higher than Ebony Squash, which had the 5th Highest Sales at \$5,380,727.75. Better Large Canned Shrimp accounted for 33.89% of Sales. Across all 5 Items, Sales ranged from \$5,380,727.75 to \$15,454,172.47.

5. Which Items generated the Highest Profit?



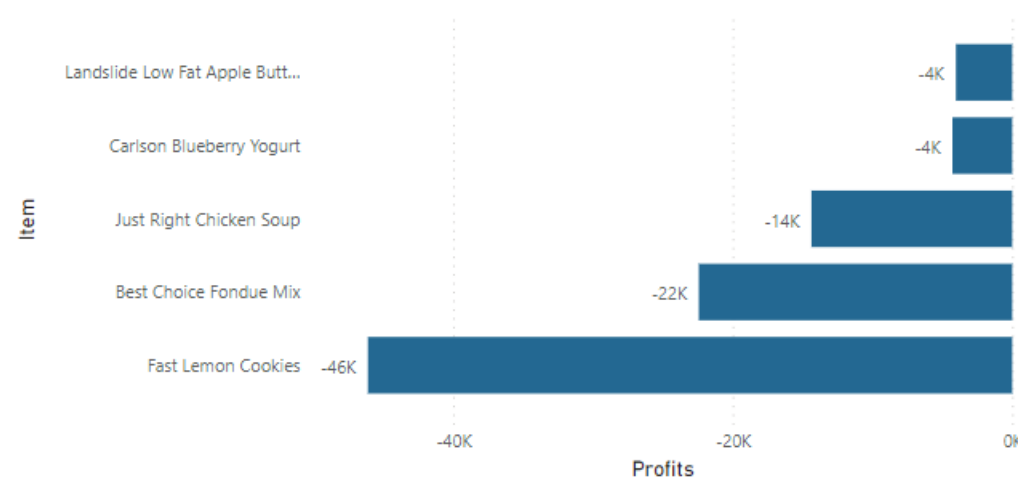
At \$5,459,826.26, Better Large Canned Shrimp had the highest Profits and was 129.24% higher than Red Spade Pimento Loaf, which had the 5th highest Profits at \$1.5M. Better Large Canned Shrimp accounted for 30.35% of Profits. Across all 5 Item, Profits ranged from \$2,381,667.84 to \$5,459,826.26.

6. Which Items generated the lowest profits?



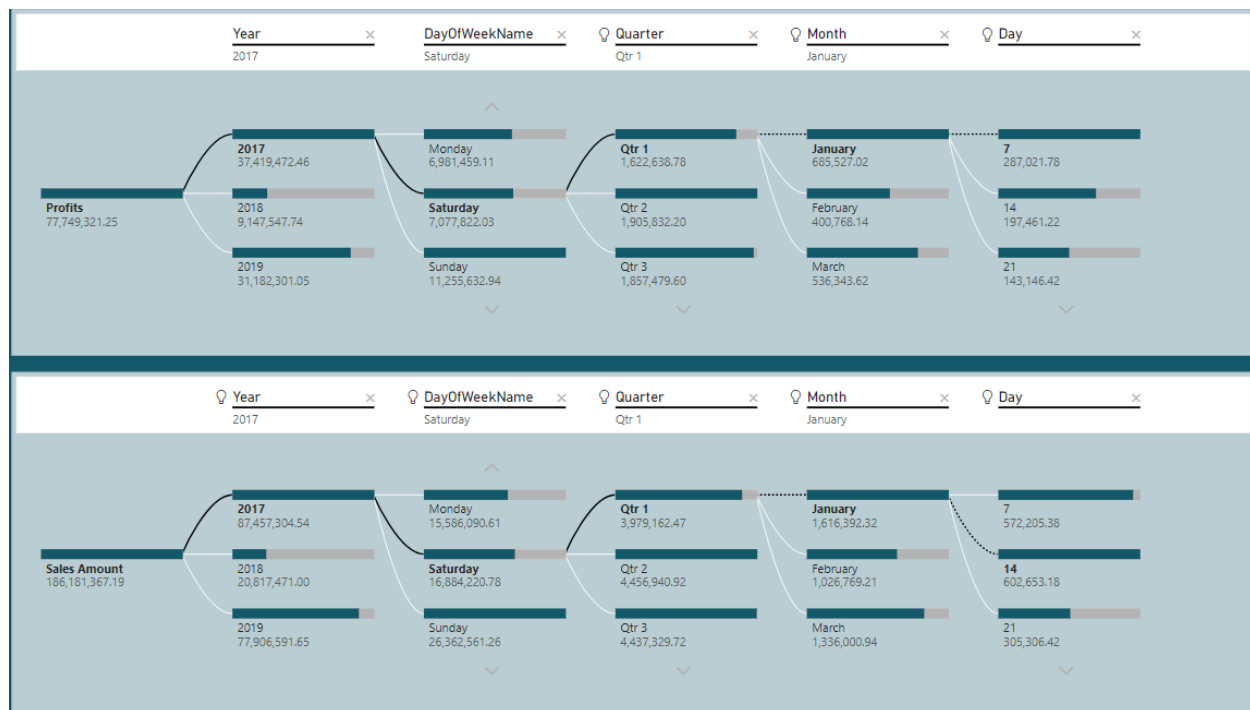
At \$327.06, BBB Best Corn Oil had the 5th lowest Sales and was 59.77% higher than Kiwi Lox, which had the lowest Sales at \$204.71. BBB Best Corn Oil accounted for 26.16% of Sales. Across all 5 Items, Sales ranged from \$204.71 to \$327.06.

7. What were the items that resulted in a loss?



At **\$4,026.61**, Landslide Low Fat Apple Butter had the 5th Highest Loss and was 91.27% higher than Fast Lemon Cookies, which had the Highest Loss at **\$46,106.59**. Fast Lemon Cookies accounted for 49.03% of Loss. Across all 5 Item, Loss ranged from (\$46,106.59) to (\$4,026.61).

8. Detailed Sales and Profits Analysis.



In this Decomposition Tree visual, we can Analyze how much Sales & Profits were made from 2017 to 2019.

Comparing 3 Years, 2017 was the year in which the highest Sales & Profits were made, which was \$8,49,99,775.12, \$3,61,34,835.97, and it was mostly made on Sunday, which was \$2,60,58,258.91, \$1,10,79,431.64. Sales & Profits were very balanced in all 4 Quarters but it was highest in Q3(\$79,18,281.76, \$33,82,668.73). August was the month in which the highest Sales & Profits were recorded, which were \$30,55,208.79, and \$13,00,021.88. In that Month Sales & Profits were generated on the 6th, 13th, 20th, 27th.

At \$1,13,97,206.36, 10021485 generated the highest Sales and was 383.63% higher than 10025241, which had the 5th highest Sales at \$23,56,595.66. 10021485 accounted for 18.16% of Sales. Across all 10 CustKey, Sales ranged from \$23,56,595.66 to \$1,13,97,206.36.

- At \$52,15,559.07, 10021485 had generated highest Profits and was 312.11% higher than 10019194, which had the 5th highest Profits at \$12,65,561.04. Across all 10 CustKey, Profits ranged from \$12,65,561.04 to \$52,15,559.07.

12. Who were the Top 10 Customers?

At \$1,13,97,206.36, 10021485 had generated highest Sales and was 383.63% higher than 10025241, which had the 5th highest Sales at \$23,56,595.66. 10021485 accounted for 18.16% of Sales. Across all 10 CustKey, Sales ranged from \$23,56,595.66 to \$1,13,97,206.36.

- At \$52,15,559.07, 10021485 had generated highest Profits and was 312.11% higher than 10019194, which had the 5th highest Profits at \$12,65,561.04. Across all 10 CustKey, Profits ranged from \$1265561.04 to \$5215559.07.