

# Amazon Sales Data Analysis - Business Problem Statements

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## Problem 1: Top Performing Categories

Which product categories generate the most sales and revenue?

Purpose: Identify the most profitable product lines and where to invest more.

## Problem 2: Regional Sales Performance

Which customer locations (cities) bring the highest and lowest revenue?

Purpose: Find potential markets for expansion or strategic focus.

## Problem 3: Sales Trend Over Time

What is the trend of sales over time?

Purpose: Understand seasonal buying patterns and revenue fluctuations.

## Problem 4: Bestselling Products

What are the most popular and highest-selling products?

Purpose: Support stock planning and identify candidates for promotions.

## Problem 5: Payment Method Analysis

What payment methods are most used, and how do they relate to order status?

Purpose: Understand customer preferences and risk factors.

## Problem 6: Order Status Breakdown

How many orders are completed, pending, or cancelled? What revenue is lost due to cancellations?

Purpose: Improve fulfillment and reduce losses.

## Problem 7: Top Customers

Who are the top customers in terms of purchase volume and spending?

Purpose: Build customer loyalty and personalized marketing strategies.