

# **AMAZON SALES ANALYSIS REPORT**



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# INTRODUCTION

Amazon Sales data refers to sales, high performing sellers and several other data points. There are millions of Amazon sellers around the world. Amazon sales data Analysis focuses on the process of analyzing consumer behavior, sales, and several other attributes in order to make improved, data-driven decisions. It is key to successfully sustaining their businesses and earning profits and for this purpose, they analyze different metrics like Total Sales, Sales Quantity, Total Profit, Sales, Last Year Sales and other metrics. By analyzing these different metrics, we will be able to increase and improve our performance. It can also help us to better understand the market trends and customers' buying behaviors



# OBJECTIVE

The objective of the project is to Analyse Amazon Sales data to get a substantial data which will help in bringing changes in a business in the future. It will help to reveals flaws in the business model or in the way that one is going about conducting business. Sellers will be able to clearly see where they're losing money, what the problem is, and reduce their losses accordingly. It facilitates coming up with strategic solutions to problems. This project aims to provide visual understanding of the data




using Microsoft Power Bi



Extract-Transform-Load Data

Visualize the gathered Insights

Get Insights





## DATA SHARING AGREEMENT

☐ File Name: Amazon Sales Data.csv

☐ Dataset Size : 12.4KB

☐ Number of Rows: 100

☐ Number of columns: 14



# DATA DESCRIPTION

1

## ORDER ID

The ORDER ID is the ID given to the order.

2

## ORDER DATE

The order date is the date when the product is ordered.

3

## REGION

The region in which the customer stays.

4

## COUNTRY

The Country in which the customer reside.



5

## ITEM TYPE

ITEM TYPE IS THE VARIETIES OF ITEM SALES IN THE AMAZON.

6

## SALES CHANNEL

Mode of shopping Online or Offline.

7

## ORDER PRIORITY

Priority of Sales Range between low to high

8

## SHIP DATE

Ship date when the product is dispatched.

9

## UNIT SOLD

Number of unit sold per product.



**10**

**UNIT PRICE**

SELLING PRICE OF THE  
PRODUCT

**11**

**UNIT COST**

Cost of the  
Product.

**12**

**TOTAL REVENUE**

Total Sales of the  
Company.

**13**

**TOTAL COST**

Total Cost of the  
Company.

**14**

**TOTAL PROFIT**

Total Profit Earned by the  
Company.





# INSIGHTS

1

**KPIS**

2

**Profit Wise Analysis**

3

**Revenue wise Analysis**

4

**Cost wise Analysis**



## KPIS

**44.17M**

**TOTAL PROFIT**

**137.35M**

**TOTAL REVENUE**

**93.18M**

**TOTAL COST**

**513K**

**UNIT SOLD**

# PROFITWISE ANALYSIS

## Profit Across Various Countries

### KEY INSIGHTS

According to the visual the **Profit** is **Highest** in **Djibouti** and **Least** in **Kuwait**.

### KUWAIT

TOTAL PROFIT- 1258(1.26K)

### DJIBOUTI

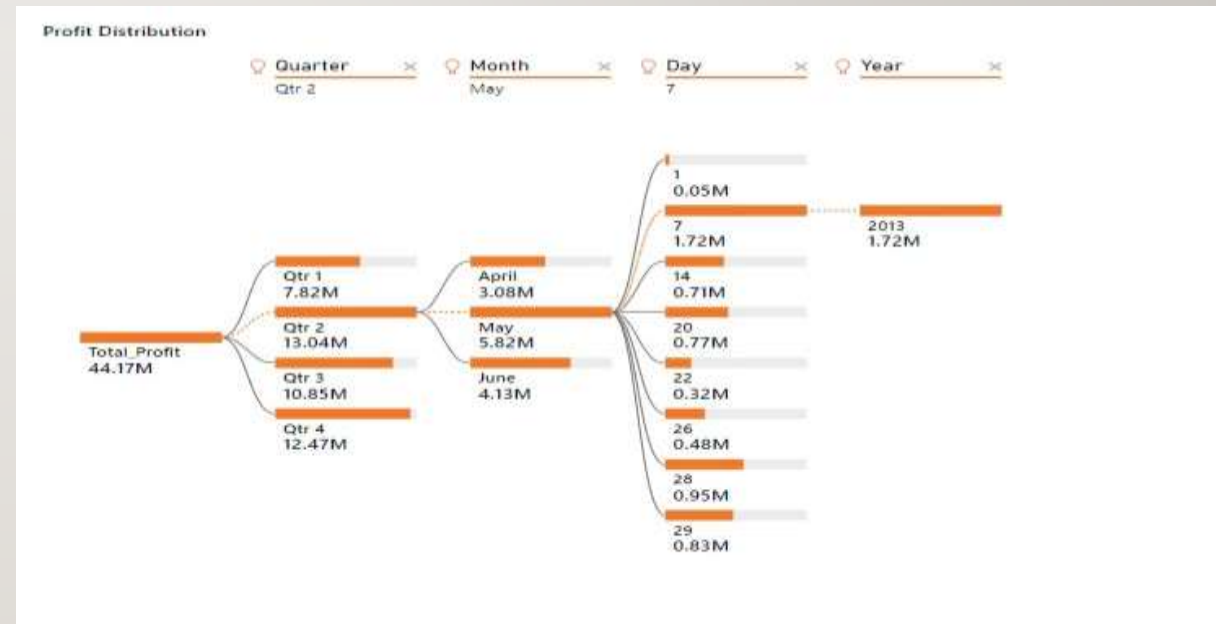
TOTAL PROFIT-  
2425318(2.43M)



## PROFIT DISTRIBUTION YEAR,MONTH,QUARTER AND DAY WISE

### KEY INSIGHTS

According to the visual Profit is **Highest** in **Second Quarter** in the month of **may** on **day 7**, in the year **2013** and **Least** in **First Quarter**.

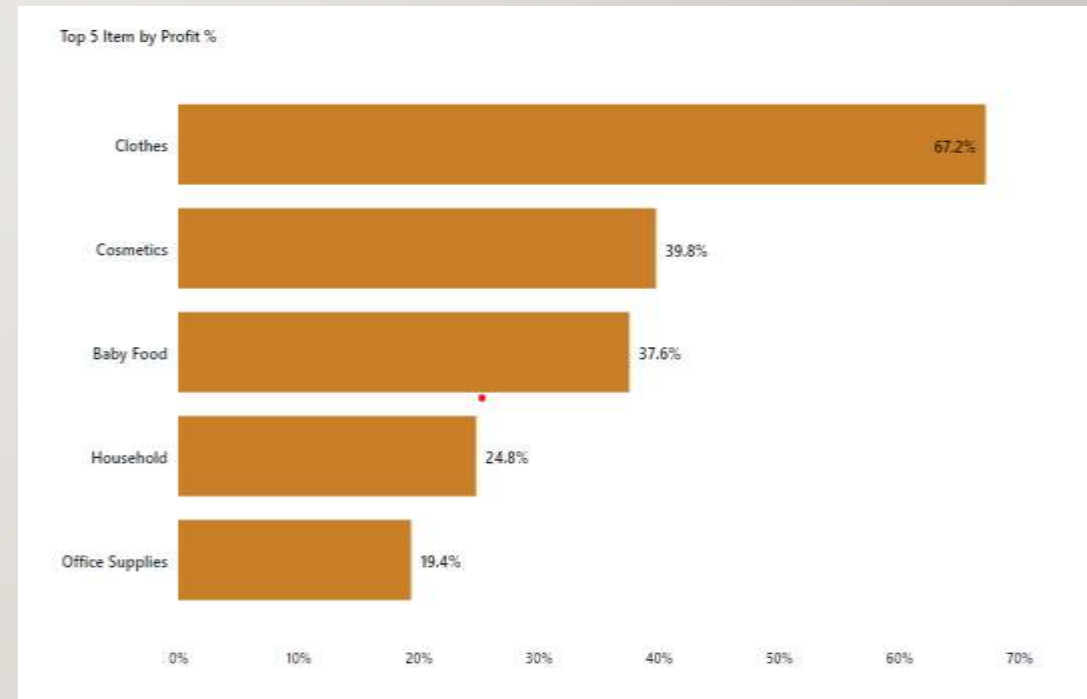




## TOP 5 ITEMS BY PROFIT %

### KEY INSIGHTS

According to the visual we can see the Items which has highest **Profit%** which is **Clothes** having **67.2%** and **Office Supplies** has **Lowest Profit%** having **19.4%**.



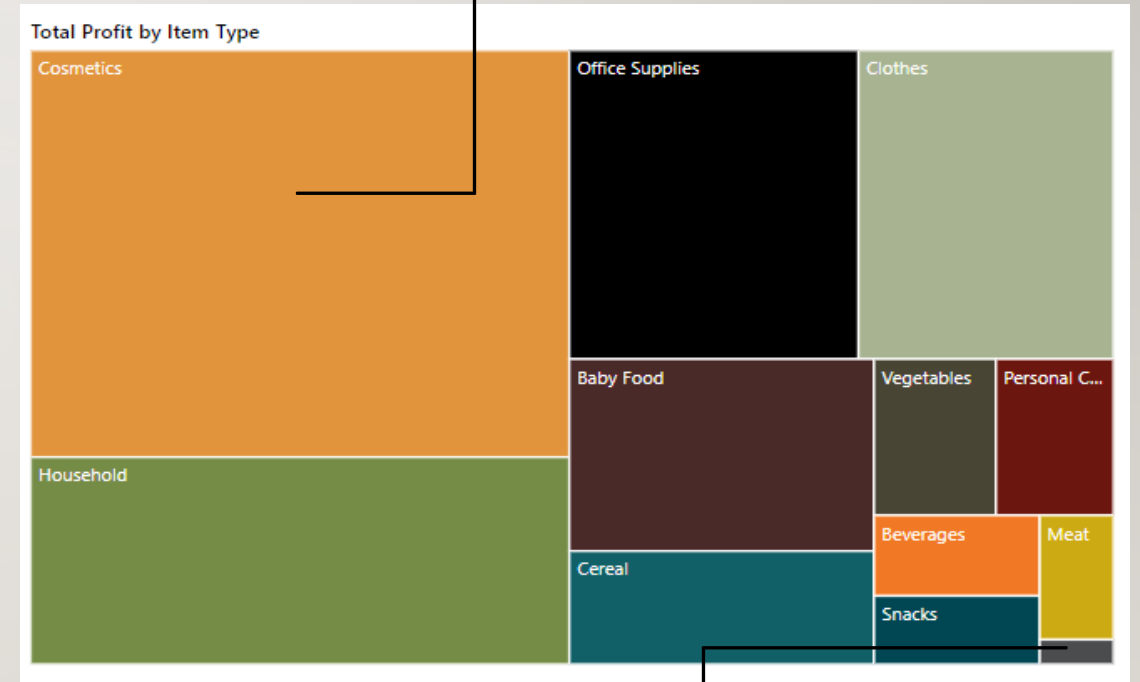


## TOTAL PROFIT BY ITEM TYPE

### KEY INSIGHTS

According to the visual we can see Clearly that the **Cosmetics** Item has **Highest** Total Profit where as **Fruits** has the **Lowest**

**COSMETICS**  
TOTAL PROFIT- 14.56M



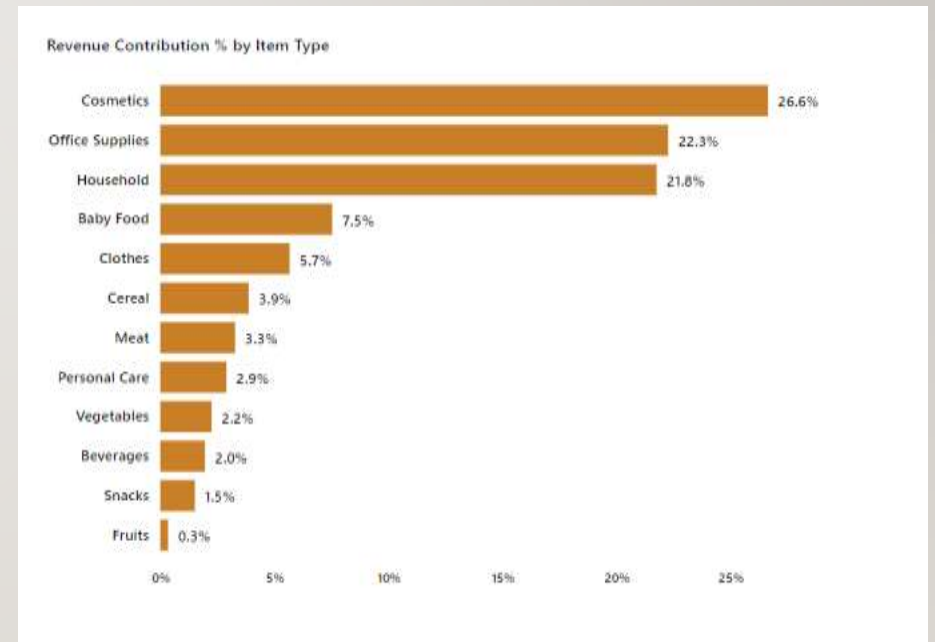
**FRUITS**  
TOTAL PROFIT- 120.50K

# REVENUE WISE ANALYSIS

## KEY INSIGHTS

According to the visual we can see that the **Cosmetics** Item has the **Highest** Revenue Contribution % where as **Fruits** has the **Lowest** Revenue Contribution %

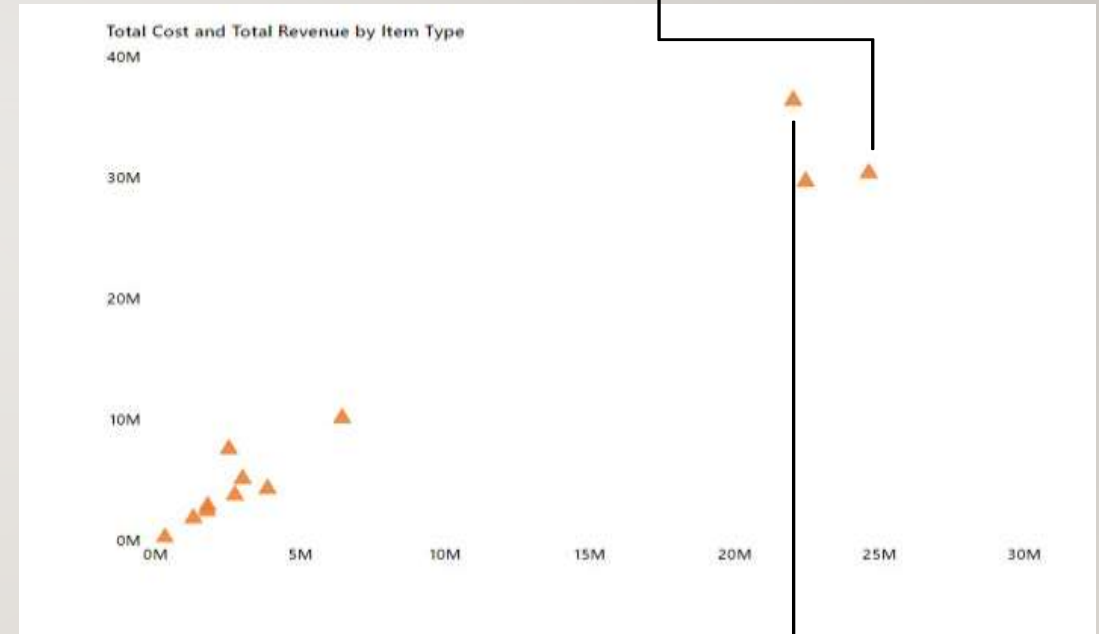
## Revenue Contribution% by Item Type



## TOTAL COST AND TOTAL REVENUE BY ITEM TYPE

### KEY INSIGHTS

According to the visual we can see that the **Office Supplies** has the **Highest** Total Cost and **Cosmetics** has the **Highest** Total Revenue



**OFFICE  
SUPPLIES**  
TOTAL COST- **24.66M**

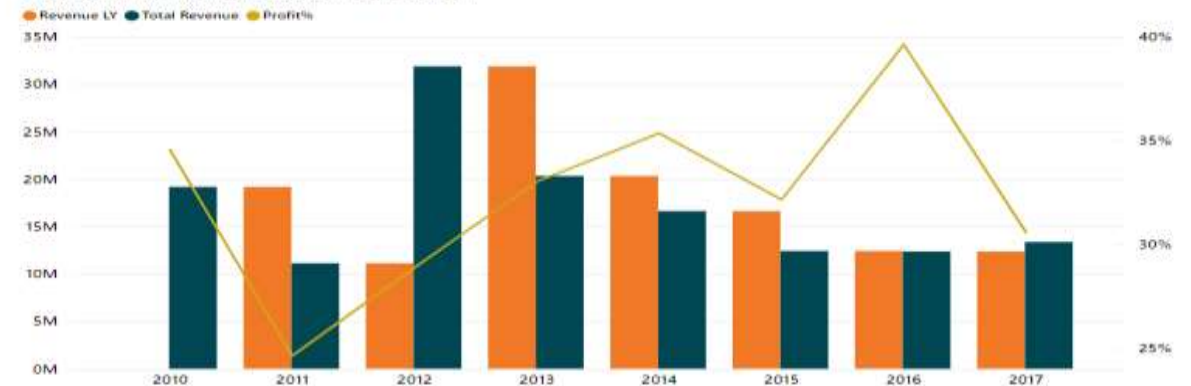
**COSMETICS**  
TOTAL REVENUE- **30.59M**

## THIS YEAR AND LAST YEAR REVENUE WITH PROFIT% BY YEAR

### KEY INSIGHTS

According to the visual we can see that 2012 has the highest **Total Revenue** with **28.9%** of Profit whereas 2016 has the highest Profit% which is **39.6%**.

This year and Last Year Revenue with Profit% by Year



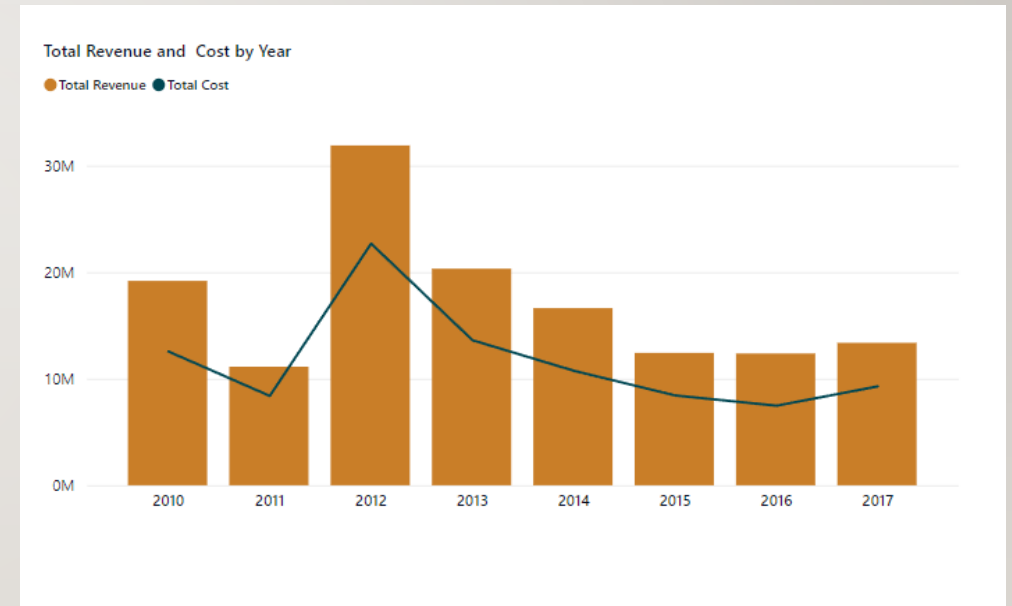
# OVERALL ANALYSIS

## KEY INSIGHTS

According to the visual we can see that 2012 has the highest **Total Revenue** of **31.90M** and 2011 has the Lowest **Total Revenue** of **11.13M**.

2012 has the highest **Total Cost** of **22.9M** whereas 2016 has the lowest Total Cost of **39.6%**.

Total Revenue and Cost by Year

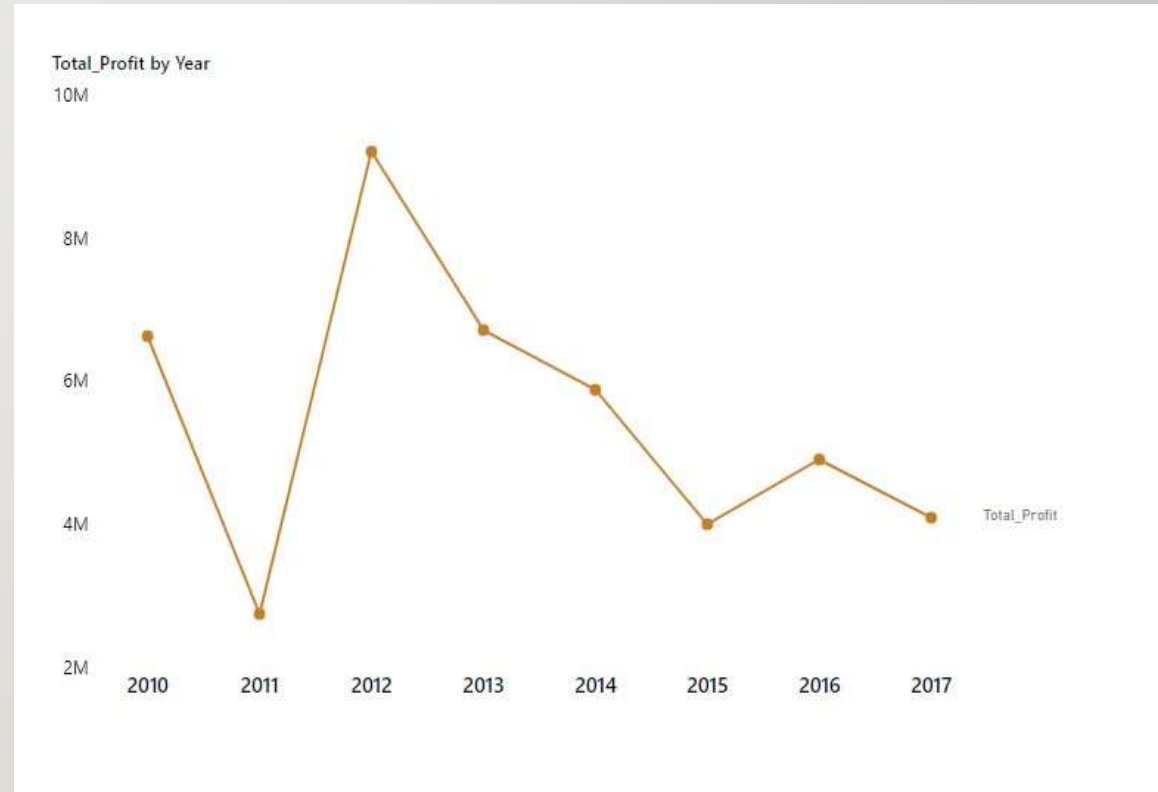




## TOTAL PROFIT BY YEAR

### KEY INSIGHTS

According to the visual we can see that 2012 has the highest **Profit of 9.21M** and 2011 has the Lowest **Total Profit of 2.74M**.



# TABLE METRICS

Country	Total Revenue	Total_Profit	Profit%	Profit Contribution %	Revenue Contribution %
East Timor	24,92,526.12	3,37,937.60	↓	13.6%	↓
Mauritania	8,24,431.86	1,59,832.50	↓	19.4%	↓
Russia	11,58,502.59	2,24,598.75	↓	19.4%	↓
Brunei	43,68,316.68	8,46,885.00	↓	19.4%	↓
Lithuania	53,96,577.27	10,46,233.75	↓	19.4%	↓
Cameroon	38,51,030.28	7,81,681.30	↓	20.3%	↓
Sierra Leone	30,97,359.15	6,49,879.30	↓	21.0%	↓
Turkmenistan	58,22,036.20	12,67,258.40	↓	21.8%	↓
Bulgaria	27,79,199.71	6,26,223.87	↓	22.5%	↓
Australia	24,89,933.49	5,76,605.12	↓	23.2%	↓
Angola	27,98,046.49	6,93,911.51	↓	24.8%	↓
<b>Total</b>	<b>13,73,48,768.31</b>	<b>4,41,68,198.40</b>	<b>32.2%</b>	<b>100.0%</b>	<b>100.0%</b>

Country	Total Revenue	Total_Profit	Profit%	Profit Contribution %	Revenue Contribution %
Belize	6,00,821.44	4,03,773.12	↑	67.2%	↓
Bangladesh	9,02,980.64	6,06,834.72	↑	67.2%	↓
Cape Verde	4,55,479.04	3,06,097.92	↑	67.2%	↓
Fiji	10,82,418.40	7,27,423.20	↑	67.2%	↓
Lebanon	8,61,563.52	5,79,000.96	↑	67.2%	↓
Macedonia	8,56,973.76	5,75,916.48	↑	67.2%	↓
Madagascar	8,02,333.76	5,39,196.48	↑	67.2%	↓
Albania	2,47,956.32	1,66,635.36	↑	67.2%	↓
Cote d'Ivoire	3,80,512.96	2,55,718.08	↑	67.2%	↓
Libya	6,74,635.57	4,50,780.97	↑	66.8%	↓
Mali	1,51,359.90	79,245.74	↑	52.4%	↓
<b>Total</b>	<b>13,73,48,768.31</b>	<b>4,41,68,198.40</b>	<b>32.2%</b>	<b>100.0%</b>	<b>100.0%</b>

## KEY INSIGHTS

According to the Table we can see that From Belize Country to the Cote d'Ivoire has the highest **Profit%** of **67.2%** and East Timor Country has the Lowest **Profit%** of **13.6%**.

## TABLE METRICS

Country	Total Revenue	Total_Profit	Profit%	Profit Contribution %	Revenue Contribution %
Djibouti	60,52,890.86	24,25,317.87 →	40.1% ↑	5.5% ↑	4.4%
Myanmar	61,61,257.90	18,02,771.70 ↓	29.3% ↑	4.1% ↑	4.5%
Pakistan	43,24,782.40	17,19,922.04 →	39.8% ↑	3.9% ↑	3.1%
Samoa	42,20,728.80	16,78,540.98 →	39.8% ↑	3.8% →	3.1%
Honduras	63,36,545.48	16,09,947.52 ↓	25.4% →	3.6% ↑	4.6%
Iceland	38,76,652.40	15,41,705.29 →	39.8% →	3.5% →	2.8%
Azerbaijan	44,78,800.21	15,12,926.83 →	33.8% →	3.4% ↑	3.3%
Switzerland	38,08,901.49	15,12,729.45 →	39.7% →	3.4% →	2.8%
Mexico	56,43,356.55	14,57,942.76 ↓	25.8% →	3.3% ↑	4.1%
Rwanda	52,53,769.42	14,17,493.49 ↓	27.0% →	3.2% ↑	3.8%
The Gambia	54,49,517.95	13,85,883.27 ↓	25.4% →	3.1% ↑	4.0%
<b>Total</b>	<b>13,73,48,768.31</b>	<b>4,41,68,198.40</b>	<b>32.2%</b>	<b>100.0%</b>	<b>100.0%</b>

Country	Total Revenue	Total_Profit	Profit%	Profit Contribution %	Revenue Contribution %
Kuwait	4,870.26	1,258.02 ↓	25.8% ↓	0.0% ↓	0.0%
New Zealand	20,404.71	5,270.67 ↓	25.8% ↓	0.0% ↓	0.0%
Kyrgyzstan	19,103.44	7,828.12 →	41.0% ↓	0.0% ↓	0.0%
Syria	35,304.72	9,119.44 ↓	25.8% ↓	0.0% ↓	0.0%
Slovakia	26,344.26	10,795.23 →	41.0% ↓	0.0% ↓	0.0%
Kiribati	50,363.34	13,009.18 ↓	25.8% ↓	0.0% ↓	0.0%
Malaysia	58,471.11	15,103.47 ↓	25.8% ↓	0.0% ↓	0.0%
Lesotho	89,623.98	23,150.46 ↓	25.8% ↓	0.1% ↓	0.1%
United Kingdom	1,88,452.14	46,735.86 ↓	24.8% ↓	0.1% ↓	0.1%
South Sudan	1,73,676.25	53,252.50 ↓	30.7% ↓	0.1% ↓	0.1%
<b>Total</b>	<b>13,73,48,768.31</b>	<b>4,41,68,198.40</b>	<b>32.2%</b>	<b>100.0%</b>	<b>100.0%</b>

## KEY INSIGHTS

According to the Table we can see that Djibouti has the Highest Profit Contribution% of **5.5%** .From Kuwait till Malaysia these Countries has Lowest Profit Contribution% of **0%**.



## OVERALL ANALYSIS

Country	Total Revenue	Total_Profit	Profit%	Profit Contribution %	Revenue Contribution %
Honduras	63,36,545.48	16,09,947.52 ↓	25.4% →	3.6% ↑	4.6%
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Brunei	43,68,316.68	8,46,885.00 ↓	19.4% →	1.9% ↑	3.2%
Pakistan	43,24,782.40	17,19,922.04 →	39.8% ↑	3.9% ↑	3.1%
<b>Total</b>	<b>13,73,48,768.31</b>	<b>4,41,68,198.40</b>	<b>32.2%</b>	<b>100.0%</b>	<b>100.0%</b>

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Malaysia	58,471.11	15,103.47 ↓	25.8% ↓	0.0% ↓	0.0%
Lesotho	89,623.98	23,150.46 ↓	25.8% ↓	0.1% ↓	0.1%
Mali	1,51,359.90	79,245.74 ↑	52.4% ↓	0.2% ↓	0.1%
South Sudan	1,73,676.25	53,252.50 ↓	30.7% ↓	0.1% ↓	0.1%
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### KEY INSIGHTS

According to the Table we can see that Honduras has the Highest Revenue Contribution% of **4.6%** .From Kuwait till Malaysia these Countries has Lowest Revenue Contribution% of **0%**.