Amazon Data Analysis Project

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Objective

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.
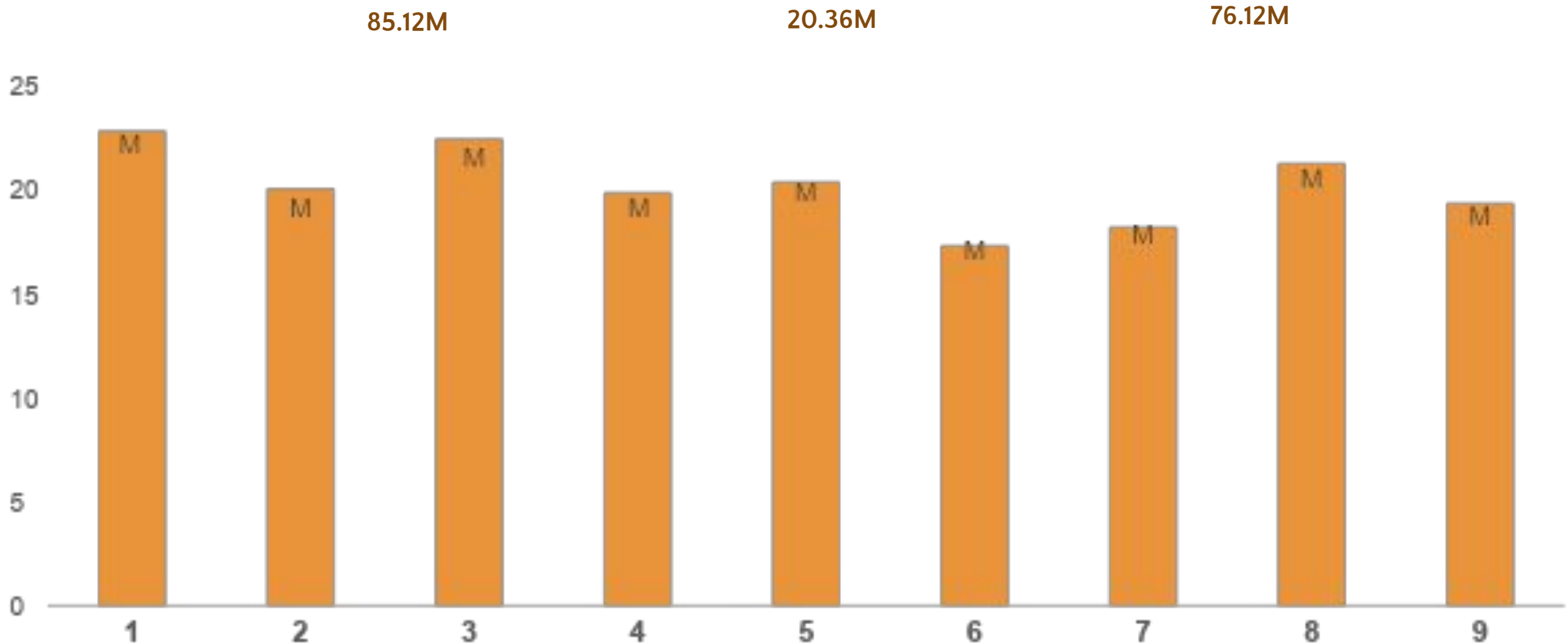
Benefits

- Help out to make better business decisions.
- Help analyze customer trends and satisfaction, which can lead to new and better products and services.
- Gives better insight of customers base.
- Helps in easy flow for managing resources.

Problem Statement

Develop a Report by Extracting–Transforming–Loading of data which contains Sales trend with respect to Year, Month, Quarter and find Some relationships through data to understand and Analyze the Facts.

Total Sales for all the quarters

2017 had the highest Revenue at 85.12M, followed by 2019 at 76.12 and 2018 at 20.36M
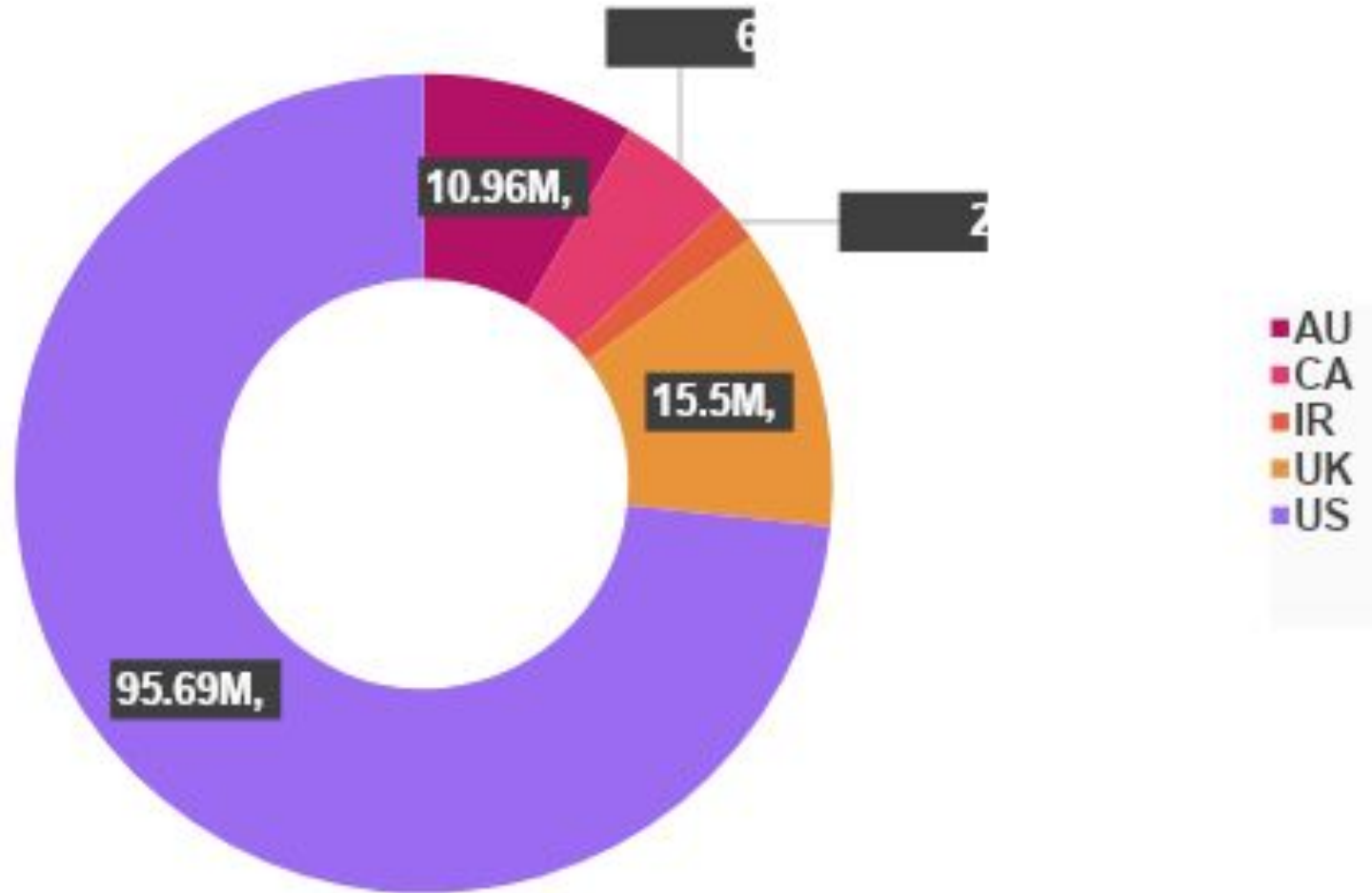
Monthly Sales Comparison

The sales in June and September for 2017 & 2019 is high when compared and we can observe for October the sales of 2017 & 2019 drops.
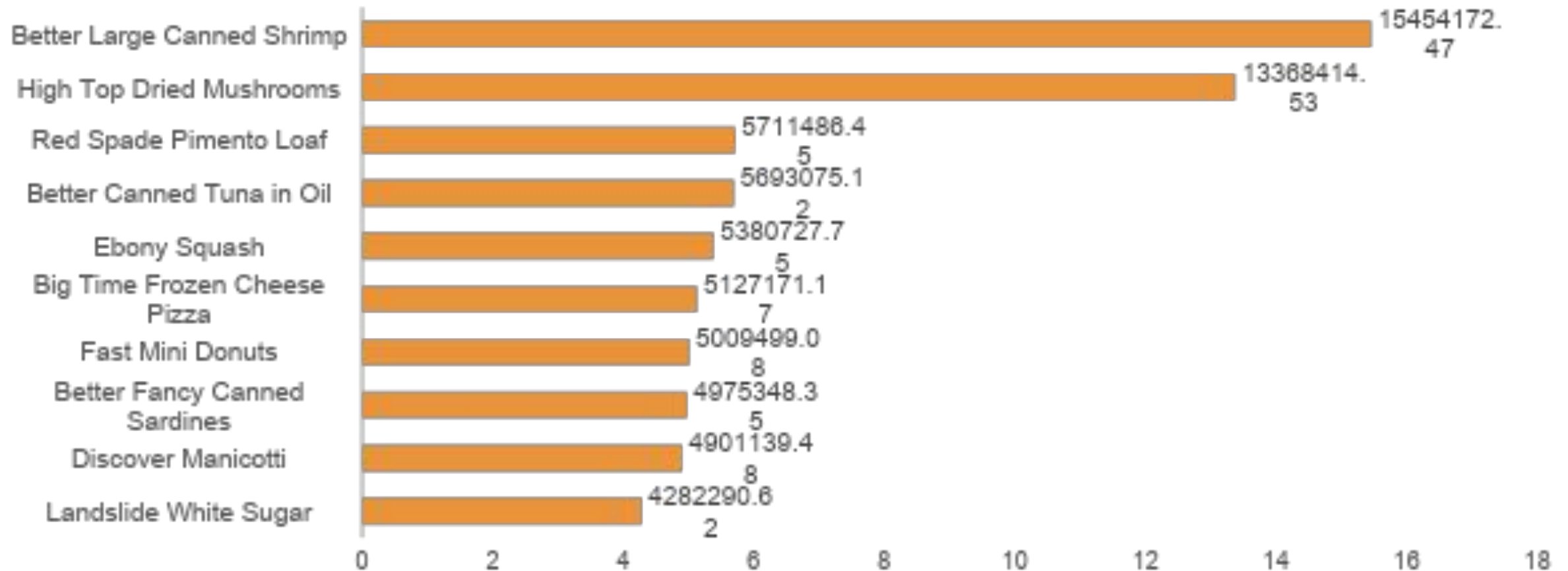
Revenue Categorized By Countries

US accounted for 73% of Revenue followed by **Australia**. The least revenue was accounted by **IR** followed by **CA**.

- AU
- CA
- IR
- UK
- US

Top 10 Products Sold w.r.t revenue

The Better Large Canned shrimp and High top dried mushrooms are the products with highest sales from all 639 products.

Product	Revenue
Better Large Canned Shrimp	15454172.47
High Top Dried Mushrooms	13368414.53
Red Spade Pimento Loaf	5711486.45
Better Canned Tuna in Oil	5693075.12
Ebony Squash	5380727.75
Big Time Frozen Cheese Pizza	5127171.17
Fast Mini Donuts	5009499.08
Better Fancy Canned Sardines	4975348.35
Discover Manicotti	4901139.48
Landslide White Sugar	4282290.62

Conclusion

1. 2017 had the highest Revenue at 85.12M, followed by 2019 at 76.12 and 2018 at 20.36M

2. If we observe the monthly insights of 2017,2018,2019, the sales are at their peak in March, June, and September and are low in April, May & October. Amazon can come up with some good discounts and offers to generate high revenue.

3. The sales for the US are highest among all countries and lowest in Iran (IR).

4. The Better Large Canned Shrimp & High Top Dried Mushrooms are the highest selling products in domestic and international markets.

5. Paracel Gigaplace & Pereras are the top customers who generated the highest revenue.

Thank you for your time 😊