Detail Project Report (DPR)

Amazon Sales Data Analysis

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Lally

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Date	Version	Description	Author
11-03-2023	2.0	Introduction, Objective	Lally
13-03-2023	2.1	Process	Lally
14-03-2023	2.2	Q and A	Lally

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1. INTRODUCTION

In the world of rising new technology and innovation, the Amazon sales is advancing with the role of Data Science and Analytics. Data analysis can help them to understand their business in a quite different manner and helps to improve the quality of the service by identifying the weak areas of the business. This study demonstrates how different analysis help to make better business decisions and help analyze customer trends and satisfaction, which can lead to new and better products and services. Different analyses were performed such as Exploratory Data Analysis and Descriptive Analysis on a variety of use cases to get the key insights from this data based on which business decisions will be taken.

This dataset provides a huge amount of information on the sales of all over the world. Based on the Information the ultimate goal would be to predict the best sales product for common people and find important insights highlighting key indicators and metrics that influence customer choice.

2 Objective

To get insights into Amazon sales data of allover the world. The insight includes the region and country and item type in order to find out which item in which country sales happen. It also provides us with the leverage to weather the sales have done offline or online, etc.

3 Process

3.1 Data Sharing Agreement

File Name: Amazon_sales_dataset.csv

Number of columns: 14

Column Name: Region, Country, Profit, Discount, Sales, City, State, Quantity, order date, ship date, order id,
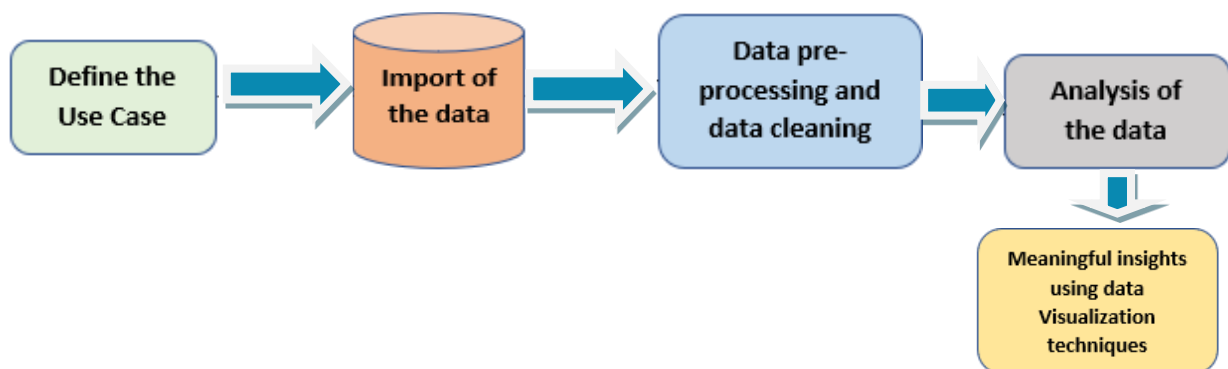
3.2 Data Overview

The Data includes a single .csv file with all examples.

The Number of Instances: 200 from amazon sales dataset

Number of attributes –14 attributes

3.3 Architecture

3.4 KPI

Region:

Region describe the Continents. Where all the sales has happened.

Item type:

Item type say what type of item been sold.
Ex-Tops, T-shirts, Shirts, kurta set
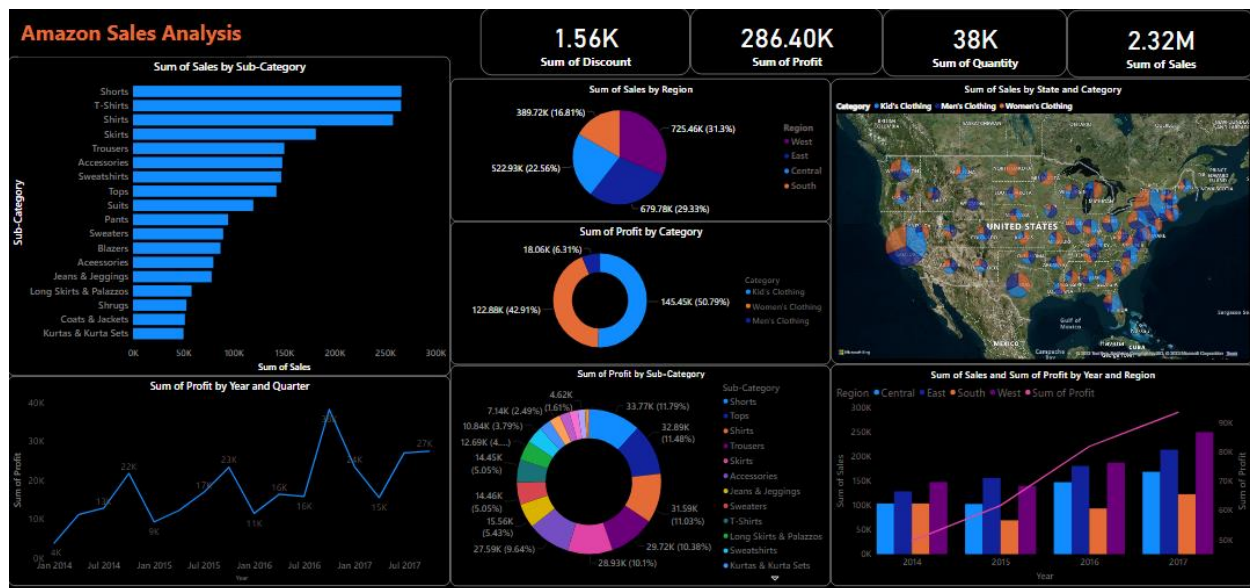
Order data and Ship date:

The order data and shipping data we can say that how many days did it took to ship the order

3.5 Insights

1. Sub category "T-shirts" has the highest sales item.
2. Category type "kids clothing" is the highest profit item.
3. In region "East" region is highest profit.
4. Sub category "shorts" is highest profit item.

3.6 Dashboard

3.7 Q & A

1. What's the source of the Dataset?

Ans.-The dataset is publicly available for research purposes. Dataset link.

2.What types of Data are present?

Ans.-The dataset consists of numerical and categorical data.

3.How do we perform data pre-processing?

Ans.-In this project data pre-processing is done using DAX in Power BI after loading the dataset.

4.What are the different ways of getting insights from data?

Ans.-We can get insights in multiple ways like performing Exploratory Data Analysis, making visualizations, and creating dashboards.