Wireframe Document

ANALYZING AMAZON SALES DATA

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## Document Control

Date	Version	Description	Author
18/10/2023	1.0	Introduction, Problem Statement	MD TAHSEEN EQUBAL
21/10/2023	1.1	Dataset Information, Architecture Description	MD TAHSEEN EQUBAL
21/10/2023	1.2	Final Revision	MD TAHSEEN EQUBAL

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

1. **How many units were sold to the top three countries?**
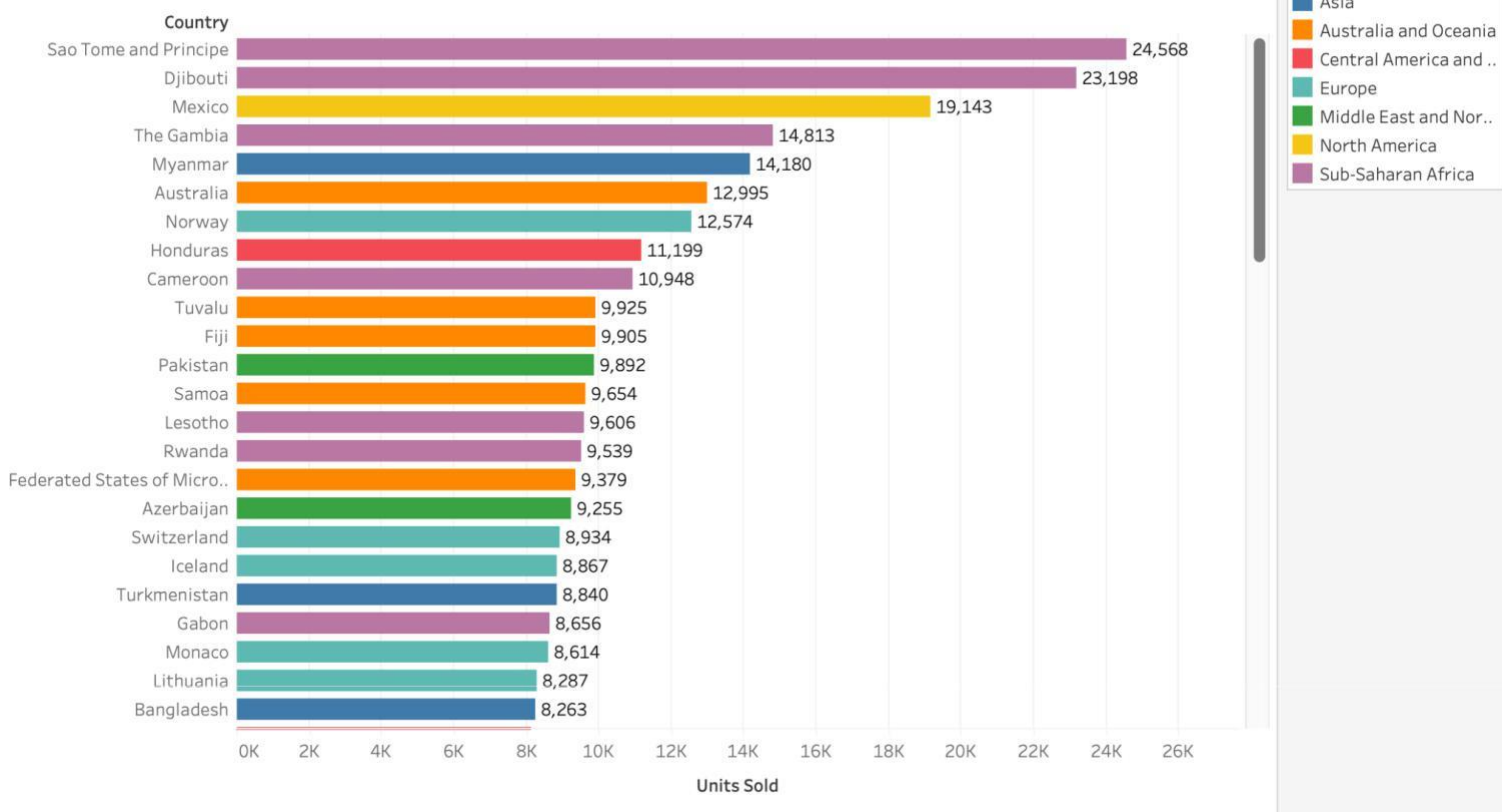
In our ongoing effort to analyze and improve our global sales strategy, we have examined the sales performance of our top-performing countries. Our goal is to gain a deeper understanding of the factors contributing to their success and identify potential areas for further growth.

**Sao Tomo Principle - Units: 24,568, Djibouti - Units: 23,198, Mexico - Units: 19,143**

These numbers represent the total sales revenue generated by each of these countries during the specified period. By dissecting the sales data of these top-performing countries, we can uncover valuable insights into their market dynamics, customer behaviours, and distribution strategies.

The insights gained from this analysis will serve as a foundation for making data-driven decisions to further enhance our sales performance and profitability in these regions. It will also help us tailor our distribution methods to meet the specific needs of each country, reducing costs, and increasing profits.
As we move forward, we will continue to refine our strategies based on these findings to maximize our global sales potential.
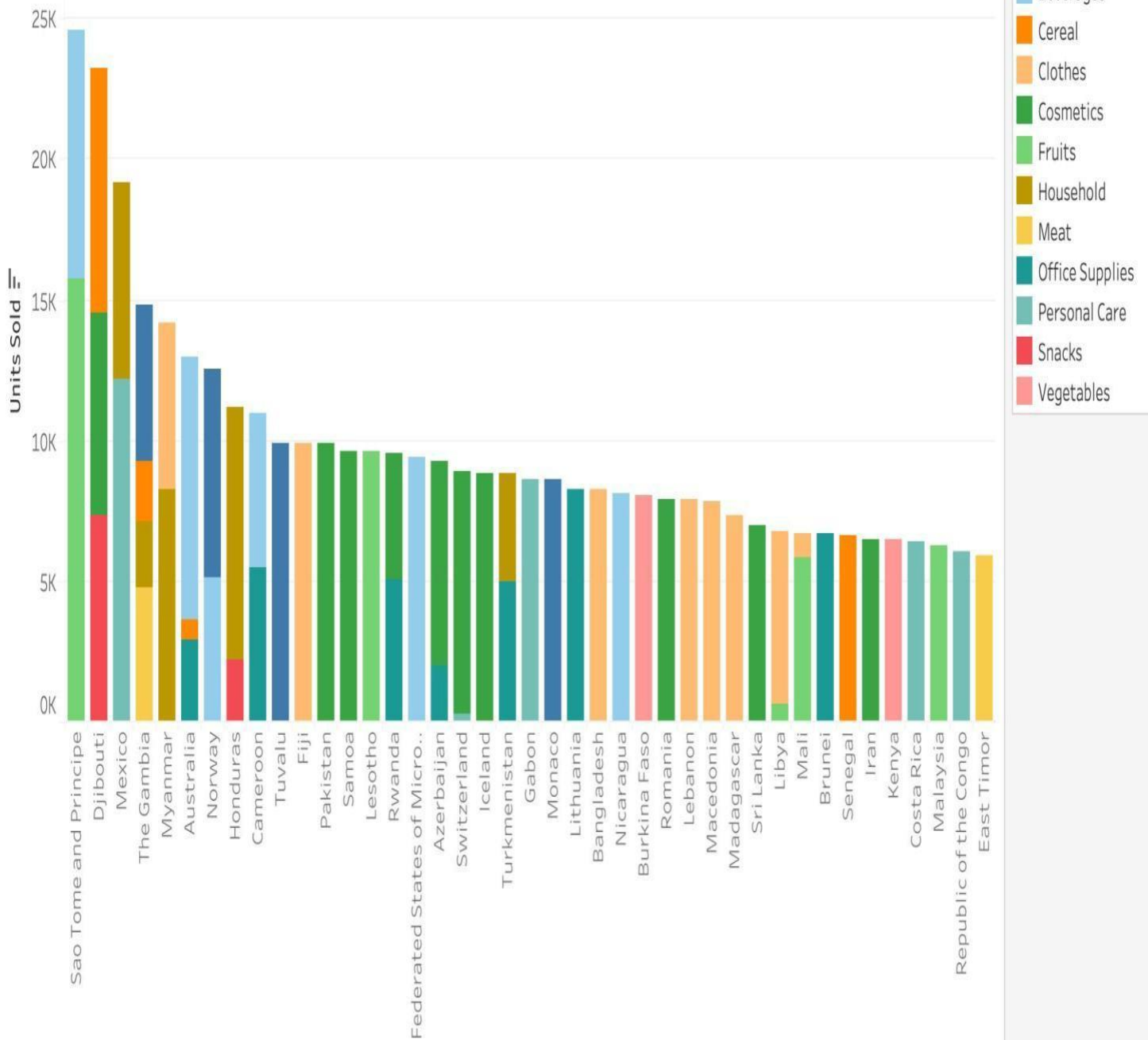
2. Mode of sales channel

Sales Channel

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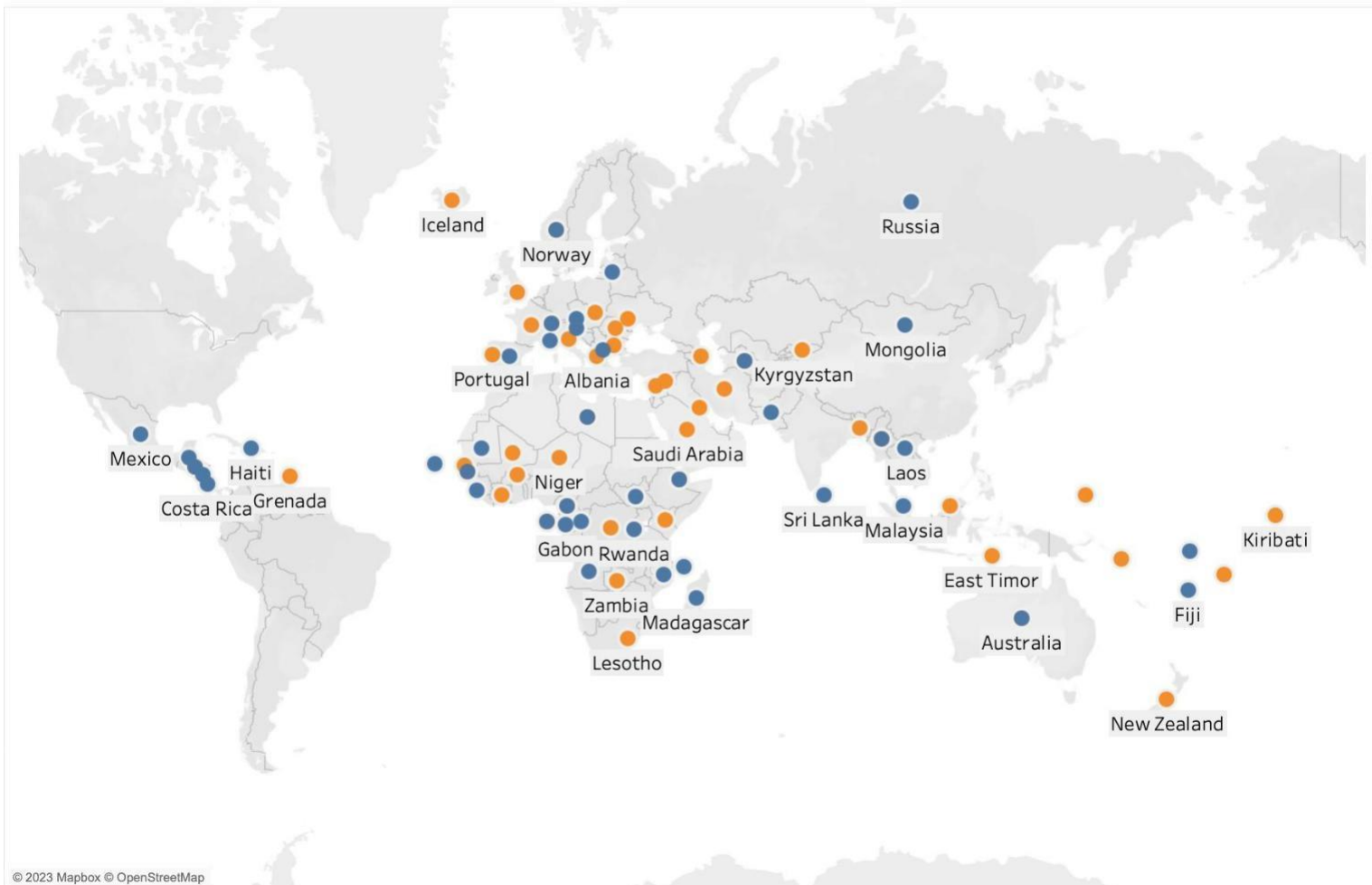
Studying sales channels is vital for businesses:

1. Efficiency: Identifies effective channels for reaching customers.

2. Cost Control: Pinpoints areas to minimize expenses.

3. Expansion: Reveals opportunities for market growth.

4. Product Enhancement: Guides product development based on channel performance.

5. Competitive Advantage: Helps adapt strategies to outperform competitors.

6. Customer Insights: Offers data on customer behavior and preferences.

7. Inventory Management: Optimizes stock levels and reduces carrying costs.

8. Customer Experience: Enhances the overall journey for greater satisfaction.

9. Risk Management: Diversifies sales sources for resilience and enables informed choices to drive growth.

Countries with the highest number of orders and thier item types

Item Type
- Baby Food
- Beverages
- Cereal
- Clothes
- Cosmetics
- Fruits
- Household
- Meat
- Office Supplies
- Personal Care
- Snacks
- Vegetables

Studying countries with the highest number of orders and their order types can significantly benefit businesses by providing valuable insights that can inform strategic decisions and lead to improved overall performance.

One of the primary advantages of analyzing countries with the highest order volume is the ability to identify high-potential markets. By examining where the most orders are coming from, businesses can pinpoint regions with strong demand for their products or services. This information is invaluable for resource allocation, allowing companies to direct marketing efforts, inventory, and customer support to these regions strategically. As a result, businesses can increase sales and profitability by focusing on markets with proven demand.

Furthermore, understanding the prevalent order types in different countries is crucial for tailoring marketing and distribution strategies. For instance, if online orders are dominant in a specific region, businesses can channel their efforts into digital marketing campaigns and enhance their e-commerce platforms. This targeted approach ensures that marketing resources are utilized effectively to reach the right audience through the most preferred channels.

Effective inventory management is another significant benefit of studying countries with high order volumes and their order types. Armed with insights into demand patterns, businesses can optimize their inventory levels. This, in turn, reduces the risk of overstocking, which ties up capital and storage space, or stockouts, which can lead to lost sales and customer dissatisfaction. By aligning inventory with actual demand, companies can lower carrying costs and improve operational efficiency.

Additionally, analyzing order types helps optimize distribution channels. Different types of orders may require distinct fulfillment and delivery processes. By tailoring distribution strategies to match order preferences, businesses can enhance customer satisfaction and reduce shipping and logistics costs. For example, if a country primarily relies on online orders, investments in efficient online order fulfillment systems can lead to cost savings and quicker delivery times.

Cost control is another area where studying order types and volumes can yield substantial benefits. Companies can gain a better understanding of the resources required to fulfill various types of orders and allocate resources accordingly. This can lead to more efficient operations and reduced unnecessary expenses, ultimately contributing to increased profitability.

Customization and localization efforts can also be informed by studying order data. Recognizing regional order preferences allows businesses to tailor their offerings to better align with local tastes and needs. This localization can enhance customer satisfaction and loyalty, as customers feel that the company understands and caters to their specific requirements.

Moreover, insights from countries with high order volumes can influence decisions related to market expansion. Businesses can identify similarities between successful strategies in high-order countries and potential new markets, helping them enter new regions more confidently and effectively.

Diversification of the customer base is yet another advantage. Relying on a single market can be risky, especially in the face of economic downturns or geopolitical instability. By strategically targeting high-order countries, businesses can reduce their dependence on a single market, spreading risk and safeguarding their operations.

Lastly, the data obtained from studying order types can have a profound impact on product development. Understanding the types of orders and customer preferences in specific markets enables businesses to create products or services that resonate with local consumers. This customer-centric approach can result in increased sales and market share.