Amazon Sales 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

and help us to know what the customers really want.

OBJECTIVE

The objective of the project is to Analyze 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 are 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 AGGREMENT

❑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.

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INSIGHTS

1   **KPIS**

2   **Profit Wise Analysis**

3   **Revenue wise Analysis**

4   **Cost wise Analysis**

KPIS

44 M
TOTAL PROFIT

137.35M
TOTAL REVENUE

93M
TOTAL COST

513K
UNIT SOLD

10

PROFIT WISE 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)**
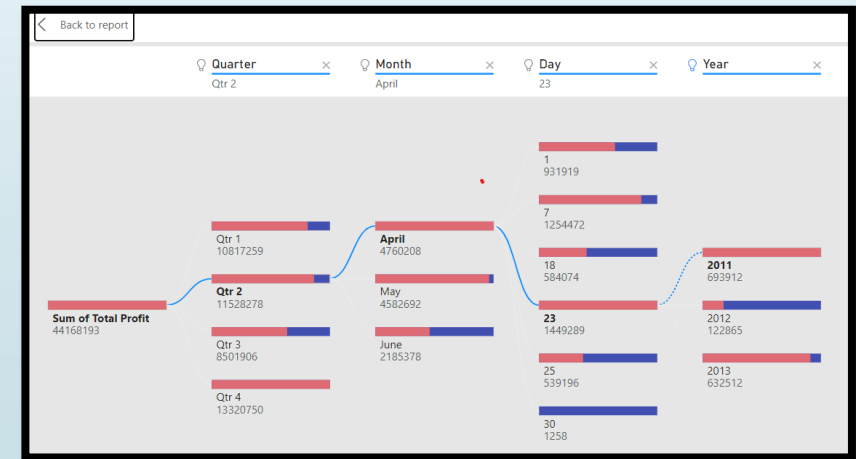
DJIBOUTI

TOTAL PROFIT- **2425318(2.43M)**

Profit Across Various Country

# Profit Distribution Year,Month,Quarter and Day wise

KEY INSIGHTS

According to the visual **Profit** is **Highest** in **fourth Quarter in the month of may on day 23, in the year 2013** and **Least** in **First Three.**

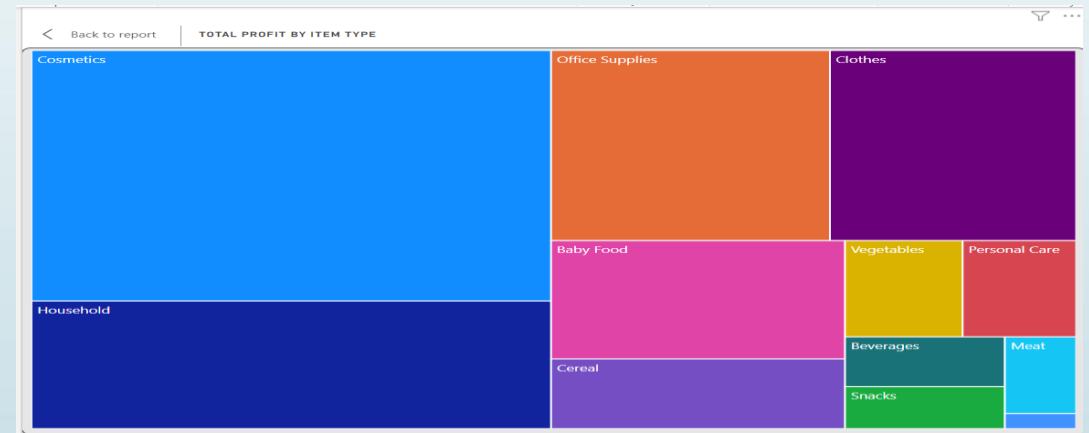# Top 5 Items by Profit %

KEY INSIGHTS

According to the visual we cansee the Items which has highest **Profit%** which is **Clothes** having **67.2%** and **Office Supplies has Lowest Profit%** having **19.4%**.
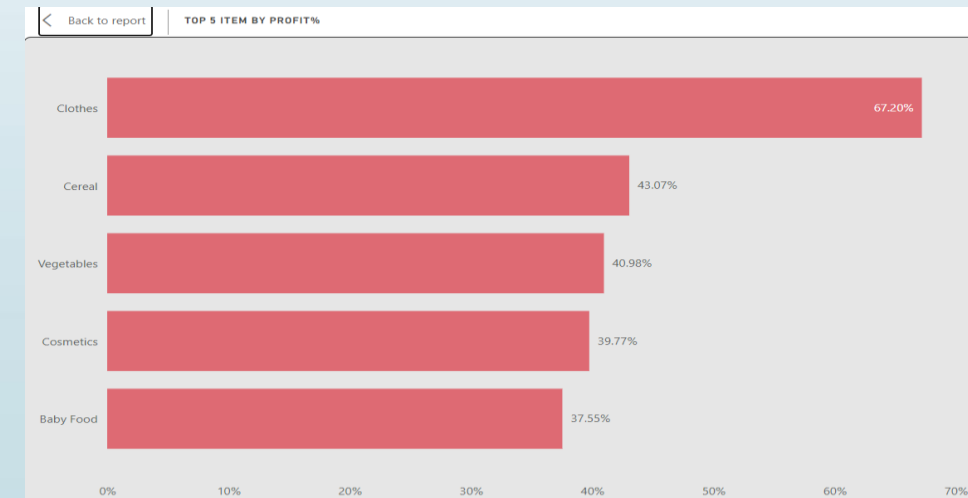
Total Profit by Item Type

KEY INSIGHTS

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

REVENUE WISE ANALYSIS

Revenue Contribution% by Item Type

KEY INSIGHTS

According to the visual we can see that the **Cosmetics** Item has the **Highest** Revenue Contribution % whereas has the clothes has **Lowest** Revenue Contribution %

Back to report   TOP 5 ITEM BY REVENUE%

Item Type	Revenue %
Cosmetics	31.77%
Office Supplies	26.55%
Household	25.94%
Baby Food	8.98%
Clothes	6.76%
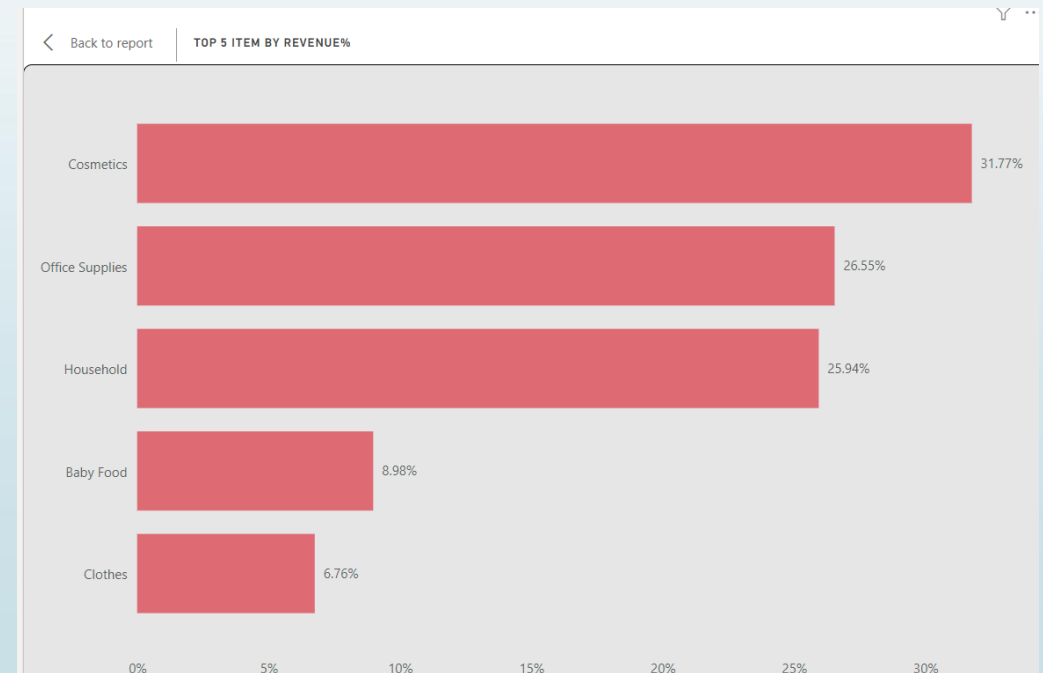
Total Cost and Total Revenue by Item Type

OFFICE SUPPLIES

TOTAL COST- **24.66M**

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

TOTAL COST AND REVENUE BY ITEM TYPE
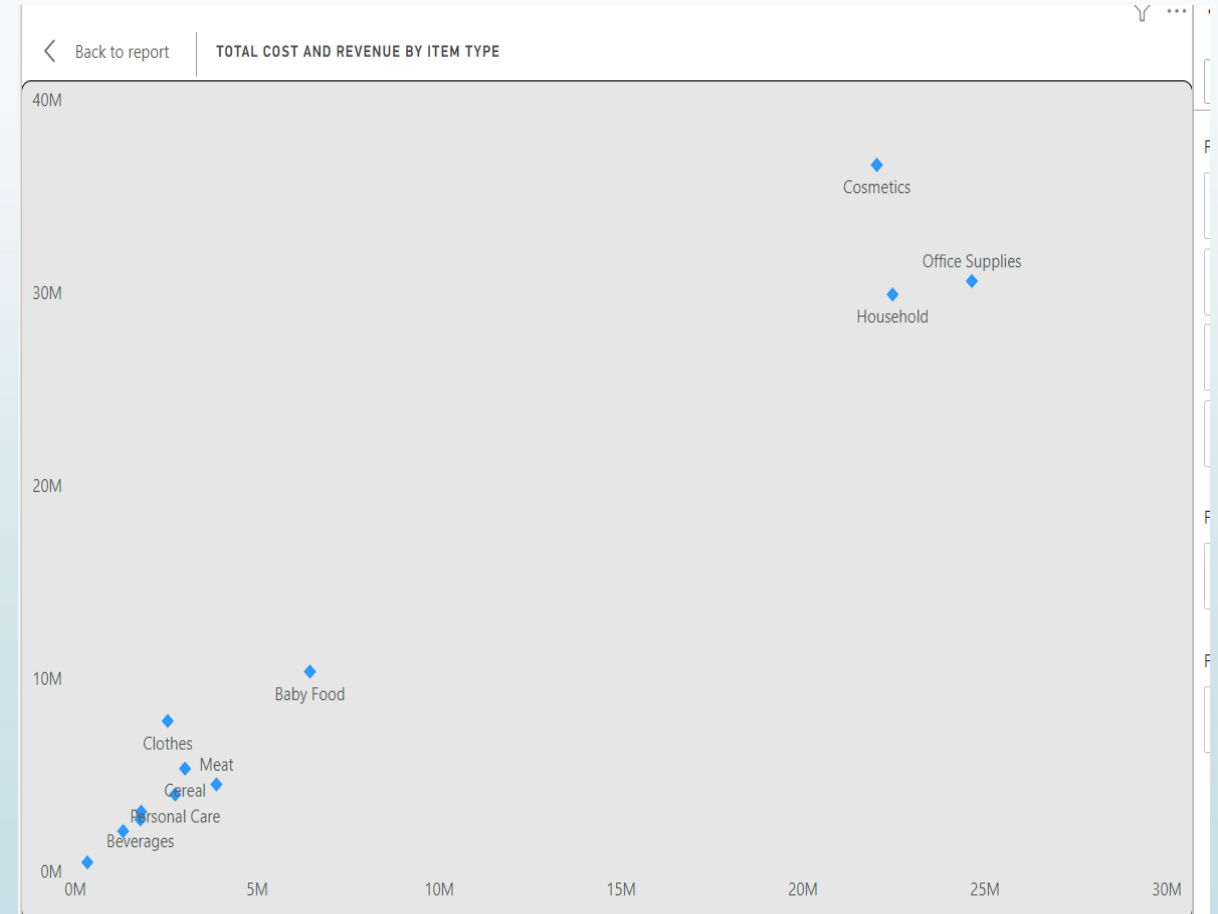
This Year and Last Year Revenue with Profit% by Year

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%.**

OVERALL ANALYSIS

Total Revenue and Cost by Year

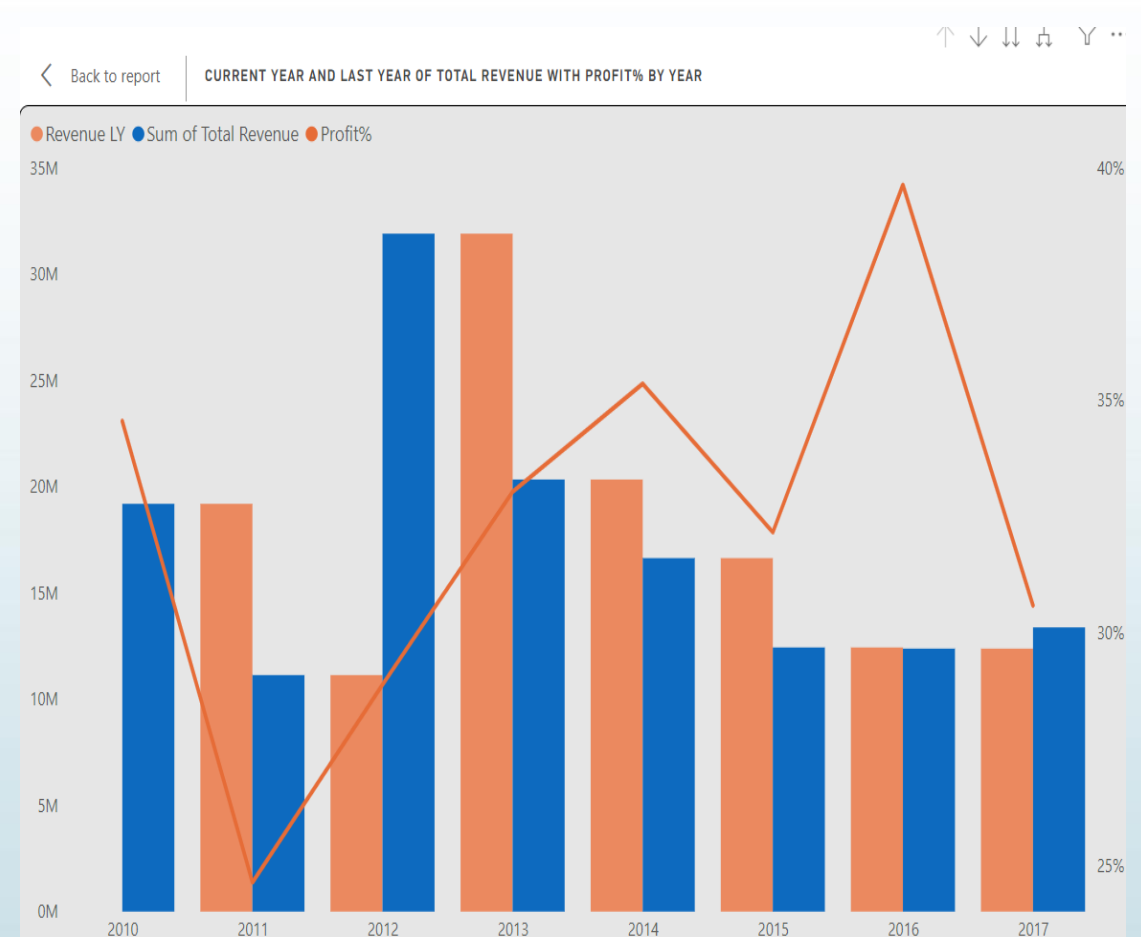### KEY INSIGHTS

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%.**
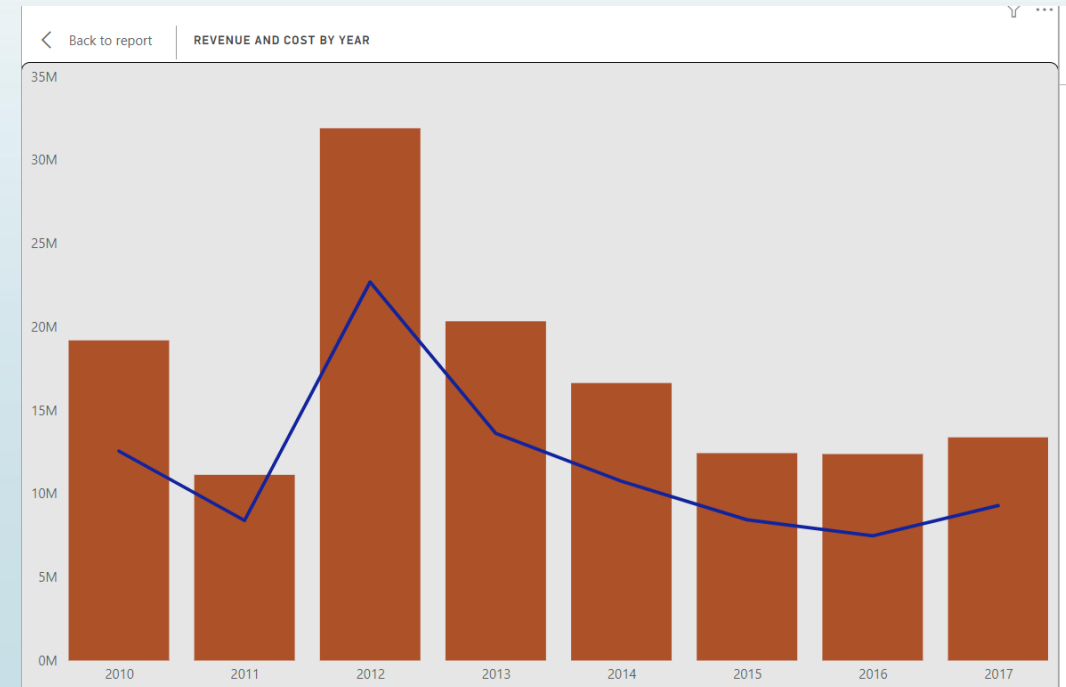
Back to report   REVENUE AND COST BY YEAR
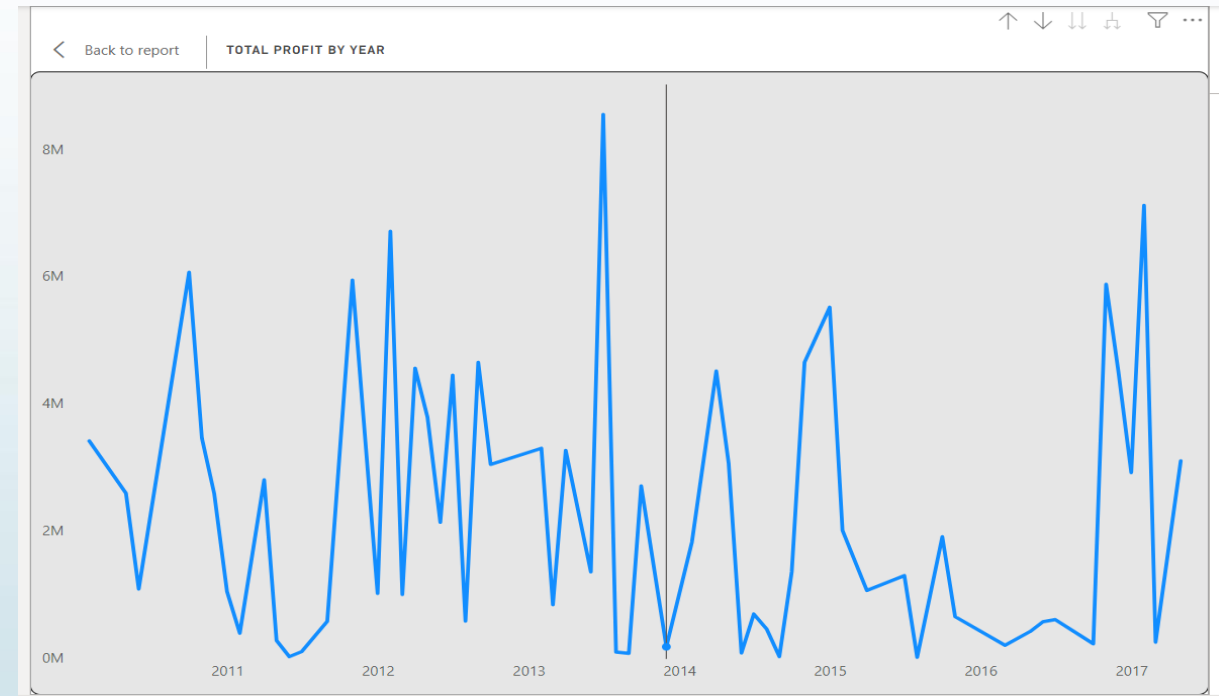
KEY INSIGHTS

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**.

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%**.

Country	Total Revenue	Total Profit	%GT Profit Contribution %	Profit%	%GT Rev
East Timor	24,92,526.00	337938	0.77%	13.56%	
Mauritania	8,24,432.00	159832	0.36%	19.39%	
Brunei	43,68,317.00	846885	1.92%	19.39%	
Lithuania	53,96,577.00	1046234	2.37%	19.39%	
Russia	11,58,503.00	224599	0.51%	19.39%	
Cameroon	38,51,031.00	781682	1.77%	20.30%	
Sierra Leone	30,97,359.00	649879	1.47%	20.98%	
Turkmenistan	58,22,036.00	1267258	2.87%	21.77%	
Bulgaria	27,79,199.00	626224	1.42%	22.53%	
Australia	24,89,933.00	576605	1.31%	23.16%	
Spain	30,15,903.00	747939	1.69%	24.80%	
Mozambique	35,86,605.00	889473	2.01%	24.80%	
Angola	27,98,046.00	693912	1.57%	24.80%	
United Kingdom	1,88,452.00	46736	0.11%	24.80%	
Honduras	63,36,545.00	1609947	3.65%	25.41%	
The Gambia	54,49,519.00	1385883	3.14%	25.43%	
Total	**13,73,48,765.00**	**44168193**	**100.00%**	**32.16%**	

Country	Total Revenue	Total Profit	%GT Profit Contribution %	Profit%	%GT Rev
Belize	6,00,821.00	403773	0.91%	67.20%	
Cape Verde	4,55,479.00	306098	0.69%	67.20%	
Fiji	10,82,418.00	727423	1.65%	67.20%	
Bangladesh	9,02,981.00	606835	1.37%	67.20%	
Cote d'Ivoire	3,80,513.00	255718	0.58%	67.20%	
Lebanon	8,61,564.00	579001	1.31%	67.20%	
Albania	2,47,956.00	166635	0.38%	67.20%	
Macedonia	8,56,974.00	575916	1.30%	67.20%	
Madagascar	8,02,334.00	539196	1.22%	67.20%	
Libya	6,74,635.00	450781	1.02%	66.82%	
Mali	1,51,360.00	79246	0.18%	52.36%	
Comoros	1,97,883.00	85224	0.19%	43.07%	
Senegal	13,56,180.00	584074	1.32%	43.07%	
Saudi Arabia	8,35,759.00	359941	0.81%	43.07%	
Grenada	5,76,783.00	248406	0.56%	43.07%	
Kyrgyzstan	19,103.00	7828	0.02%	40.98%	
Total	**13,73,48,765.00**	**44168193**	**100.00%**	**32.16%**	

Table Metrics

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%** to 0.03%.

Country	Total Revenue	Total Profit	%GT Profit Contribution %	Profit%	%GT Revenue Contribution
Djibouti	60,52,891.00	2425318	5.49%	40.07%	4.41%
Myanmar	61,61,258.00	1802771	4.08%	29.26%	4.49%
Pakistan	43,24,782.00	1719922	3.89%	39.77%	3.15%
Samoa	42,20,729.00	1678541	3.80%	39.77%	3.07%
Honduras	63,36,545.00	1609947	3.65%	25.41%	4.61%
Iceland	38,76,652.00	1541705	3.49%	39.77%	2.82%
Azerbaijan	44,78,800.00	1512927	3.43%	33.78%	3.26%
Switzerland	38,08,901.00	1512729	3.42%	39.72%	2.77%
Mexico	56,43,357.00	1457942	3.30%	25.83%	4.11%
Rwanda	52,53,769.00	1417494	3.21%	26.98%	3.83%
The Gambia	54,49,519.00	1385883	3.14%	25.43%	3.97%
Romania	34,58,252.00	1375312	3.11%	39.77%	2.52%
Turkmenistan	58,22,036.00	1267258	2.87%	21.77%	4.24%
Sri Lanka	30,39,414.00	1208744	2.74%	39.77%	2.21%
Iran	28,36,991.00	1128242	2.55%	39.77%	2.07%
Lithuania	53,96,577.00	1046234	2.37%	19.39%	3.93%
Total	13,73,48,765.00	44168193	100.00%	32.16%	100.00%

Country	Total Revenue	Total Profit	%GT Profit Contribution %	Profit%	%GT Rev
Kuwait	4,870.00	1258	0.00%	25.83%	
New Zealand	20,405.00	5271	0.01%	25.83%	
Kyrgyzstan	19,103.00	7828	0.02%	40.98%	
Syria	35,305.00	9119	0.02%	25.83%	
Slovakia	26,344.00	10795	0.02%	40.98%	
Kiribati	50,363.00	13009	0.03%	25.83%	
Malaysia	58,471.00	15103	0.03%	25.83%	
Lesotho	89,624.00	23150	0.05%	25.83%	
United Kingdom	1,88,452.00	46736	0.11%	24.80%	
South Sudan	1,73,676.00	53252	0.12%	30.66%	
Slovenia	2,21,117.00	72976	0.17%	33.00%	
Niger	2,46,416.00	75556	0.17%	30.66%	
Mali	1,51,360.00	79246	0.18%	52.36%	
Comoros	1,97,883.00	85224	0.19%	43.07%	
Democratic Republic of the Congo	2,72,410.00	89904	0.20%	33.00%	
Portugal	3,24,971.00	122030	0.28%	37.55%	
Total	13,73,48,765.00	44168193	100.00%	32.16%	

Overall Analysis

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%** To 0.03%.

Country	Total Revenue	Total Profit	%GT Profit Contribution %	Profit%	%GT Revenue Contribution%
Honduras	63,36,545.00	1609947	3.65%	25.41%	4.61%
Myanmar	61,61,258.00	1802771	4.08%	29.26%	4.49%
Djibouti	60,52,891.00	2425318	5.49%	40.07%	4.41%
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Malaysia	58,471.00	15103	0.03%	25.83%	
Lesotho	89,624.00	23150	0.05%	25.83%	
Mali	1,51,360.00	79246	0.18%	52.36%	
South Sudan	1,73,676.00	53252	0.12%	30.66%	
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