

Problem Statement: Amazon Product Sales Performance Analysis

Objective:

Amazon seeks to optimize its product sales and customer engagement by understanding sales trends, product performance, and customer feedback across various product categories. Despite achieving a Year-To-Date (YTD) sales figure of **\$2.18 million** and gathering **19.42 million reviews**, there are significant variances in sales performance and customer engagement across product types.

Business Challenge:

The company lacks a consolidated view to:

- Identify underperforming product categories.
- Determine the key drivers behind top-performing products.
- Understand how reviews correlate with sales.
- Track seasonal or quarterly sales fluctuations for demand forecasting.
- Pinpoint weekly trends to plan marketing or inventory strategies effectively.

Key Questions to Address:

1. Which product categories contribute the most and least to total sales and why?
2. What are the top-selling and most-reviewed individual products?
3. How do sales vary across months and weeks, and what patterns emerge?
4. Is there a relationship between high review counts and high sales?
5. How can product performance insights drive targeted promotional campaigns?

Goal:

To build a data-driven strategy for improving sales performance, optimizing inventory, and enhancing customer satisfaction by leveraging insights from the sales and reviews data.