



# Project on Amazon Sales

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# DATASET OVERVIEW :

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. Do ETL: Extract-Transform-Load some Amazon dataset and find for me Sales-trend -> month-wise, year-wise, yearly month-wise.

Tools Used

Microsoft Excel

Microsoft Power BI





# DATASET FEATURES :



- Unit Solid
- Unit Price
- Unit Cost
- Total Revenue
- Total Cost
- Total Profit



# KEY METRICS

Sum of Total Cost  
93.18M

Sum of Total Revenue  
137.35M

Sum of Total Profit  
44.17M

Sum of Unit Cost  
19.10K

Sum of Unit Sold  
513K

Sum of Unit Price  
27.68K



93.18M

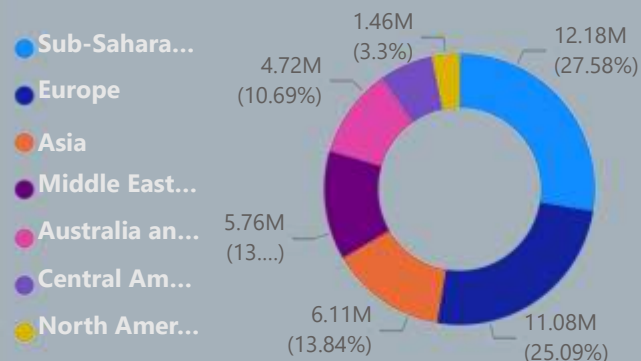
Sum of Total Cost

## AMAZON SALES DASHBOARD

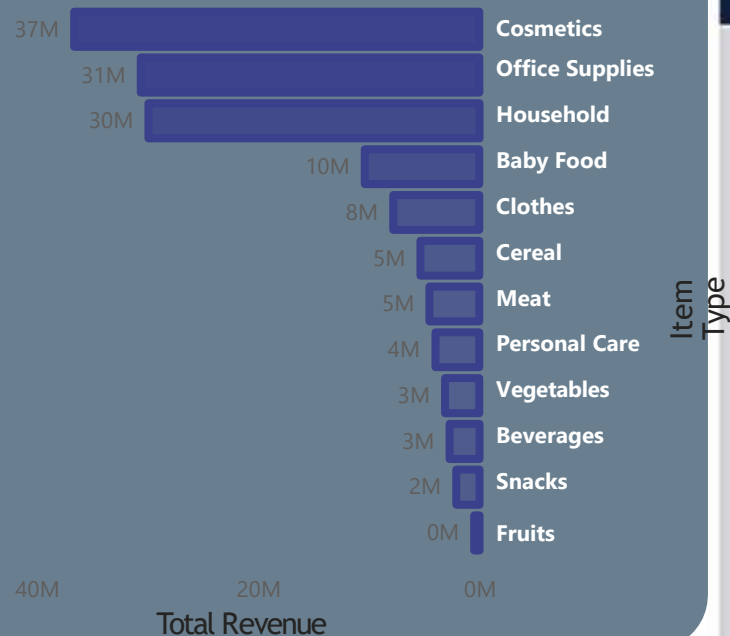
Sales Channel

All

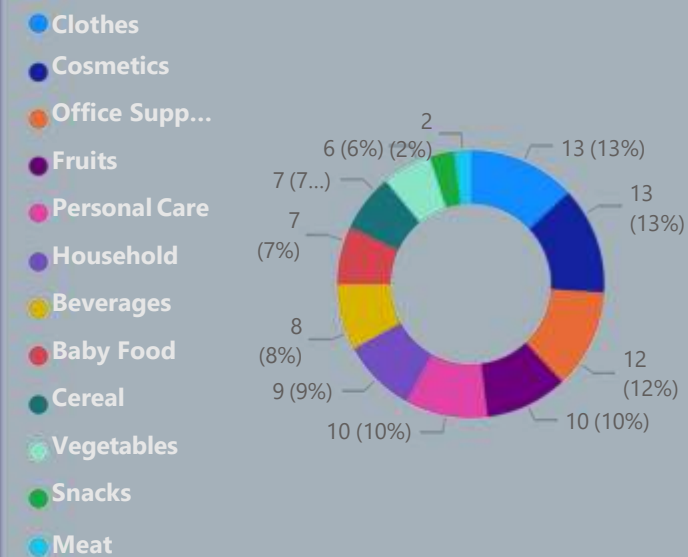
Total Profit by Region



Total Revenue by Item Type



Item Type by Country



27.68K

Sum of Unit Price

19.10K

Sum of Unit Cost

513K

Sum of Units Sold

137.35M

Sum of Total Revenue

44.17M

Sum of Total Profit



# FINDINGS:

## Profit by Top 6 Countries:

- Pakistan - 3.44M
- Switzerland
- Honduras - 2.9M
- Mexico
- Rwanda - 2.83M
- Myanmar

## Top 3 Item Type by Country of Profit:

- Beverages
- Cosmetics
- Office Supplies

# FINDINGS:

ONLINE		OFFLINE	
SUM OF TOTAL COST	39.01M	SUM OF TOTAL COST	54.17M
SUM OF TOTAL REVENUE	58.25M	SUM OF TOTAL REVENUE	79.09M
SUM OF TOTAL PROFIT	19.25M	SUM OF TOTAL PROFIT	24.92M
SUM OF UNIT PRICE	12.14K	SUM OF UNIT PRICE	15.54K
SUM OF UNIT COST	8.26K	SUM OF UNIT COST	10.84K
SUM OF UNIT SOLD	236K	SUM OF UNIT SOLD	277K



Asia

Australia and Oceania

Central America and...

Europe

Middle East and Nort...

North America

Sub-Saharan Africa

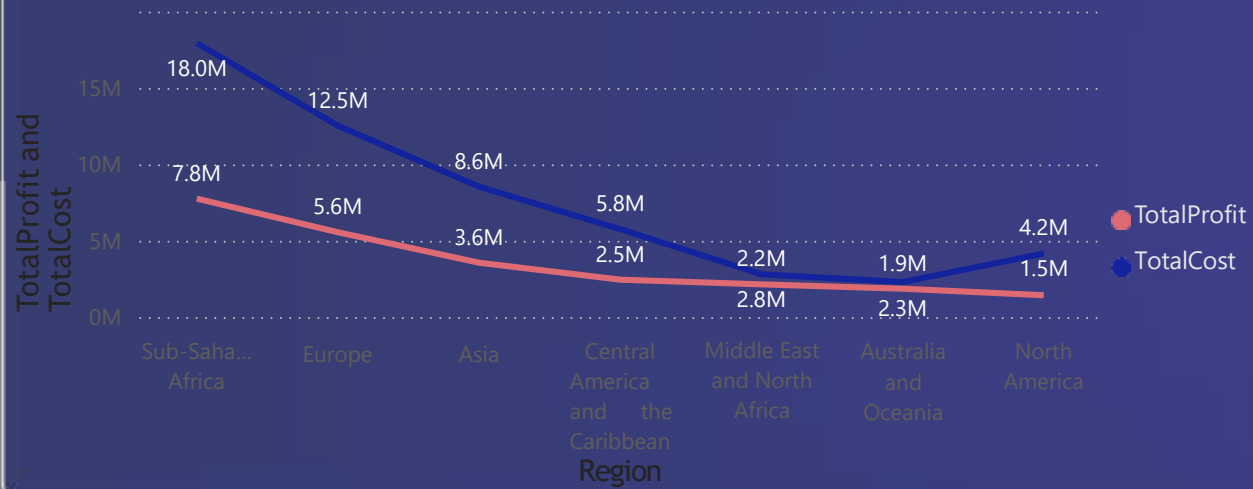


Sales Channel

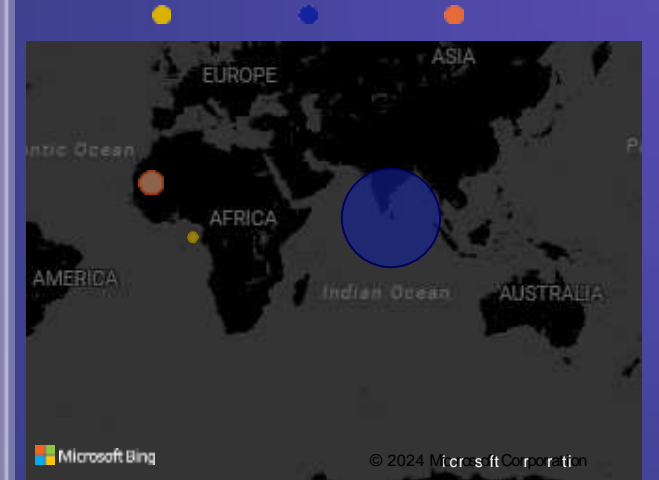
Offline

Online

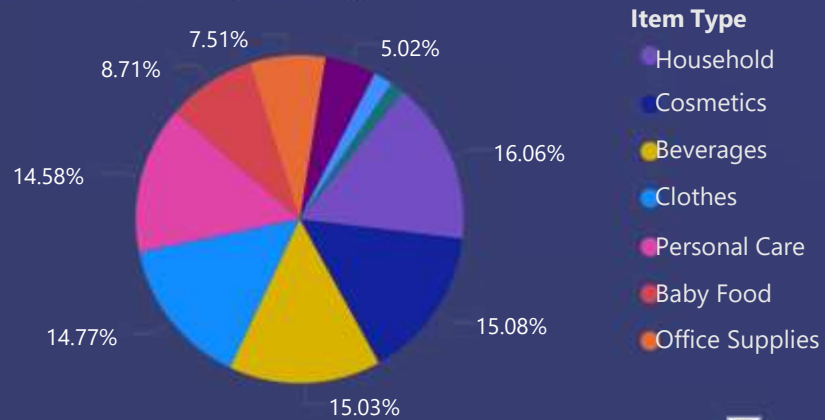
TotalProfit and TotalCost by Region



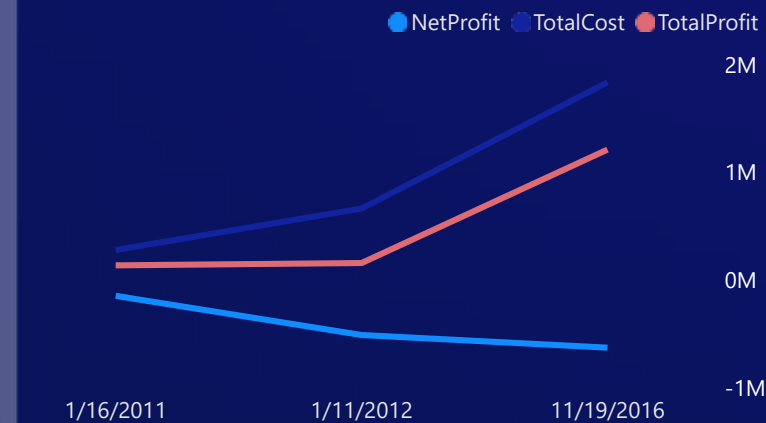
Profit by Top 6 Countries



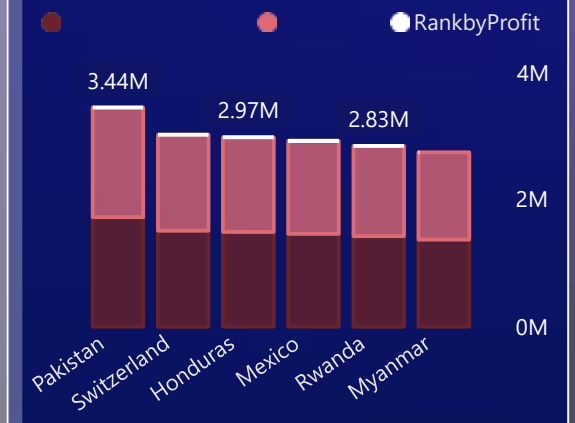
Sum of Units Sold by Item Type



Net Profit



Profit by Top 6 Countries





# Findings

## Offline :

The top 3 total revenue categories by item type are office supplies, cosmetics, and household goods. Thus, the top three nations are The Gambia, Sierra Leone, and Mexico. Asia, Europe, and Sub-Saharan Africa are the top three regions with that.

The top 6 nations in terms of Net profit between 16/1/2011 and 19/11/2016 are Pakistan, Switzerland, Honduras, Mexico, Rwanda, and Myanmar. The graphs show a downward trend for total profit and total cost by region in sub-Saharan Africa and an upward trend for North America, with all seven areas shown offline.

## Online:

By kind of goods, cereal, office supplies, and cosmetics make up the top three overall revenue categories. Thus, Azerbaijan, Bulgaria, and Djibouti are the top three countries.

From October 27, 2015, to January 14, 2017, Net profit increased without declining. Samoa, Iceland, Azerbaijan, Romania, Djibouti, and Iran are therefore the top six nations.

Country	TotalProfit
Total	4,41,68,198.40
Zambia	2,25,246.90
United Kingdom	46,735.86
Tuvalu	9,51,410.50
Turkmenistan	12,67,258.40
The Gambia	13,85,883.27
Syria	9,119.44
Switzerland	15,12,729.45
Sri Lanka	12,08,744.24
Spain	7,47,939.49
South Sudan	53,252.50
Solomon Islands	2,85,087.64
Slovenia	72,975.60
Slovakia	10,795.23
Sierra Leone	6,49,879.30
Senegal	5,84,073.87
Saudi Arabia	3,59,941.17
Sao Tome and Principe	1,76,193.13
San Marino	4,55,335.00
Samoa	16,78,540.98
Rwanda	14,17,493.49
Russia	2,24,598.75
Romania	13,75,311.70
Republic of the Congo	1,52,114.20
Portugal	1,22,029.78
Pakistan	17,19,922.04
Norway	7,94,398.84
Niger	75,555.90
Nicaragua	1,27,722.96
New Zealand	5,270.67
Myanmar	18,02,771.70
Mozambique	8,89,472.91
Mongolia	1,22,819.06
Monaco	8 25 738 04

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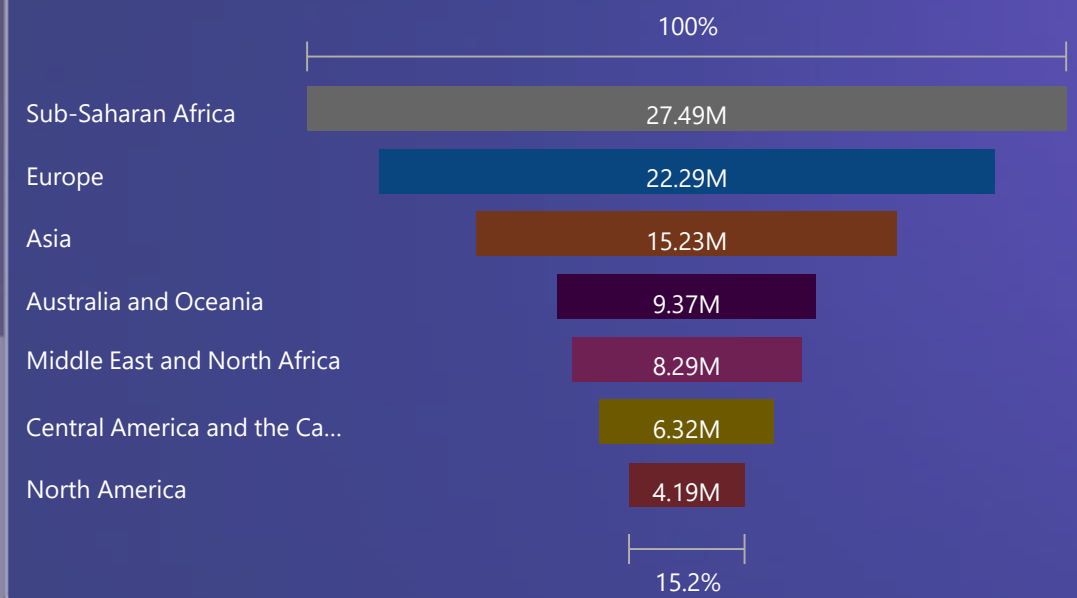
Count of Order ID

Sales Channel

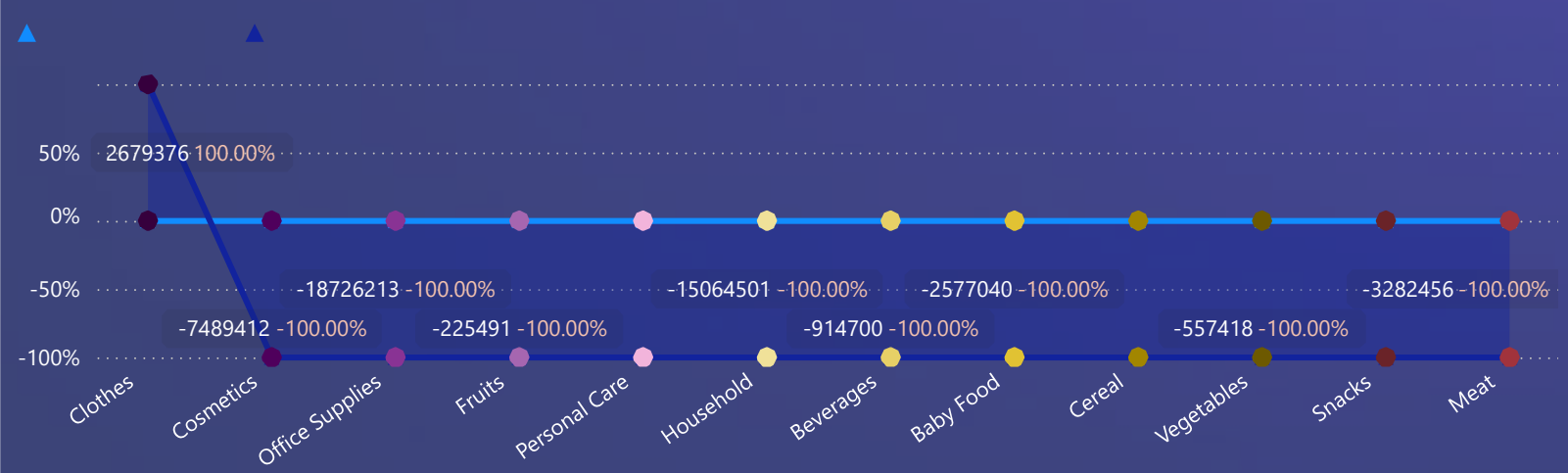
Offline

Online

Sum of Total Cost by Region



Count of Order ID and NetProfit by Item Type







THANK YOU