# Amazon India Sales Analysis (Python Project)

## Objective:

As a data analyst, I undertook this project to analyze the sales data of an apparel company selling its products on Amazon.

## Preliminary Data:

The dataset contained information on various aspects of the sales, such as product category, size, quantity, amount, shipping details, and more. It had 128,976 rows and 21 columns initially.

## Process:

1. Imported necessary libraries and read the dataset into a pandas DataFrame.
2. Dropped rows with null values, reducing the number of rows to 37,514.
3. Converted data types of 'ship-postal-code' to integers and 'Date' to datetime format.
4. Analyzed customer preferences for product sizes through bar plots and grouping data by 'Size'.
5. Explored courier status and order status through a countplot.
6. Studied product categories through a histogram of the 'Category' column.
7. Checked the proportion of B2B buyers versus retailers using a pie chart.
8. Analyzed the geographical distribution of sales through countplots of the 'ship-state' column.

## Challenges:

1. Handling null values in the dataset.
2. Converting data types of certain columns for better analysis.

## Recommendations:

1. Focus on producing and stocking more 'M' size apparel, especially T-shirts, to meet the high demand.
2. Strengthen logistics and courier partnerships to ensure efficient product delivery.
3. Explore growth opportunities in the top-performing states, particularly Maharashtra, to further expand the customer base.
4. Consider targeting the B2B market segment, as it currently contributes a minimal share of sales.
5. Continuously monitor and analyze sales data to identify emerging trends and make informed business decisions.

Learning:

This project provided valuable insights into the company's sales performance, customer preferences, and potential areas for growth and improvement. It helped me gain practical experience in data analysis, visualization, and deriving meaningful insights from data to support business decisions.