Amazon Sales Data Analysis

UMAV Project 1

Introduction

- In today's highly competitive e-commerce landscape, understanding sales data is crucial for businesses to make informed decisions, optimize strategies, and drive growth.
- Amazon, as one of the world's largest online retailers, generates vast amounts of sales data daily.
- Analyzing this data provides valuable insights into consumer behavior, product performance, market trends, and overall business performance.
- Amazon sales data analysis involves examining various aspects of sales data to uncover patterns, trends, and actionable insights.
- This analysis enables stakeholders, including Amazon itself, sellers on the platform, and investors, to understand the dynamics of Amazon's sales ecosystem and identify opportunities for improvement and growth.
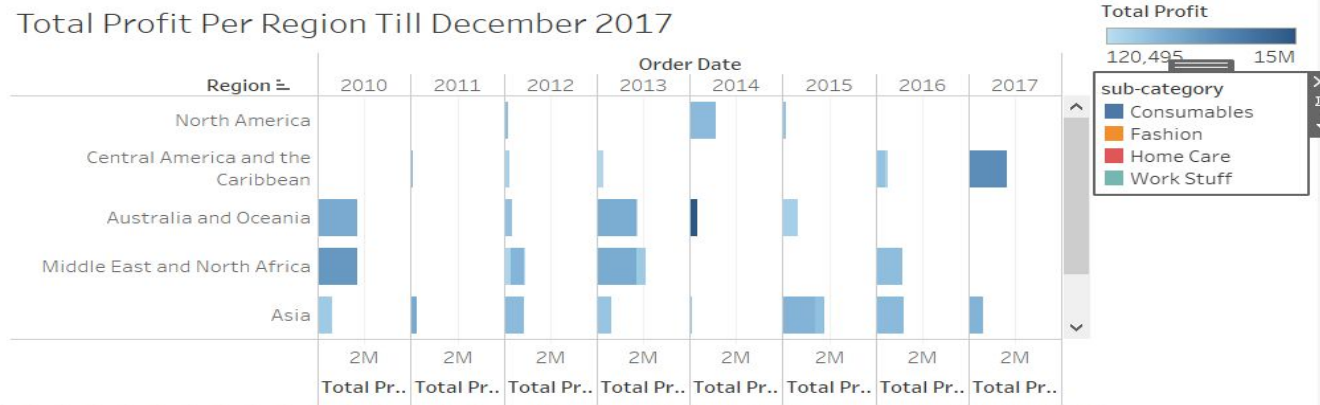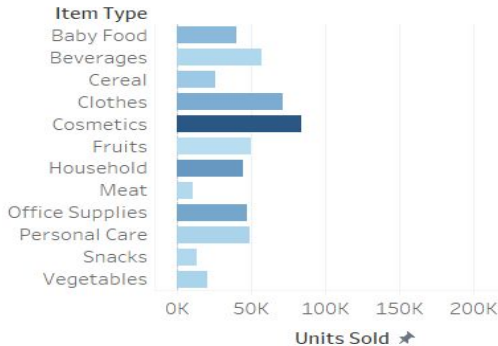
Details About The Dataset

Fields

Type	Field Name	Physical Table	Remote Field Name
Abc	Region	Amazon Sales data	Region
⊕	Country	Amazon Sales data	Country
Abc	Item Type	Amazon Sales data	Item Type
📅	Order Date	Amazon Sales data	Order Date
#	Units Sold	Amazon Sales data	Units Sold
#	Unit Price	Amazon Sales data	Unit Price
#	Unit Cost	Amazon Sales data	Unit Cost
#	Total Revenue	Amazon Sales data	Total Revenue
#	Total Cost	Amazon Sales data	Total Cost
#	Total Profit	Amazon Sales data	Total Profit
=Abc	sub-category	Calculation	Calculation_1142506995679...

Sales Data DashBoard

Total Profit Per Region Till December 2017

Total Profit

120,495   15M

sub-category
- Consumables
- Fashion
- Home Care
- Work Stuff

Region	Order Date							
	2010	2011	2012	2013	2014	2015	2016	2017
North America								
Central America and the Caribbean								
Australia and Oceania								
Middle East and North Africa								
Asia								

2M	2M	2M	2M	2M	2M	2M	2M
Total Pr..	Total Pr..	Total Pr..	Total Pr..	Total Pr..	Total Pr..	Total Pr..	Total Pr..

Profit Analysis on Each Item

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

0K   50K   100K   150K   200K

Units Sold 📌

Most Sold Unit In Each Category

Order Date

100K
80K
60K
40K
20K
0K

Units Sold

2010 2011 2012 2013 2014 2015 2016 2017

Thank You.