

Amazon Sales Analysis

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The problem

Company

Amazon, is a multinational technology company based in Seattle, Washington.

- It is engaged in e-commerce, digital streaming, cloud computing, advertising, etc.

Context

Sales Management is very important for e-commerce company to sustain in market.

- To stand out in the competition it is important to manage sales to meet demands according to that region or nation.

Problem statement

Finding key metrics and meaningful relationship between attributes to efficiently handle sales.

- By reducing costs, increasing profits and improving methods of distribution based on demand.



Challenges deep-dive

Challenge 1

Data Processing

Data needs to be cleaned and check for abnormalities like outliers. Discovering trends and arranging data as per requirements.

Challenge 2

Data Context

Figuring out how data to be manipulated, on what basis data needs to be rearranged. To know key factors in data and understand their relationships.

Challenge 3

Data Analysis

To improve sales of products which are not performing and to meet the demand of products that are highly performing. To know strong regions and seasonal sales.



Solution

More premium subscribers

- Finding out nulls and outliers.
- Using statistical hypothesis to fill null data.
- Exploratory Analysis of data to verify hypothesis.
- Detailed study of outliers, to not to miss important trends.
- Rearranging data by centering data around key attributes.
- Visualising data based on the trends and relations observed.



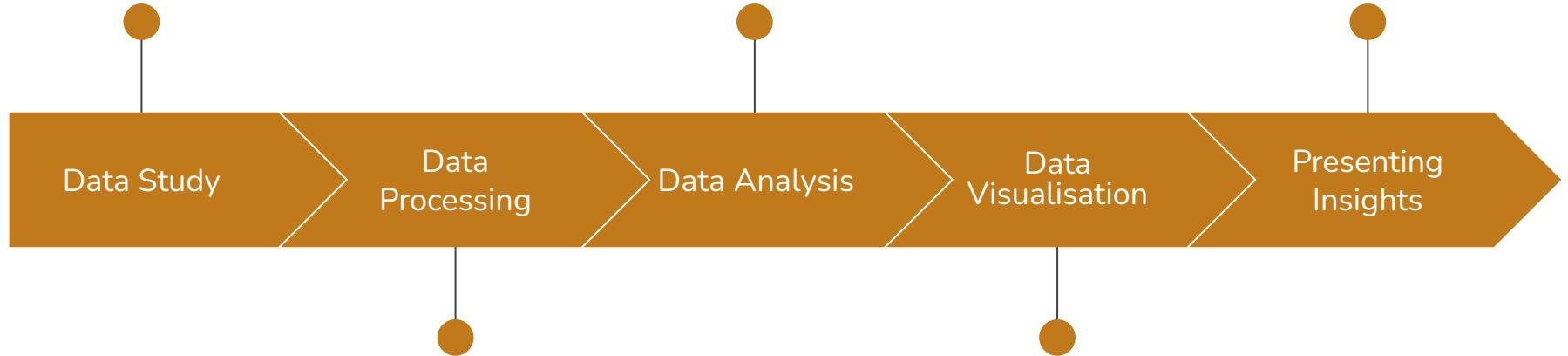
Implementation



Observing data by its attributes, data types and understand complete picture.

Analysing data based on key attributes and finding key metrics and trends.

Presenting key findings and important points to use and implement findings effectively.

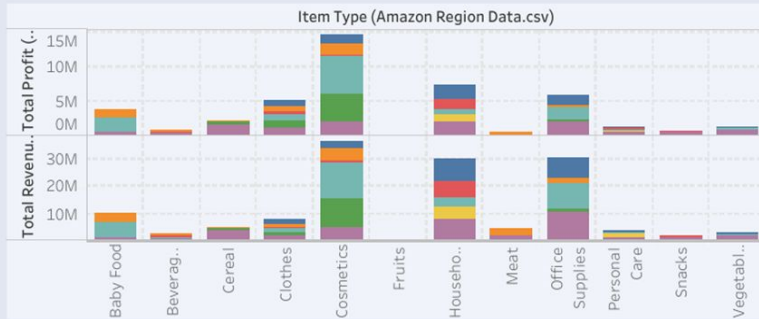


Finding if nulls present and identifying outliers and preparing data for analysis.

Visualising trends and communicating the insights through graphs and charts for detailed understanding.

Regional Sales Dashboard

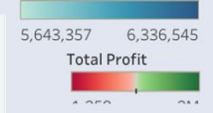
Sales in Continents



Map of Sales



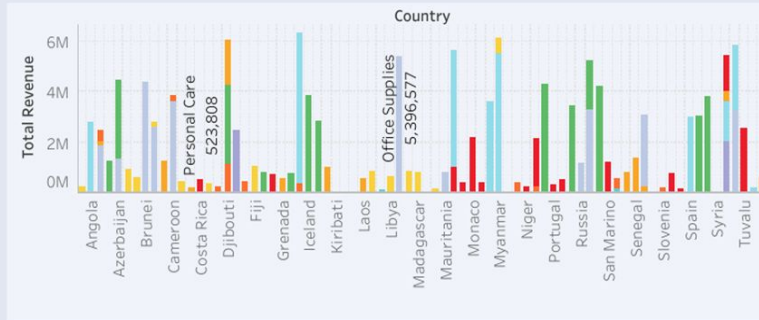
Total Revenue



Region (Amazon Re..)

- Asia
- Australia and ..
- Central Americ..
- Europe
- Middle East an..

Sales in Countries



Top 5 Revenue Countries

Country	Region	Total Revenue (M)
Honduras	Central America and the Caribbean	6,336,545
Myanmar	Asia	6,161,234
Djibouti	Sub-Saharan Africa	6,052,890

Top 5 Profit Countries

Country	Region	Total Profit (M)
Djibouti	Sub-Saharan Africa	2,425,340
Myanmar	Asia	1,802,780
Honduras	Central America and the Caribbean	1,609,920

Bottom 5 Revenue Countries

Country	Region	Total Revenue (M)
Syria	Middle East and North Africa	35,305
Slovakia	Europe	26,344
New Zealand	Australia and Oceania	20,405
Kyrgyzstan	Asia	19,103

Bottom 5 Profit Countries

Country	Region	Total Profit (M)
Kuwait	Middle East and North Africa	1,000
Kyrgyzstan	Asia	7,000
New Zealand	Australia and Oceania	5,000

Region

- ✓ Asia
- ✓ Australia and Oceania
- ✓ Central America and the Caribbean
- ✓ Europe
- ✓ Middle East and North Africa
- ✓ North America
- ✓ Sub-Saharan Africa

Item Type

- ✓ Baby Food
- ✓ Beverages
- ✓ Cereal
- ✓ Clothes
- ✓ Cosmetics
- ✓ Fruits

Yearly Sales Dashboard

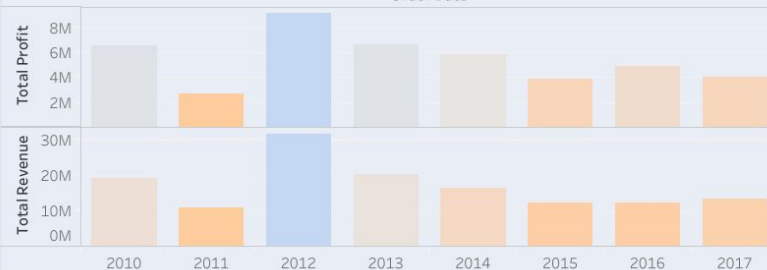
Yearly Sales



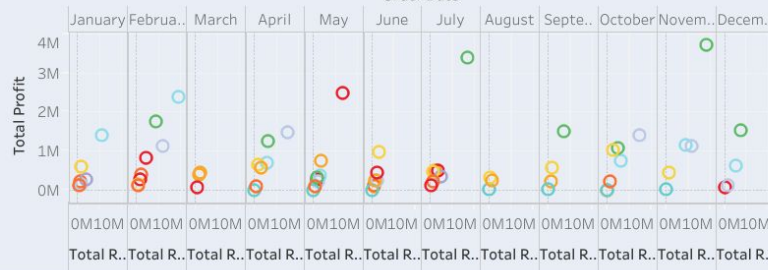
Cummulative Monthly Sales(\$)



Order Date

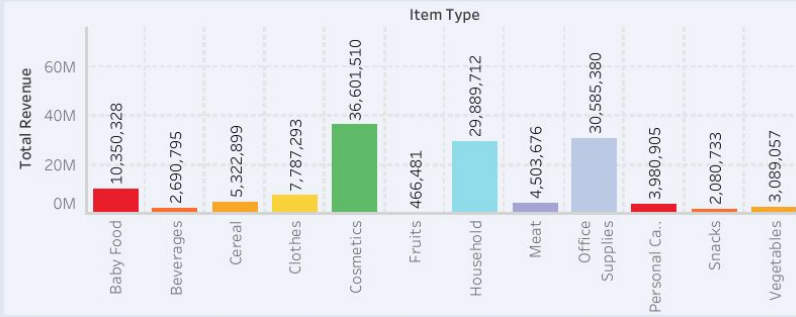


Order Date

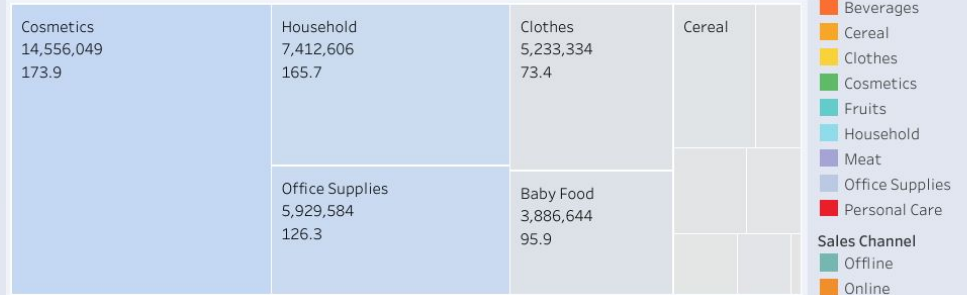


Product Sales Dashboard

Product - Revenue(\$)



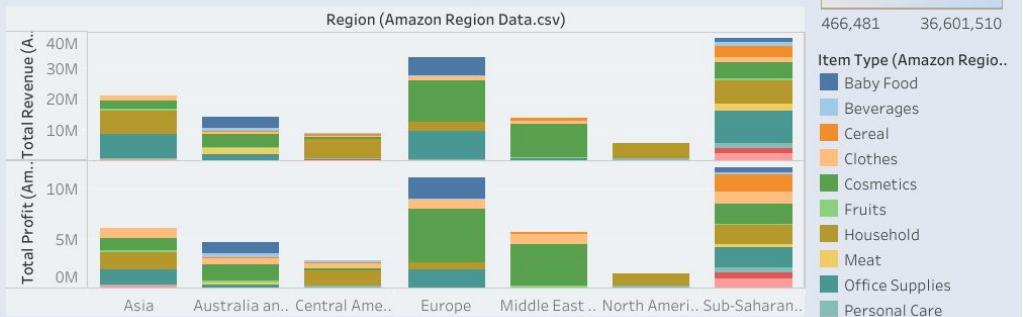
Product Profit(\$)



Orders Sales Channel



Regional Revenue





Insights

- It is found that Africa and Europe are major revenue sources and profit making regions.
- It is observed that March and August sales are very low so providing deals and managing costs may help in increasing sales and cutting cost.
- We find household items are sold only through offline mode, so bringing technical advances may help increasing revenue and profits in that category.
- It is important to boost sales of food items.
- Asia and Australia regions are potential to increase revenue by introducing different products.

