

Amazon Sales Analysis

Technologies: Data Science

Domain: E-commerce

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Problem Statement



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.

Objective

- Perform EDA (Exploratory data Analysis)
- Find key metrics and factors and show the meaningful relationships between attributes.

Given

Amazon Data set

Tools Used

Power BI and python



Key Points

Questions



- What are the total sales (revenue) and total profit over the entire period?
- Which regions generate the highest and lowest sales and profits?
- Which item types are the best and worst sellers in terms of units sold, revenue, and profit?
- How do sales and profits compare between online and offline sales channels?
- What is the distribution of sales channels across different regions and item types?
- How do order priorities (High, Medium, Low, Critical) affect sales and profit?
- Which region has the highest orders with different priorities?

- Overall **Total Profit:** 11.13M
Overall **Total Revenue:** 2.74M
- **Highest Region: Sub Saharan**
Total Revenue: 2.74M
Total Profit: 11.13M
- **Lowest Region: North America**
Total Revenue: 5.46M
Total Profit: 1.46M
- **Best Product/Item: Cosmetics**
Total Revenue: 2.74M
Total Profit: 11.13M
Units Sold: 84K
- **Worst Product/Item: Meat**
Total Revenue: 4.50M
Total Profit: 610.61K
Units Sold: 84K

- **Highest Sales**
Channel(Offline/Online):
Offline
Total Revenue: 57.59% - 79M
Total Profit: 56.42% - 25M
- **Highest Sales**
Channel(Offline/Online)
Regionally: **Sub Saharan**
Offline
Total Revenue: 26M
Online
Total Revenue: 14M
- **Highest Sales**
Channel(Offline/Online) by
Product: Cosmetics
Offline
Total Revenue: 18M
Online
Total Revenue: 18M

- **Highest Order Priority: H (High)**
Total Revenue: 35.49% - 48.75M
Total Profit: 38.24% - 16.89M
- **Highest Order priority**
Regionally: **Sub Saharan**
H (HIGH)
Total Revenue: 11.5M
M(MEDIUM)
Total Revenue: 13.8M
L(LOW)
Total Revenue: 11.7M
C(CRITICAL)
Total Revenue: 2.6M

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Key Insights

SOLUTION/ANSWER .



Python

Perform EDA (Exploratory Data Analysis) and save the Revised data set

- In the given dataset, the 'Order Date' and 'Ship Date' columns were initially in string format. Converted them to datetime datatype using Python.
- Checked for null and duplicate values in the dataset. Found none.
- Downloaded the revised dataset.



Power BI

Visualize the Revised Data set in
Power BI



Thank you

