Amazon Sales Analysis

Technologies: Data Science

Domain: E-commerce

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Problem Statment



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 SalesChannel(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 priorityRegionally: Sub SaharanH (HIGH)

Total Revenue: 11.5M

M(MEDIUM)

Total Revenue: 13.8M

L(LOW)

Total Revenue: 11.7M

C(CRITICAL)

Total Revenue: 2.6M

Key Insights

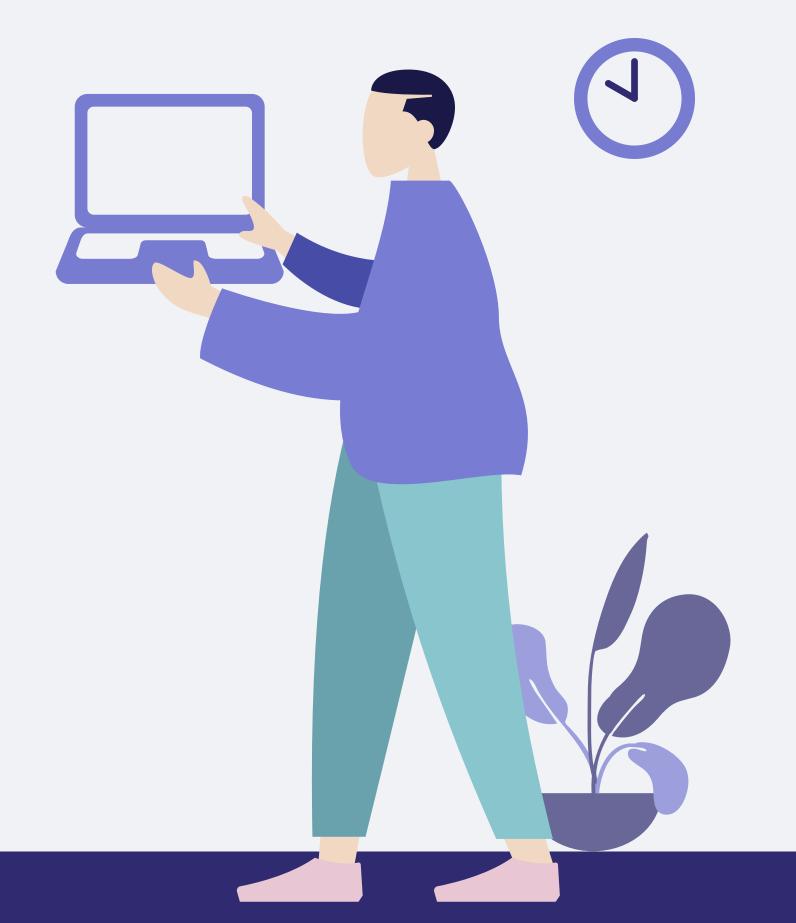
SOLUTION/ANSWER.



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



















































