AMAZON SALES ANALYSIS REPORT

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Project Goal:

Conduct a comprehensive analysis of the data & extract actionable insights to support business decision making.

Key Questions:

1. Sales overview:- Understand the overall sales performance ,trends, patterns over time.

2. Product Analysis:- Analyze the distribuon of product categories, sizes, and quantity sold to identify popular Products.

3. Fulfillment Analysis: Investigate the fulfillment methods used and their effectiveness in delivering orders

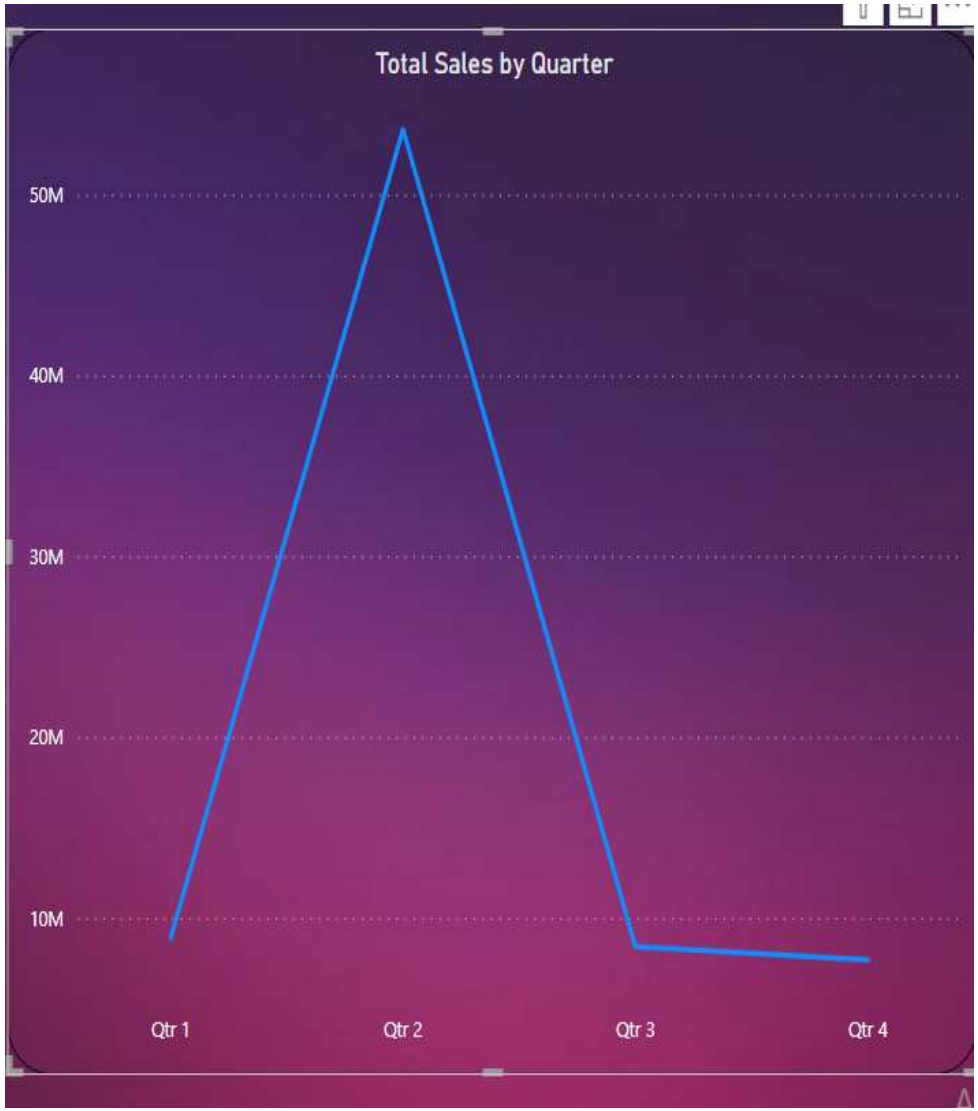
4. Customer Segmentaon: Segment customers based on their buying behaviour, location, and other relevant Factors.

5. Geographical Analysis: Explore the geographical distribution of sales, focusing on states and Cities.

6. Business Insights: Provide actionable insights and recommendations based on the analysis to optimize sales strategies, improve customer satisfaction, and enhance overall business performance.

Findings & Insights

1. Sales overview:- Understand the overall sales performance ,trends, patterns over time.

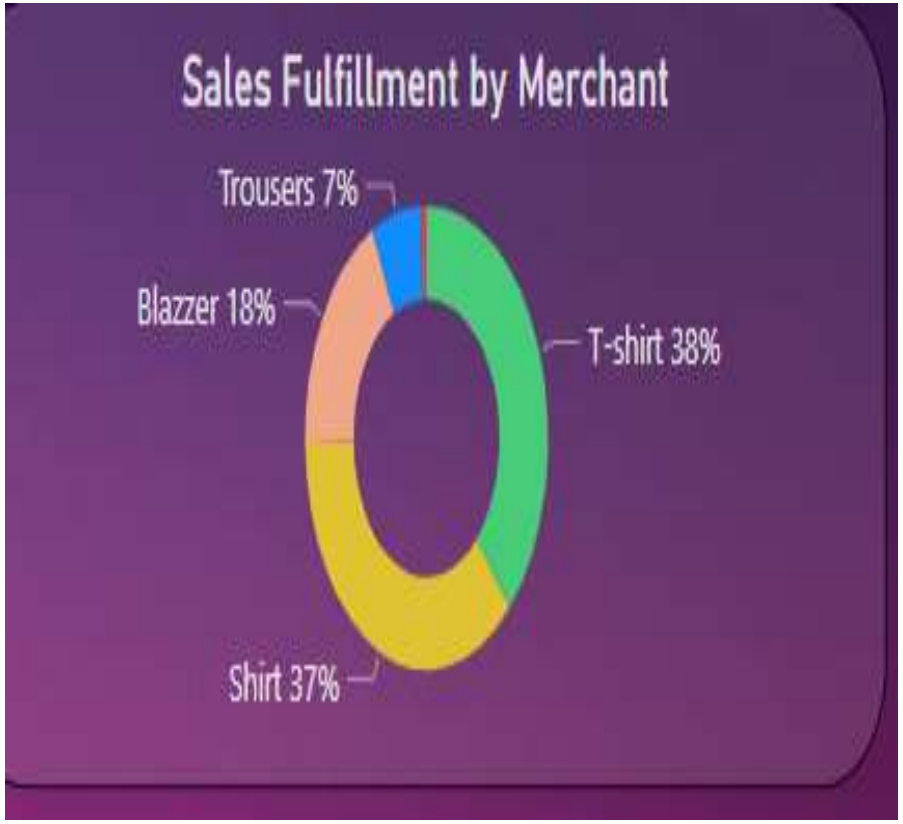


- The highest sale found in a 2nd quarter i.e 8.91million.
- The lowest sale found in a 4th quarter i.e 7.69 million.

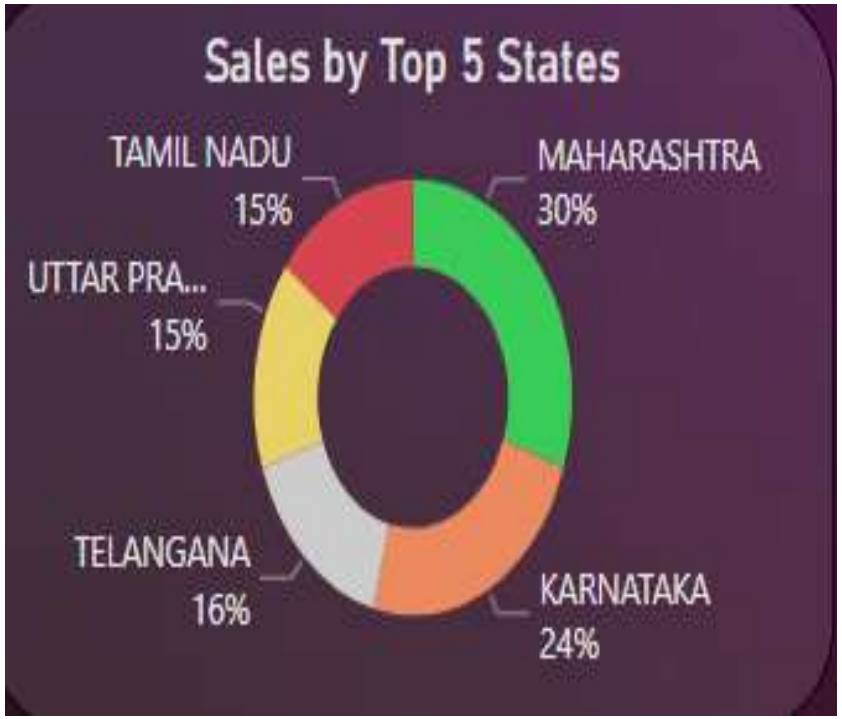
2. Product Analysis:- Analyze the distribuon of product categories, sizes, and quantity sold to identify popular Products.

- The most popular product is T Shirt.
- The Maximum T Shirt sold is M size.
- Total quantity sold by M size is 8362.

3. Fulfillment Analysis: Investigate the fulfillment methods used and their effectiveness in delivering orders



4. Customer Segmentaon: Segment customers based on their buying behaviour, locations, and other relevant Factors.



- The maximum sale found in maharashtra i.e 30.26% of total sales.
- Bangluru has the highest sales compared to other cities.

. Geographical Analysis: Explore the geographical distribuon of sales, focusing on states and Cities.

Recommended Actions:-

- Focus on the products like Perfume, Blazzers, Trousers because these products has lower sales.
- Track sales of cities like Delhi, Chennai in order to improve sales amount.
- We need to improve sales in sates like Tamil nadu, Uttar Pradesh, Telangana.

Amazon Sales Analysis Dashboard

Thank you!