



Amazon Sales Analysis

INTRODUCTION + PROBLEM STATEMENT

- Amazon's vast marketplace offers a wealth of data that can unlock significant growth opportunities.
- Sales management today is the most important function in a commercial and business enterprise.
- This sales analysis explores the patterns and factors to increase profit and decrease the cost spend on products.



Programming Language: PYTHON

Software: TABLEAU PUBLIC

Library Used: NUMPY, PANDAS, MATPLOTLIB, SEABORN



Glance Over the Data

12 Items


100 Records

76 Countries

2 Channels

7 Regions

4 Priorities
C/L/M/H

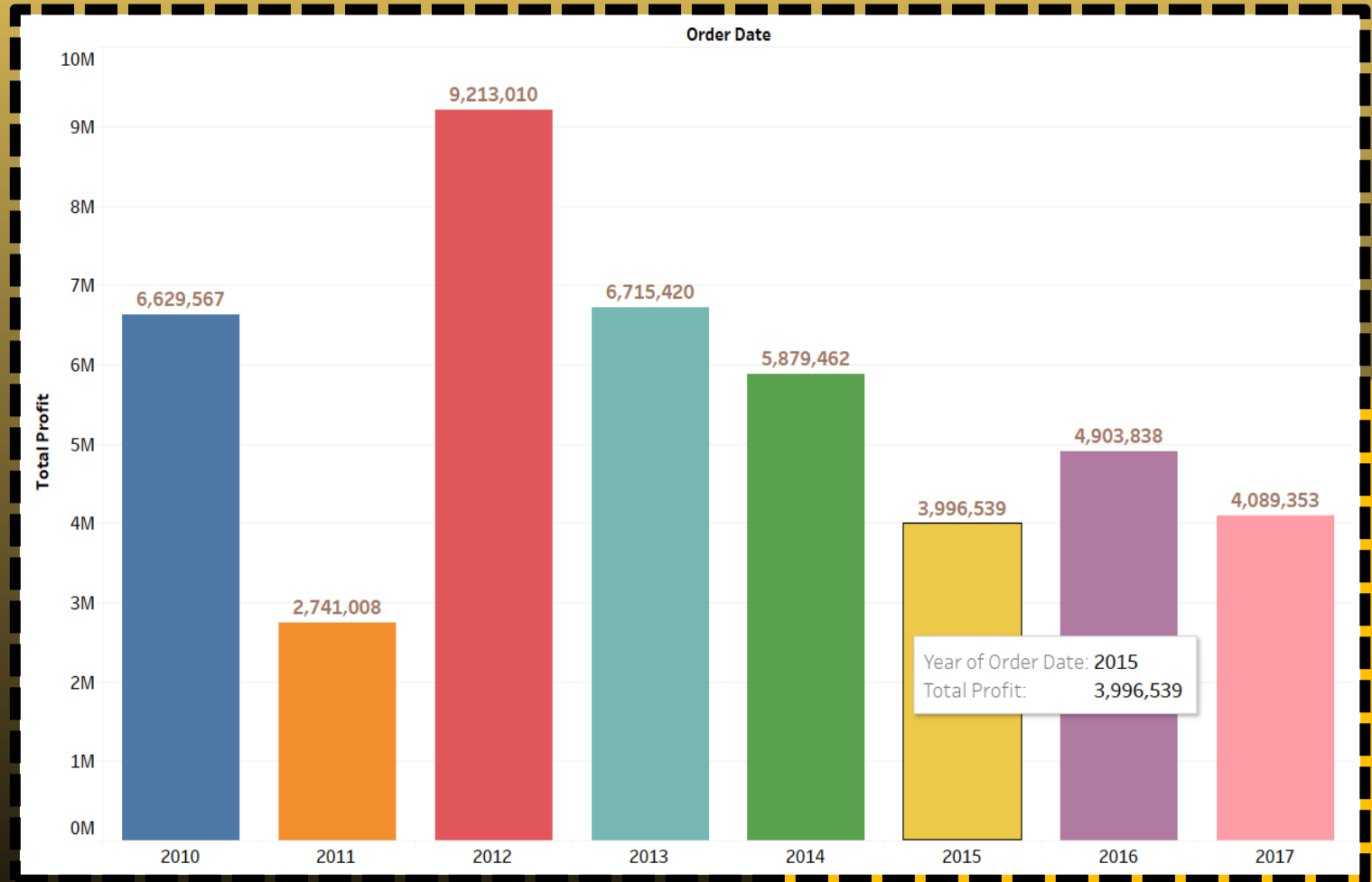


2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017

Yearly Analysis



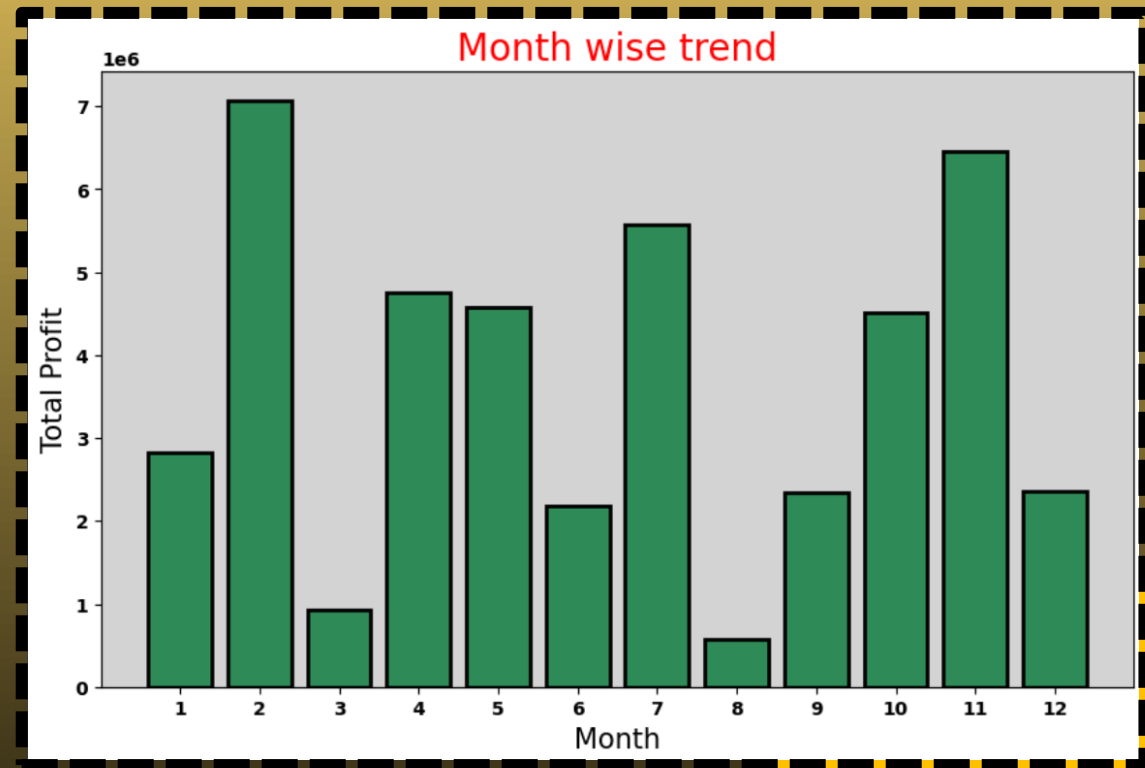
- According to given data,
- **2012 is the year with maximum profit sales around 9 million**
- **2011 is the year with minimum profit sales around 3 million**
-
- 2010 and 2013 also showed average sales around 6 to 7 million.



Monthly Analysis



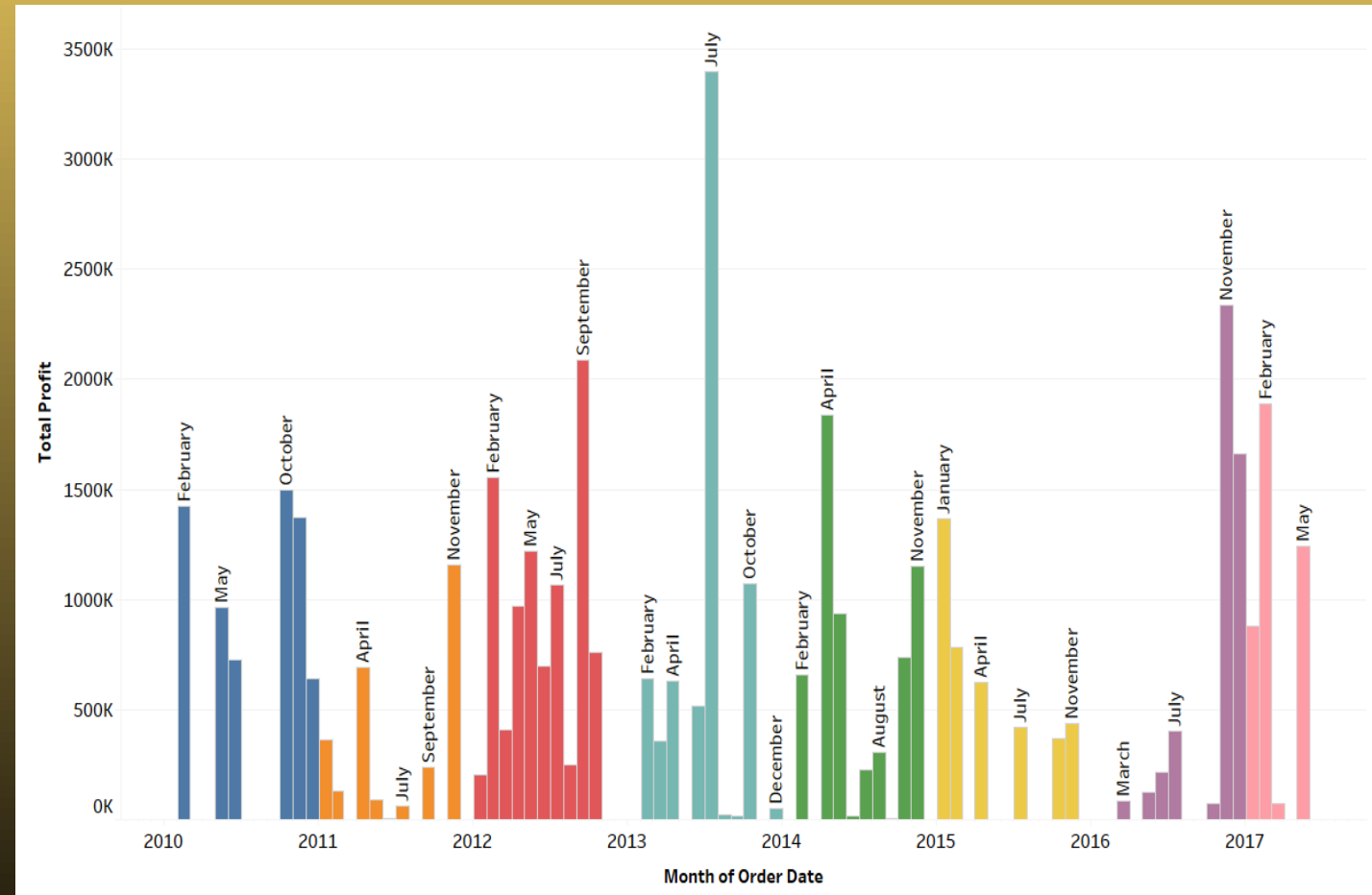
- According to given data, if we aggregate the profit of each month.
- **FEBRUARY** is the month with **maximum** profit sales around 7 million
- **AUGUST** is the month with **minimum** profit sales around 1 million
- **NOVEMBER** and **JULY** also showed average sales around 5 to 6 million.



Yearly-Month Analysis



- According to given data,
- **JULY 2013 is with maximum profit sales**
- There are also many times when sales gave barely the profit of 1K.



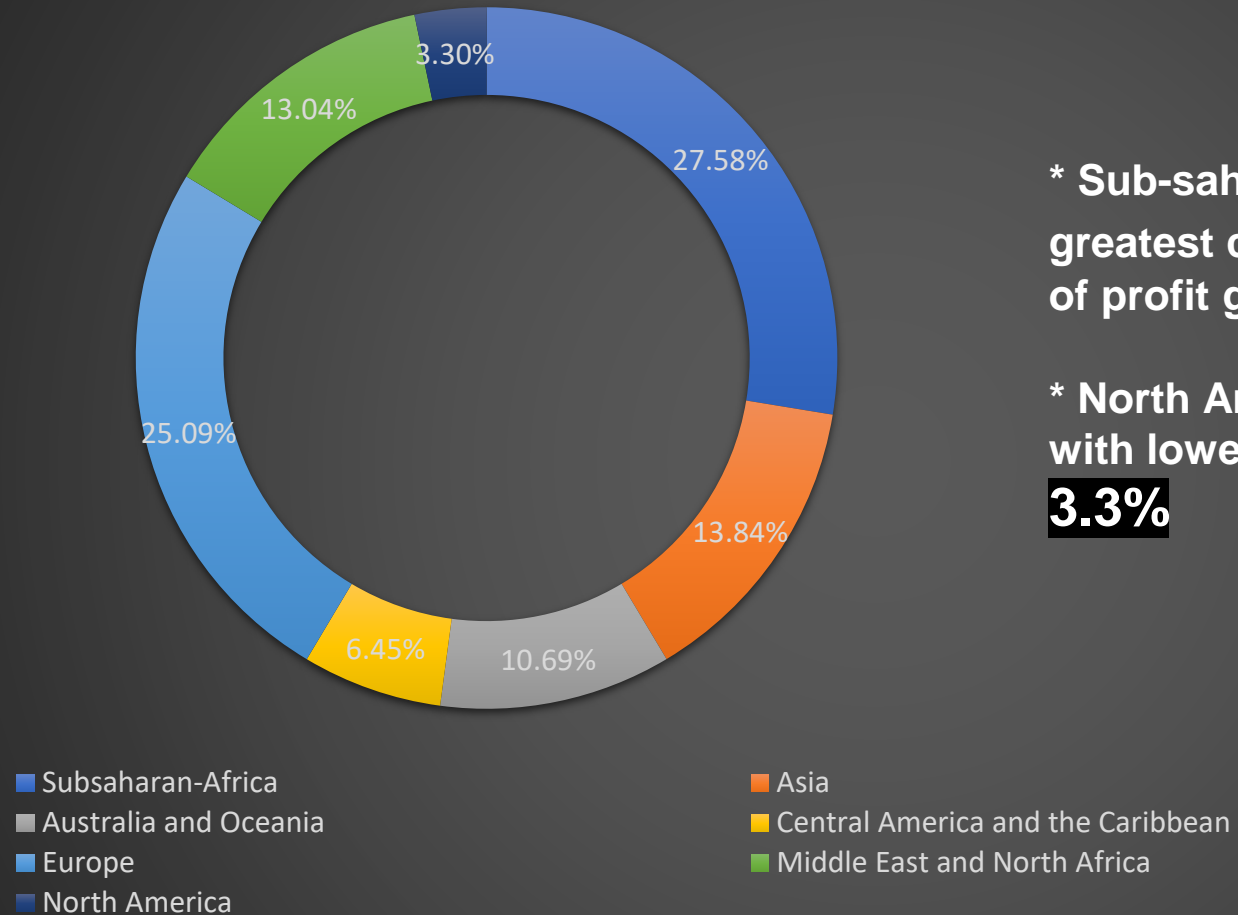
Product Items Demand



- Most Demanded Items are COSMETICS and CLOTHES.
- Least Demanded Item are MEAT and SNACKS
- While Office supplies and Fruits are average demanded items

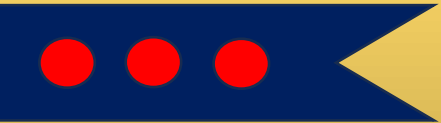


Region Wise Analysis



* Sub-saharan-Africa is our greatest customer with **27.58%** of profit generator

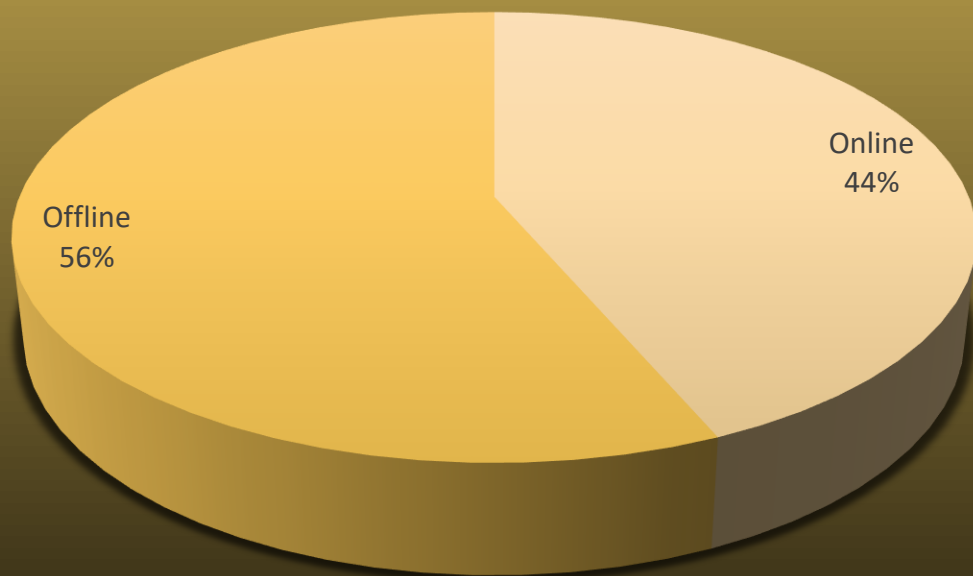
* North America is our customer with lowest profit generator of **3.3%**



Channel Wise Profit



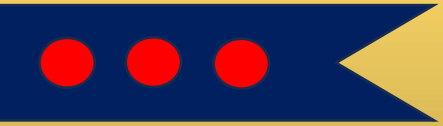
Sales Channel



■ Online ■ Offline

Here we can see the offline channel has more demand and potential than online channel

But online channel is growing enough to compete with offline channel.



CONCLUSION



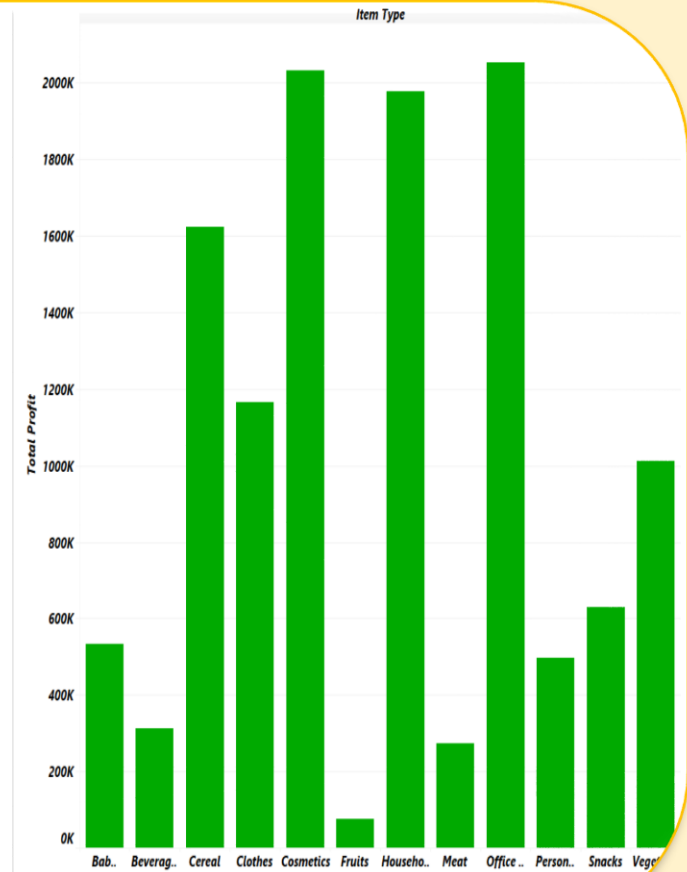
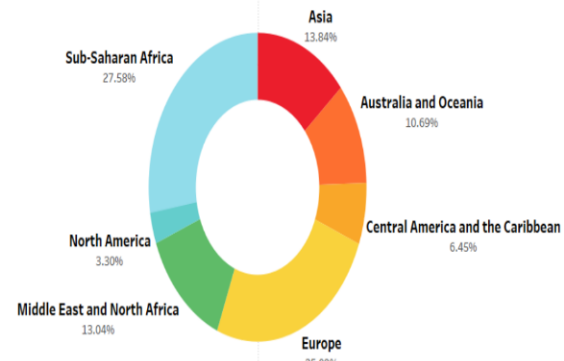
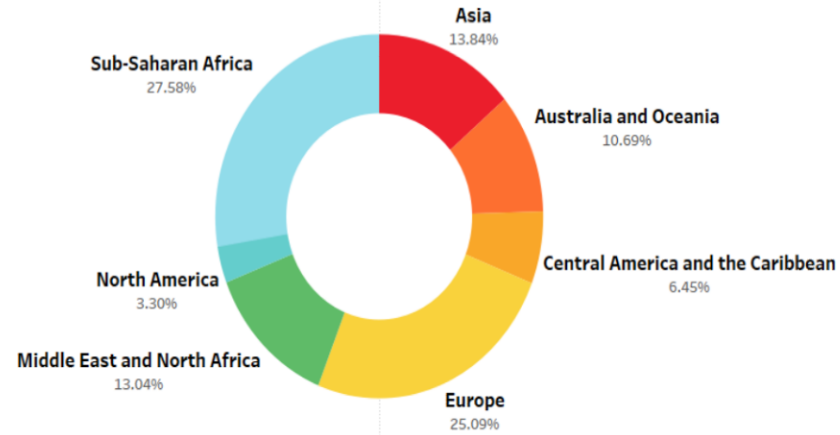
- Seasons are influencing the matter of sales, like early winters are overpowering sales every year.
- Seasons and sales channel together form decision for better sales.
- Sub-Saharan Africa is greatest customer with both channels.
- February month is promising for sales purpose.
- Selling items at little less cost at particularly these situations can makes more profit and increase in sales

**Average Profit
Offline
56%**

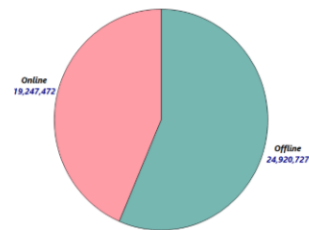
**Average Profit
Online
44%**

**Mean of Revenue
\$1373487**

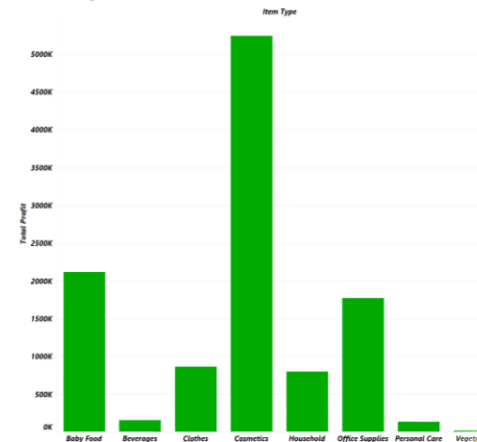
**Mean of Cost
\$931805**

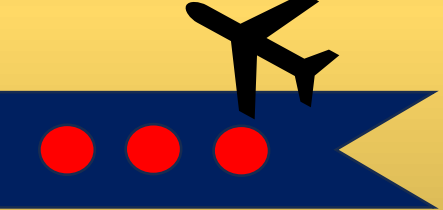


Click the channel to observe trend



Item wise profit





THANK YOU

