

Amazon Sales Data Analysis Report

By Prateek

Objective

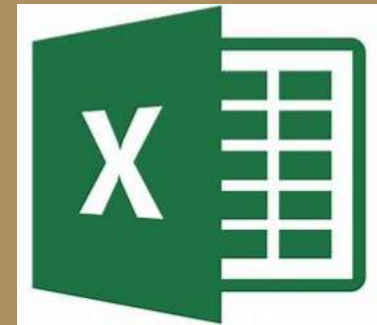
To create a report on Sales Trend Year-wise, Month-wise to understand the factors directly affecting the sales and gain competitive advantage acquiring good chunk of market share.

Data Description

The dataset consists of following columns:

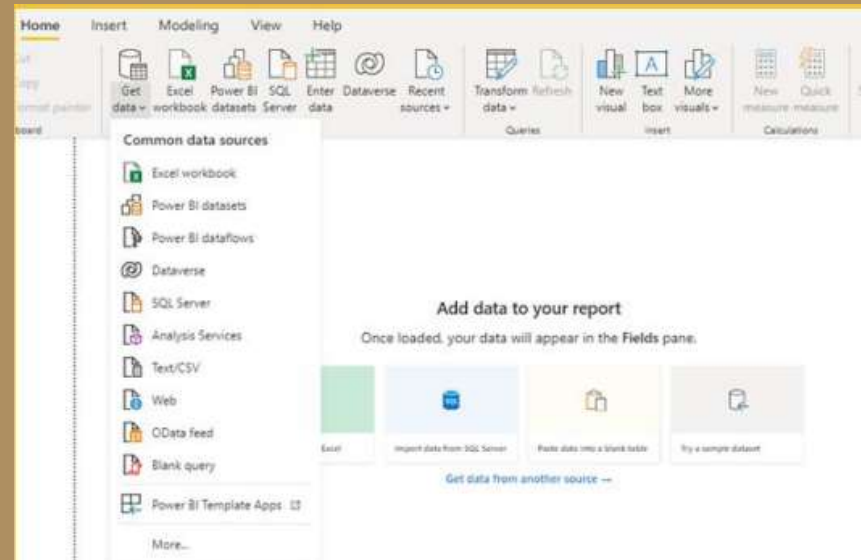
1. **Discount Amount:** Discount on every ordered item
2. **Date:** Ordered Date
3. **Item:** Name of the item ordered
4. **List Price:** The price at which the item is listed.
5. **Sales Amount:** Total amount of sales for particular item.
6. **Sales Cost Amount:** Amount spent for conversion of Sale
7. **Sales Margin Amount:** Margin amount on each item sold
8. **Sales Quantity:** Total number of items sold
9. **Sales Representative:** Representative under whom sale is completed.

Tools Used



- **Data Import & Data Cleaning**
- Import the given excel file in Jupyter Notebook for cleaning.
- Data Cleaning is a crucial as the dataset has impurities such as missing values or incorrect data types.
- We used Pandas library in Python to impute/remove missing values and make dataset ready for creating visual reports.

- **Data Importing in Power BI**
- In Power BI, we have options to connect to our dataset via various options such as SQL Server, MYSQL, excel or CSV files.
- We have our clean data in CSV file. We will import it in Power BI with import data option and start working with it.



- **Data Transformation in Power BI**
- Once the data is imported in Power BI, we do 'transform data' i.e. using Power Query editor to perform certain operation on to the data.
- Ensuring correct data types, creating custom/conditional columns are some fundamental task performed in Power.

Amazon Sales Data Analysis - Power Query Editor

Table.AddColumn(#"Inserted Month", "Quarter", each Date.QuarterOfYear([Date], Type))

	Country	Quantity	Order Date	Stock Number	Item Class
1	1000220	1000	2017-01-01	1000001	P01
2	1000220	1000	2017-01-01	1000002	P01
3	1000220	1000	2017-01-01	1000003	P01
4	1000220	1000	2017-01-01	1000004	P01
5	1000220	1000	2017-01-01	1000005	P01
6	1000220	1000	2017-01-01	1000006	P01
7	1000220	1000	2017-01-01	1000007	P01
8	1000220	1000	2017-01-01	1000008	P01
9	1000220	1000	2017-01-01	1000009	P01
10	1000220	1000	2017-01-01	1000010	P01
11	1000220	1000	2017-01-01	1000011	P01
12	1000220	1000	2017-01-01	1000012	P01
13	1000220	1000	2017-01-01	1000013	P01
14	1000220	1000	2017-01-01	1000014	P01
15	1000220	1000	2017-01-01	1000015	P01
16	1000220	1000	2017-01-01	1000016	P01
17	1000220	1000	2017-01-01	1000017	P01
18	1000220	1000	2017-01-01	1000018	P01
19	1000220	1000	2017-01-01	1000019	P01
20	1000220	1000	2017-01-01	1000020	P01
21	1000220	1000	2017-01-01	1000021	P01

Query Settings

PROPERTIES

Name: Amazon Cleaner Sales Data

APPLIED STEPS

Source

Promoted Headers

Removed Columns

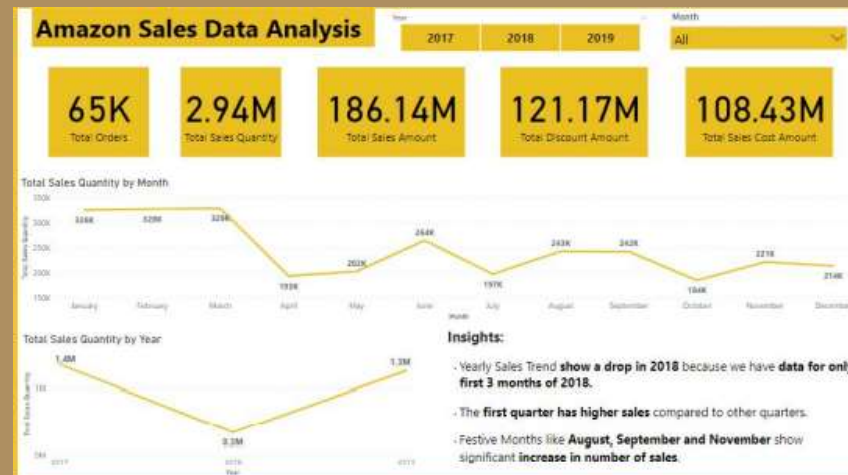
Changed Type

Inserted Year

Inserted Month

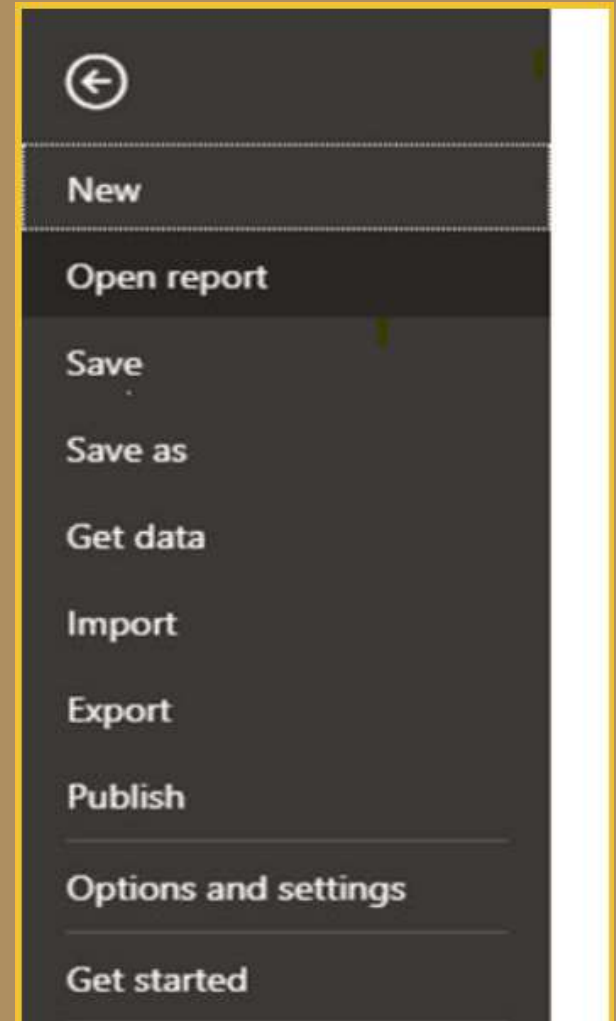
Inserted Quarter

- **Building Visuals in Power BI**
- A report is created in Power BI with various charts depicting Sales insights for particular year, month and so on.
- We created Slicers, Data Cards, Sales Trend for Year and Month, Table for top ordered item, top performing sales representatives and relationship between different variables.



- **Deployment in Power BI**

In Power BI, You can directly publish the report online to your workstation. If you do not have the work email-id then you can save the file in '.pbix' version. This helps another viewer see your work and understand the story or insights you're communicating.



Thank You