

**Amazon Sales Data Analysis**

WIREFRAME DOCUMENT

**Profit Evaluation Region & Month Wise**

* Region-wise profit in decreasing order: Sub-Saharan Africa > Europe > Asia > Middle East and North Africa > Australia and Oceania > Central America and the Caribbean > North America.
* Month-wise profit in decreasing order: Dec > Nov > Feb > Aug > Jun > Mar > May > Apr > Oct > Jul > Jan > Sep

**MONTH VS REVENUE, UNIT-SOLD & COST**

* Month-wise unit-sold in decreasing order: Nov > July > Jun, May, Mar, Feb, Dec, Aug > Jan, Oct > Apr, Sept
* Month-wise Sum of Total Revenue in decreasing order: Feb > Nov > Dec > Jun > May > Mar > Aug > Jan > Apr > Jul > Oct > Sep
* Month-wise Sum of Total Cost in decreasing order: Feb > Nov > Dec > May > Mar > Jun > Jan > Aug > Apr > Jul > Sep > Oct

**TOP 10 COUNTRY VS REVENUE, UNIT-SOLD, COST & PROFIT**

* Maximum Revenue among the listed country generated by ''HONDURAS''.
* Maximum Units sold by ''SAO TOME AND PRINCIPE''.
* Maximum Profit generated by ''Djibouti''.

**ITEM TYPE VS UNITS SOLD, REVENUE, COST & PROFIT**

* Maximum Units sold in ''COSMETICS'' and Minimum Units sold in ''MEAT''.
* Maximum Revenue generated by ''COSMETICS'' and Minimum Revenue generated by ''FRUITS''.
* Maximum cost generated by ''OFFICE SUPPLIES'' and Profit is generated by "COSMETICS" and Minimum cost as well as profit generated by "FRUITS".

**YEAR VS UNIT SOLD, REGION, COST, REVENUE, PROFIT, ITEMTYPE**

* In Asia Region maximum units sold in year ''2015''.
* In Australia and Oceania Region maximum units sold in year ''2014''.
* In Central America and the Caribbean Region maximum units sold in year ''2017''.
* In Europe Region maximum units sold in year ''2012''.
* In Middle East and North Africa Region maximum units sold in year ''2013''.
* In North America Region maximum units sold in year ''2014''.
* In North America Region maximum units sold in year ''2014''.
* **In year ''2012'' Total Cost, Revenue & Profit was Higher.**
* In Asia Region maximum Profit in year ''2015''.
* In Australia and Oceania Region maximum Profit in year ''2013''.
* In Central America and the Caribbean Region maximum Profit in year ''2017''.
* In Europe Region maximum Profit in year ''2012''.
* In Middle East and North Africa Region maximum Profit in year ''2013''.
* In North America Region maximum Profit in year ''2014''.
* In Sub-Saharan Africa Region maximum Profit in year ''2012''.
* In Baby Food Maximum Profit in year ''2014''.
* In Beverages maximum Profit in year ''2014''.
* In Cereal maximum Profit in year ''2017''.
* In Clothes maximum Profit in year ''2010''.
* In Cosmetics maximum Profit in year ''2013''.
* In Fruits maximum Profit in year ''2013''.
* In Household maximum Profit in year ''2012''.
* In Meat maximum Profit in year ''2012''.
* In Office Supplies Maximum Profit in year ''2012''.
* In Personal Care Maximum Profit in year ''2012''.
* In Snacks maximum Profit in year ''2017''.
* In Snacks maximum Profit in year ''2017''.

**YEAR-MONTHWISE VS SALES & PROFIT**

* **Year ''2010-2017'' have maximum sales in "NOV" & minimum sales in "APR".**
* **Year ''2010-2017'' have maximum Profit in "Dec" & minimum Profit in "SEP".**