

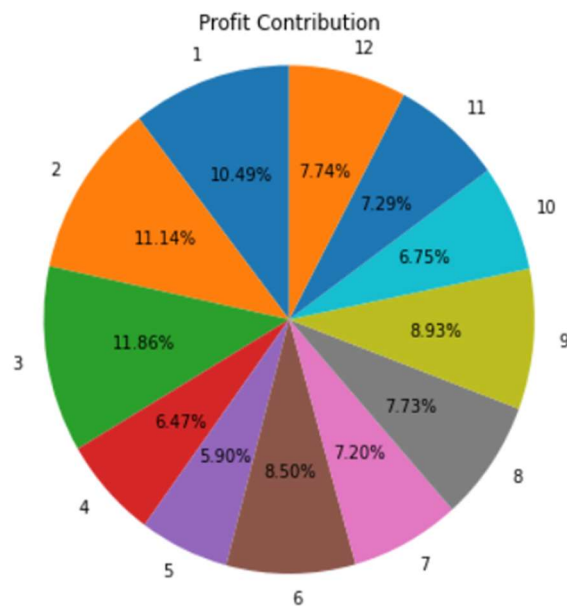
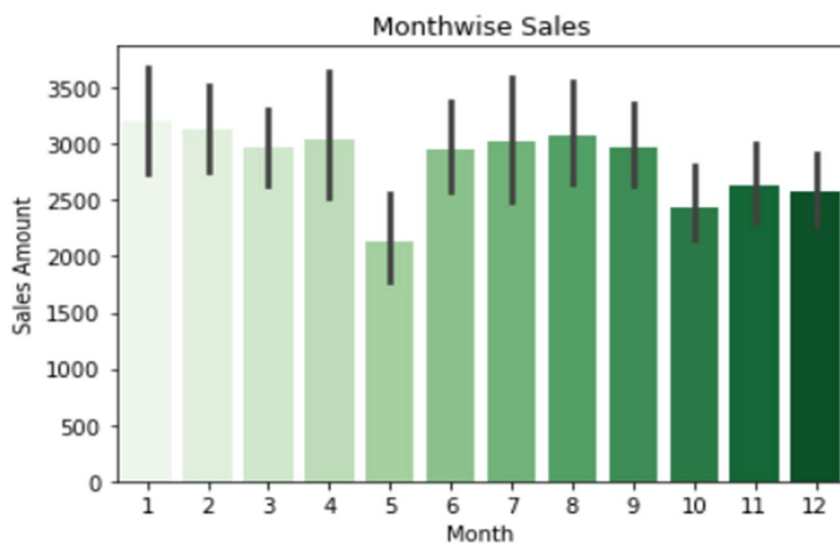
Wireframe Document

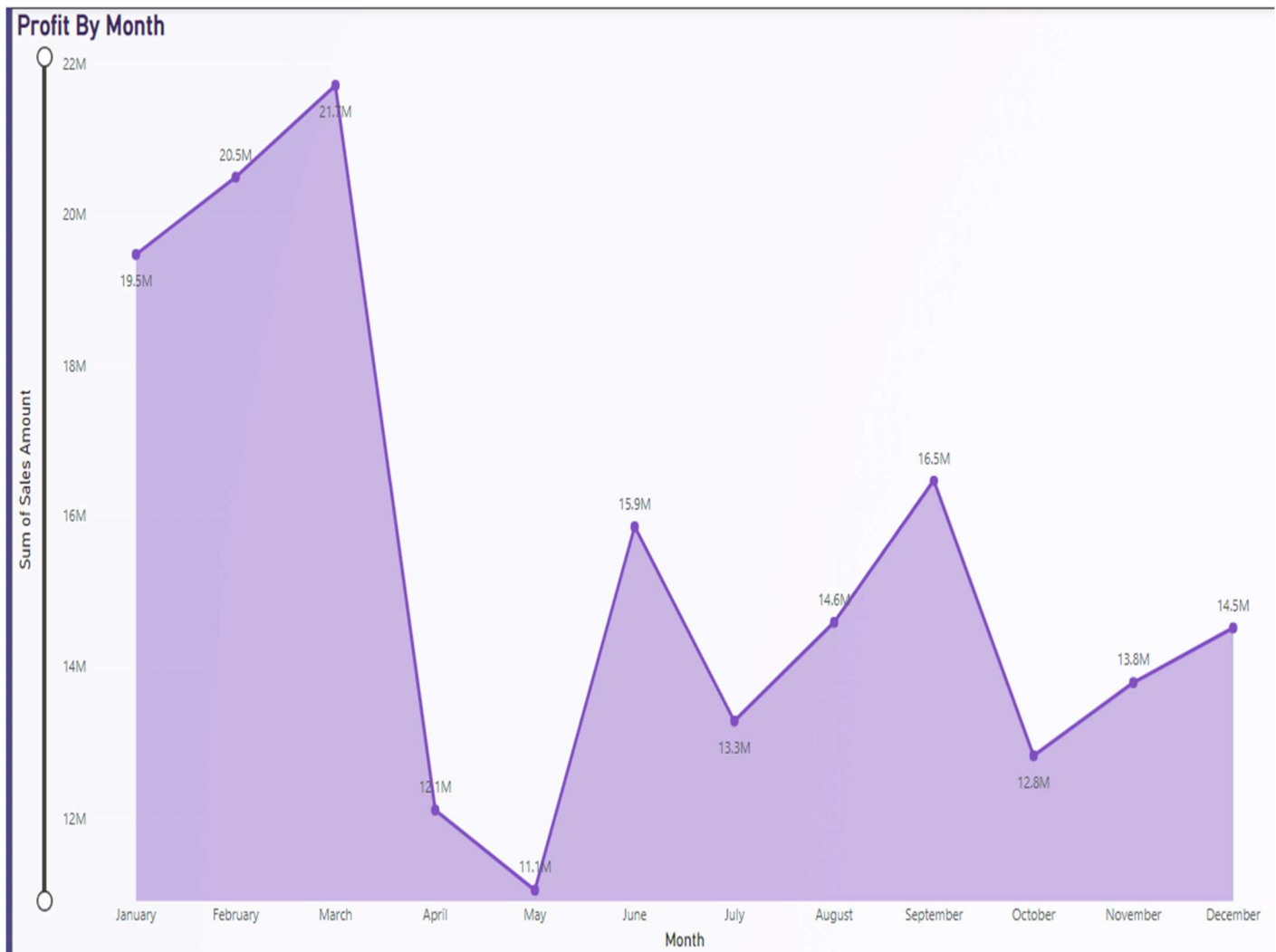
Analyzing Amazon Sales Data

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As per the problem statement, I've divided analysis into different sections.

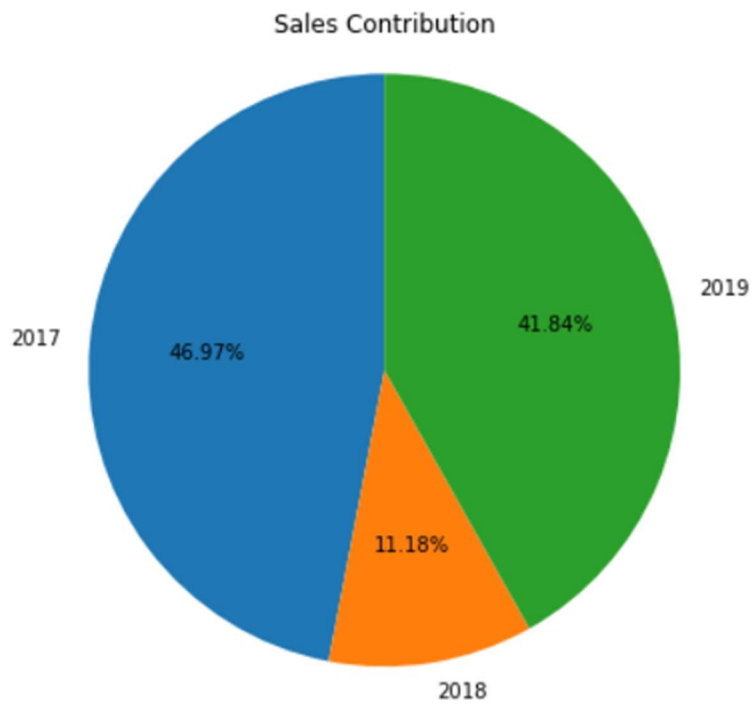
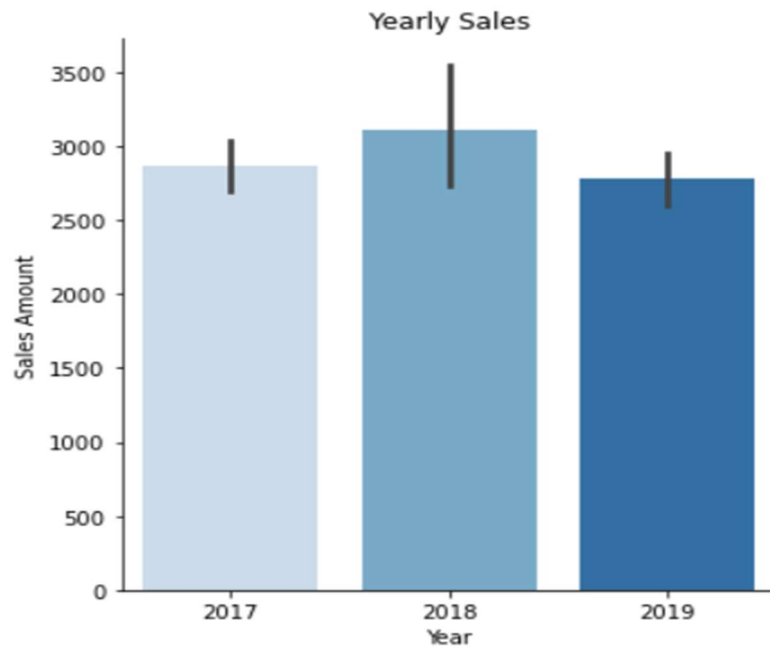
>>>> Month-Wise Sales trend

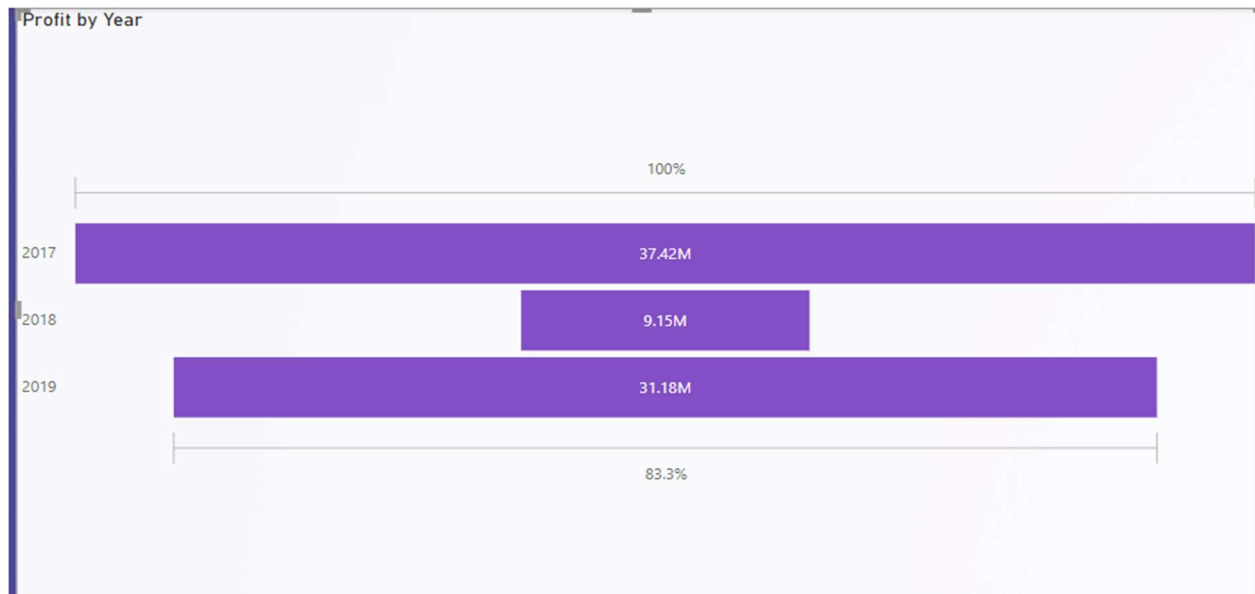




- At 21,714,172.68, March had the highest Sum of Sales Amount and was 96.45% higher than May, which had the lowest Sum of Sales Amount at 11,053,298.15.
- March accounted for 11.66% of Sum of Sales Amount.
- Across all 12 Month, Sum of Sales Amount ranged from 11,053,298.15 to 21,714,172.68.

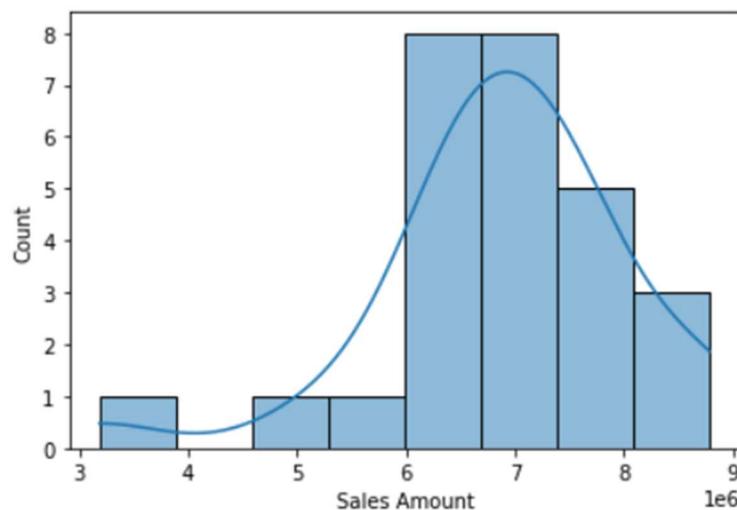
Year-Wise sales trend :

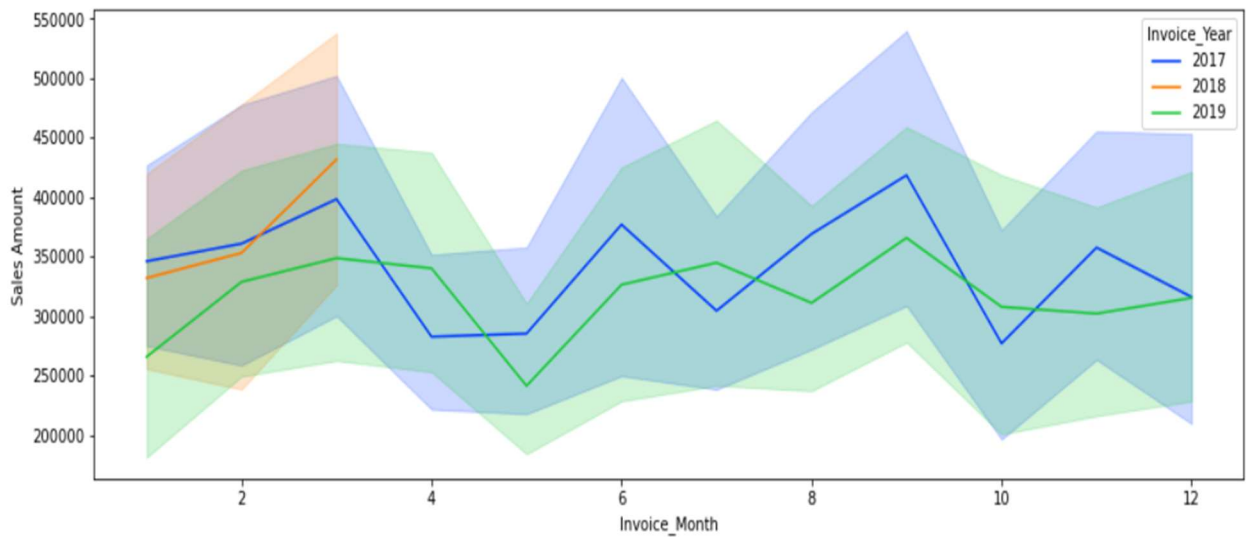




- By looking above all the graphs, it is clearly visible that in 2017 sales & profit was the highest. Then it decreased dynamically in 2018. In 2019 it increased again.
- Observations: From 2017-19 Highest Sales Amount 2017>2019>2018

Yearly-month wise sales trend :

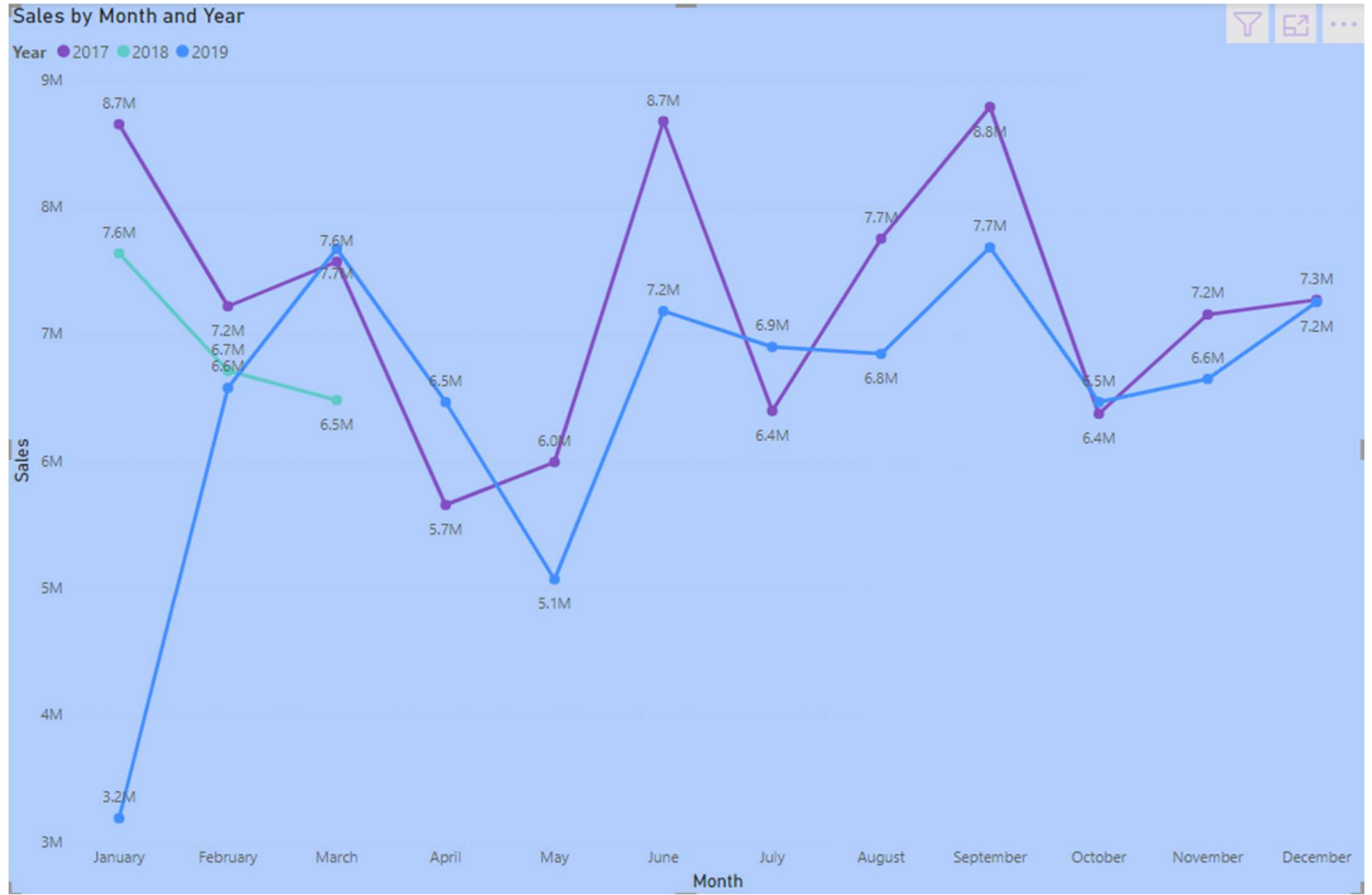




Observations: The Sales decreased continuously & then it started to increase from 2018 to 2019.

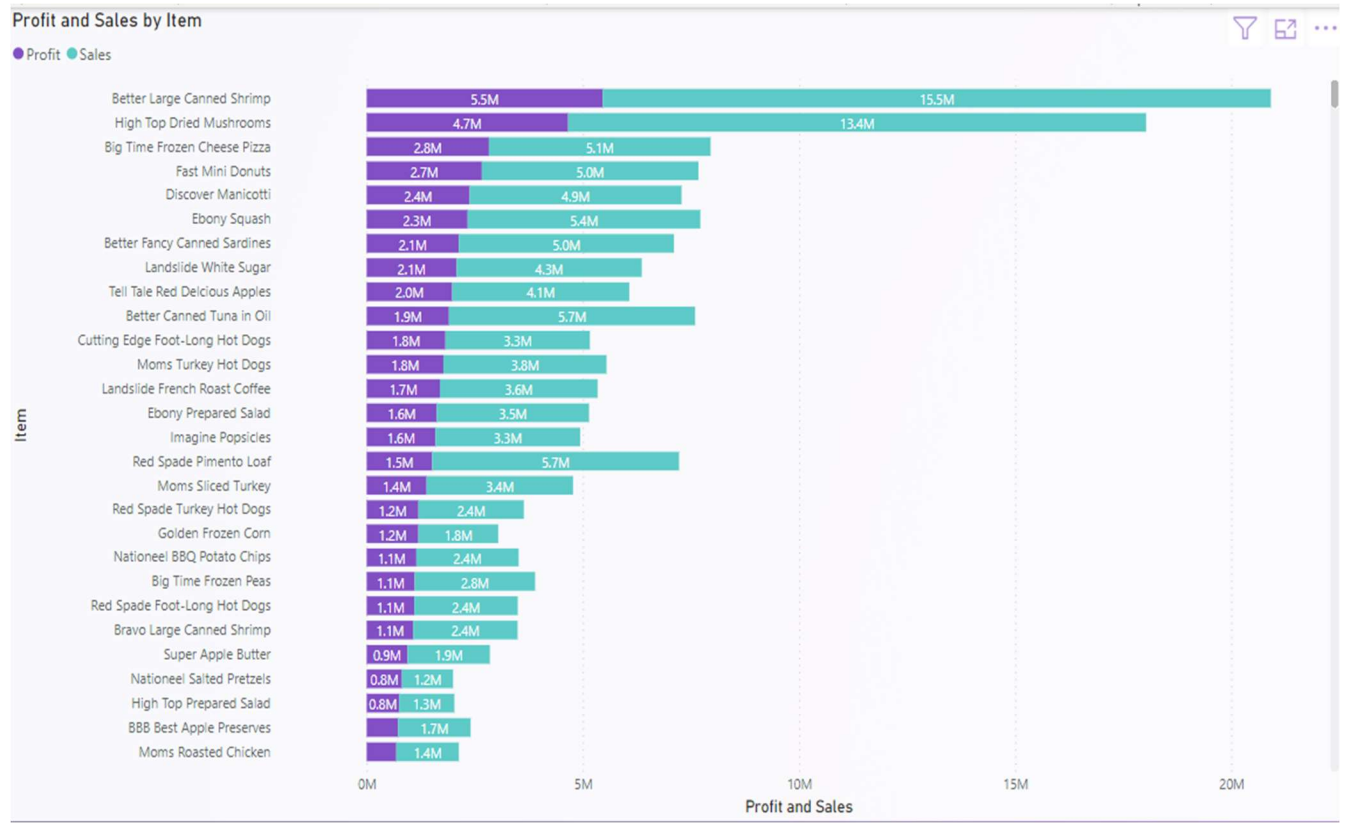
	Sales Amount	Sales Margin Amount
count	2.700000e+01	2.700000e+01
mean	6.895606e+06	2.879604e+06
std	1.143812e+06	5.152791e+05
min	3.187481e+06	1.290189e+06
25%	6.461181e+06	2.622197e+06
50%	6.895858e+06	2.882060e+06
75%	7.600667e+06	3.134162e+06
max	8.786342e+06	3.810222e+06

Yearly-Monthwise Sales & profit Description



- 2017 had the highest total Sales at 87,462,706.40, followed by 2019 at 77,906,591.65 and 2018 at 20,817,471.00.
- September in Year 2017 made up 4.72% of Sales.
- 2017 had the highest average Sales at 7,288,558.87, followed by 2018 at 6,939,157.00 and 2019 at 6,492,215.97.

Profit & Sales by item



- Better Large Canned Shrimp had the highest Profit and was 11,941.75% higher than Fast Lemon Cookies, which had the lowest Profit at - 46,106.59.
- Profit and total Sales are positively correlated with each other.
- Better Large Canned Shrimp accounted for 7.00% of Profit.
- Sales and Profit diverged the most when the Item was Better Large Canned Shrimp, when Sales were 9,994,346.21 higher than Profit.

Profit & Sales by Year & Quarter

