

# **Wireframe Documentation**

## **ANALYZING AMAZON SALES DATA**

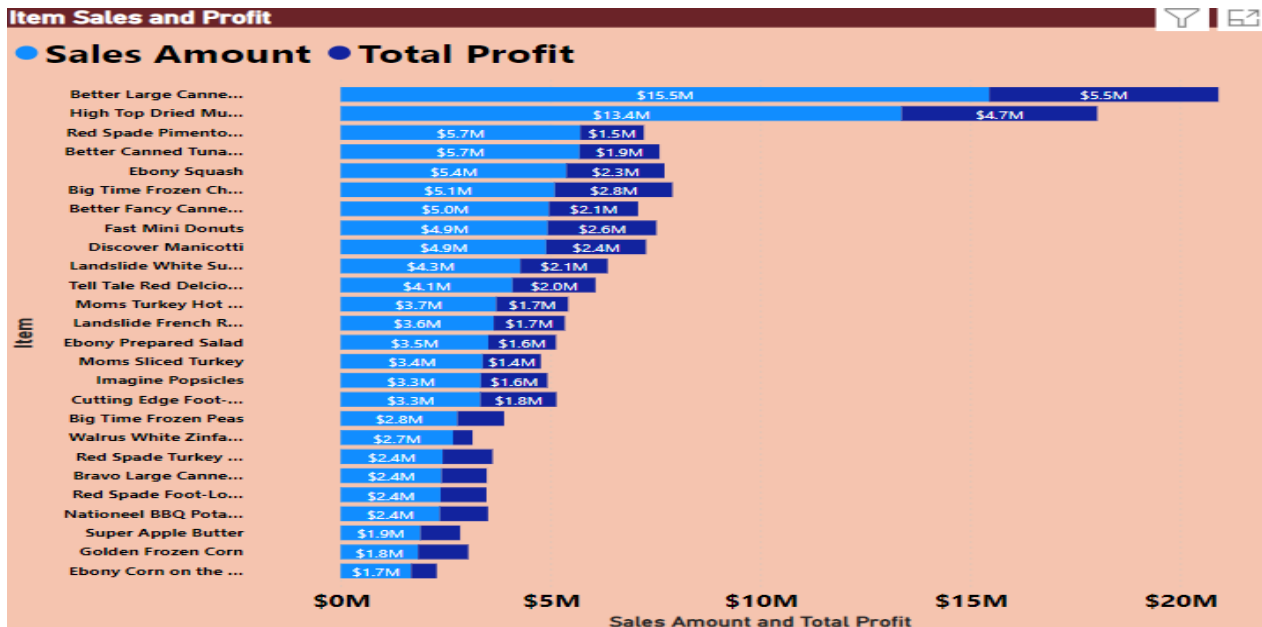
**RASHMI TAYAL**

## Document Control

Date	Version	Description	Author
10/09/2022	1.0	Introduction, Problem Statement	Rashmi Tayal
10/09/2022	1.1	Dataset Information, Architecture Description	Rashmi Tayal

## I performed Exploratory Data Analysis on Power BI and then created a Dashboard.

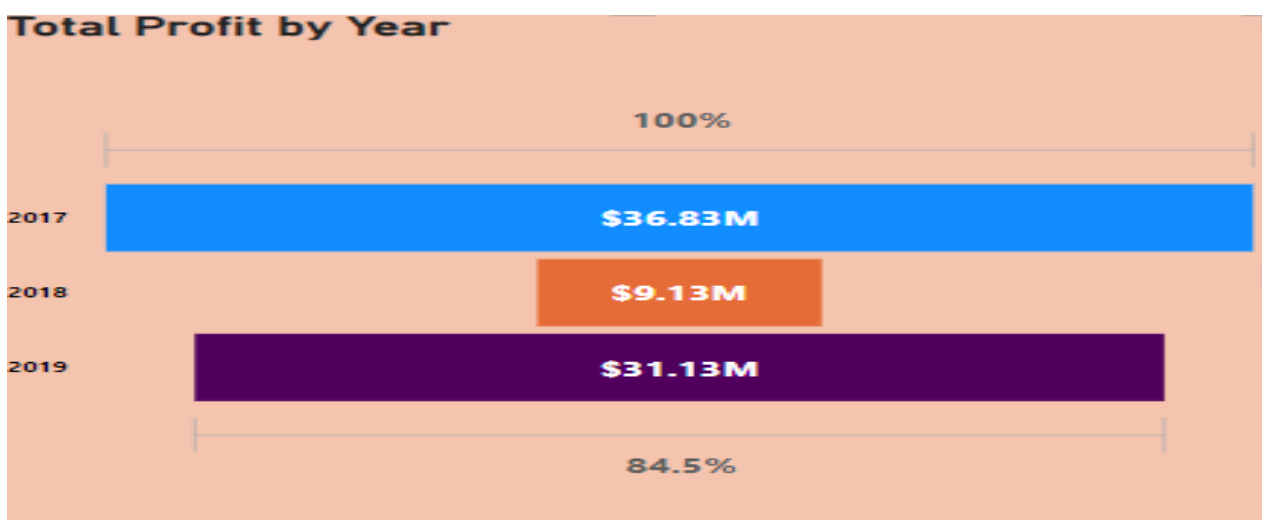
### 1. What was the Sales of each Item?



At \$15,454,172.47, 'Better Large Canned Shrimp' had the highest Sales, followed by 'High Top Dried Mushrooms' which was around \$13,367.71k and 3<sup>rd</sup> most sold product was 'Red Spade Pimento Loaf' Better Large Canned Shrimp accounted for 3.08% of Total Sales Amount. Sales and Profits diverged the most when the Item was Better Large Canned Shrimp when Sales were \$9,994,346.21 higher than Profits. Profits trended down, resulting in a 16.16% decrease between 2017 and 2019.

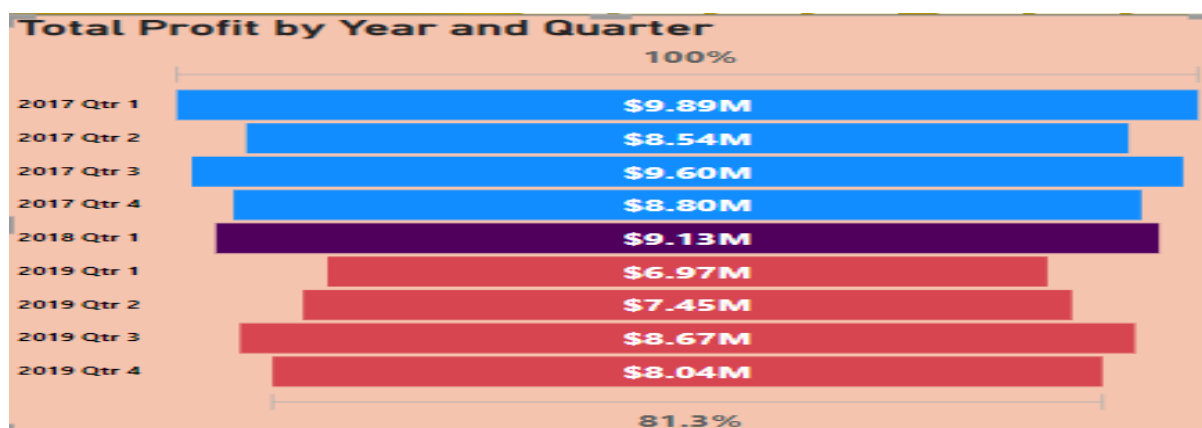
Profits trended down, resulting in a 21.15% decrease between January 2017 and October 2019, it dropped from \$9,598,696.65 to \$7,568,565.85 during its steepest decline between January 2017 and October 2019.

### 2. How was the growth in Profit year over year?



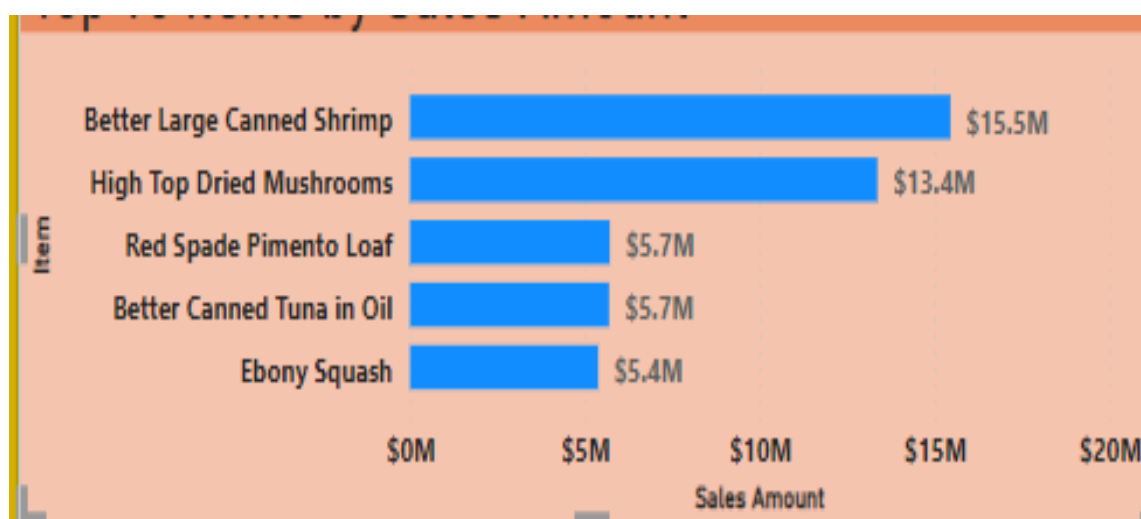
In 2017 \$36.83 M Profit was generated, but in 2018 it severely declined to \$9.13 M which was only 24.8% of 2017's Profit, then in 2019 it showed tremendous growth and was \$31.13 M which was 340.85 % more than the previous value and 84.52 % of 2017's profit.

### 3. How was the Sales & Profit Yearly-Quarter wise?



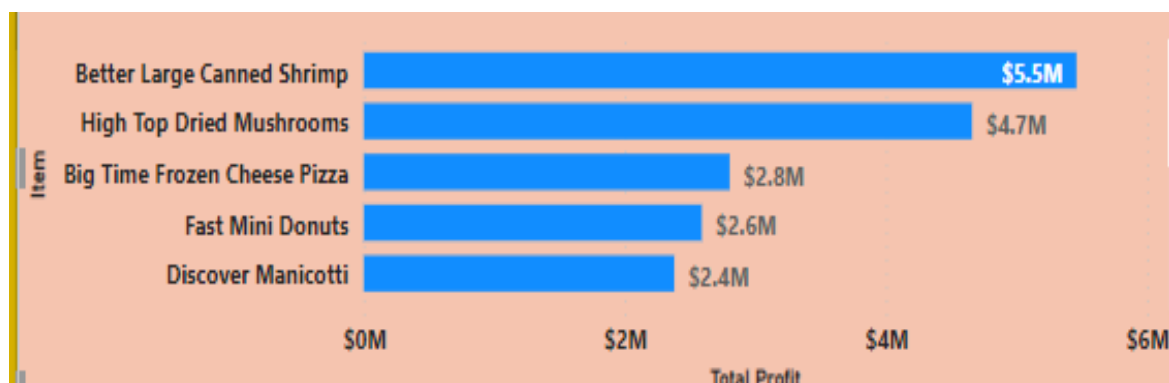
In the first quarter of 2017, the profit was \$9.89 M. Then in the 2<sup>nd</sup> quarter, it slightly declined by 13.62% to \$8.54M which was only 86.38% of the previous value. Then in 3<sup>rd</sup> quarter, it was little improved to \$9.6 M which was 112.39% of the previous value. Then coming to the 4<sup>th</sup> quarter of 2017, it was \$8.80 M. In the first quarter of 2018, it was \$9.13 M which was 103.85% of the previous value which means it was little improved by 11.14%. After that, it got significantly decreased by 22.16% from the 1<sup>st</sup> quarter of 2018 to 1<sup>st</sup> quarter of 2019 then after that, it started to improve as profit increased month by month and \$1.07 M more profit was collected compared to the profit of 1<sup>st</sup> quarter of 2019 which was \$6.97M.

### 4. Which items are the best-selling Item?



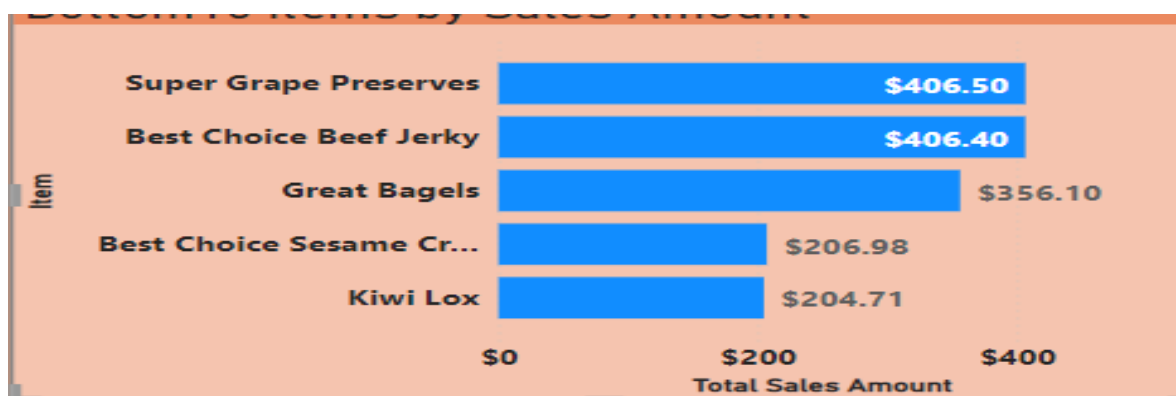
- At \$15,454,172.47, Better Large Canned Shrimp had the highest Sales and was 187.21% higher than Ebony Squash, which had the 5<sup>th</sup> Highest Sales at \$5,380,727.75. Better LargeCanned Shrimp accounted for 33.89% of Sales. Across all 5 Item, Sales ranged from \$5,380,727.75 to \$15,454,172.47.

### 5. Which Items generated Highest Profit?



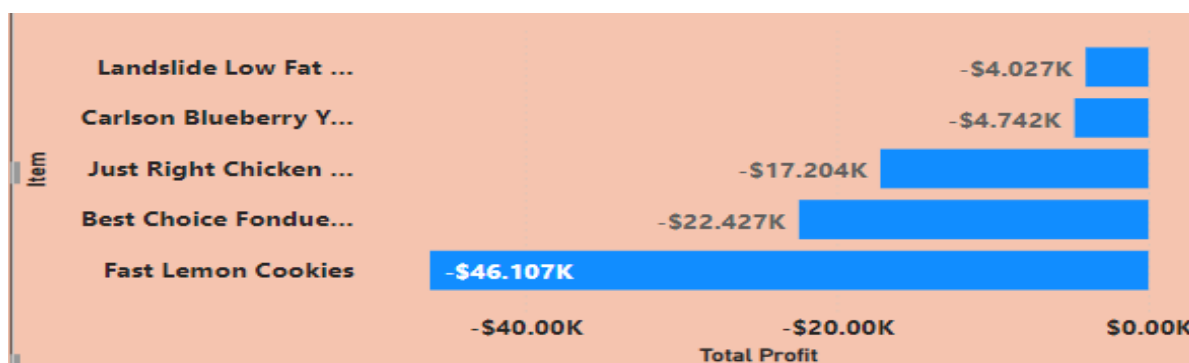
- At \$5,459,826.26, Better Large Canned Shrimp had the highest Profits and was 129.24% higher than Discover Manicotti, which had the 5<sup>th</sup> highest Profits at \$2,381,667.84. Better Large Canned Shrimp accounted for 30.35% of Profits. Across all 5 Item, Profits ranged from \$2,381,667.84 to \$5,459,826.26.

### 6. Which Items generated the lowest sales?



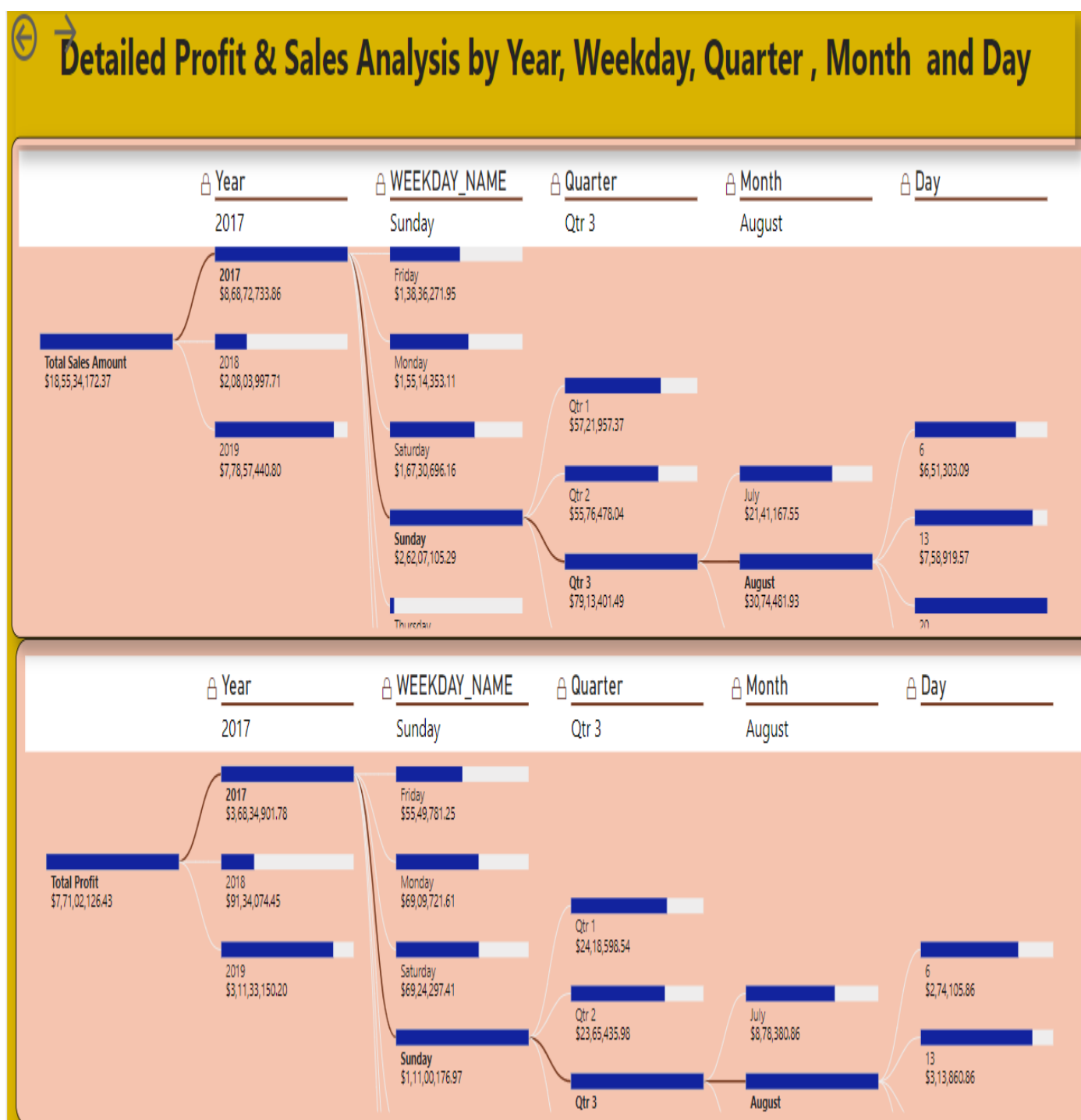
- At \$406.50, Super Grape Preserve had the 5<sup>th</sup> lowest Sales and was 60.77% higher than Kiwi Lox, which had the lowest Sales at \$204.71. BBB Best Corn Oil accounted for 26.16% of Sales. Across all 5 Items, Sales ranged from \$204.71 to \$327.06.

### 7. What were the items that resulted in a loss?



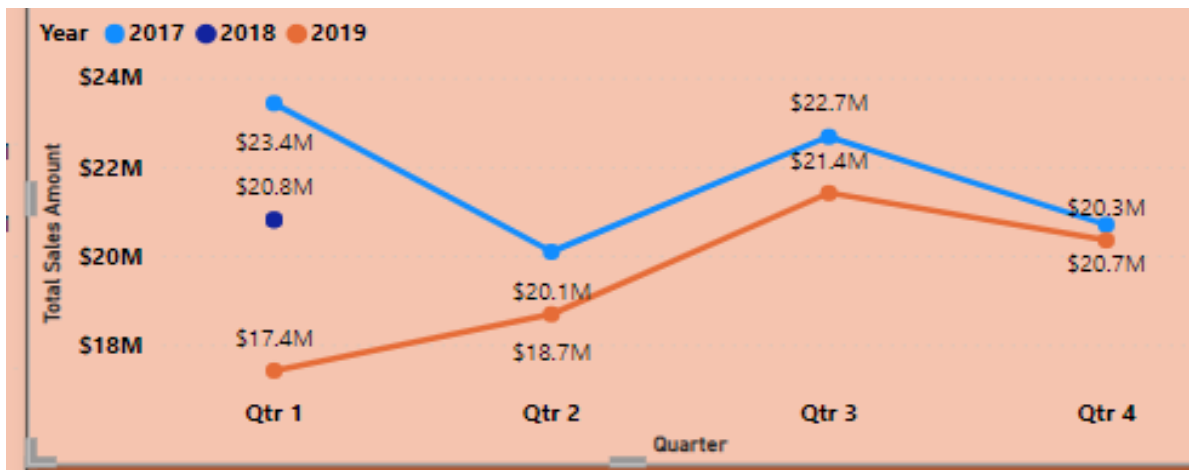
- At \$4,026.61, Landslide Low Fat Apple Butter had the 5<sup>th</sup> Highest Loss and was 91.27% higher than Fast Lemon Cookies, which had the Highest Loss at \$46,106.59. Fast Lemon Cookies accounted for 49.03% of Loss. Across all 5 Item, Loss ranged from (\$46,106.59) to (\$4,026.61).

## 8. Detailed Sales and Profits Analysis.

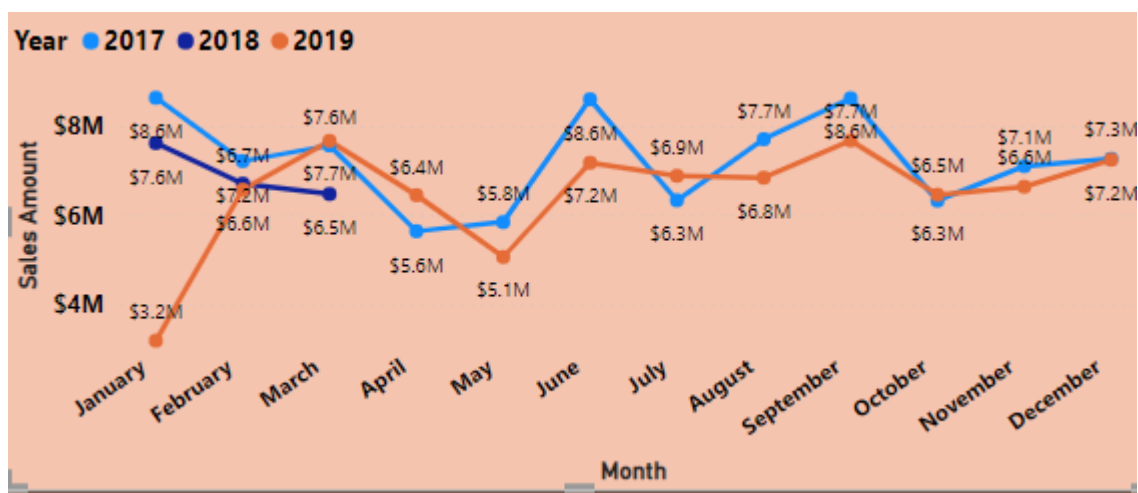


- In this Decomposition Tree visual, we can Analyze how much Sales & Profits were made from 2017 to 2019. Comparing 3 Years, 2017 was the year in which highest Sales & Profits were made, which was \$8,68,72,733.86 and \$3,68,34,901.78 respectively. Sales and Profit was maximum on Sunday, which was \$2,62,07,105.29 and, \$1,11,00,176.97 respectively. Sales & Profits were very balanced in all 4 Quarters but it was highest in Q3 (Sales= \$79,13,401.49, Profit= \$33,40,301.23). August was the month in which the highest Sales & Profits were recorded, which was \$30,74,481.93, \$13,08,995.72 respectively. In that Month Sales & Profits were generated on the 6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup>, 27<sup>th</sup> day.

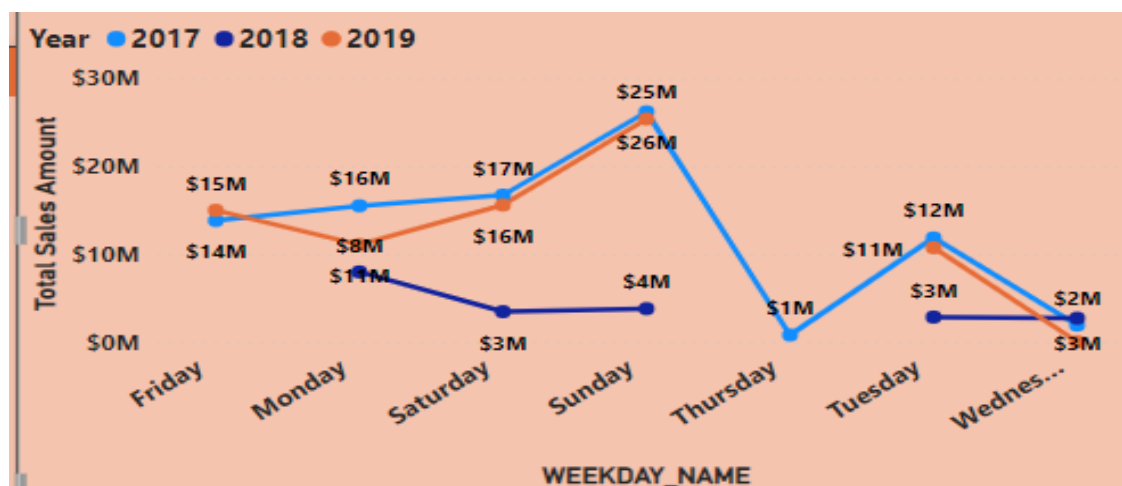
9. Comparing Sales for Q1, Q2, Q3, Q4 of 2017, 2018, 2019 on which Quarter Sales Changed the most?



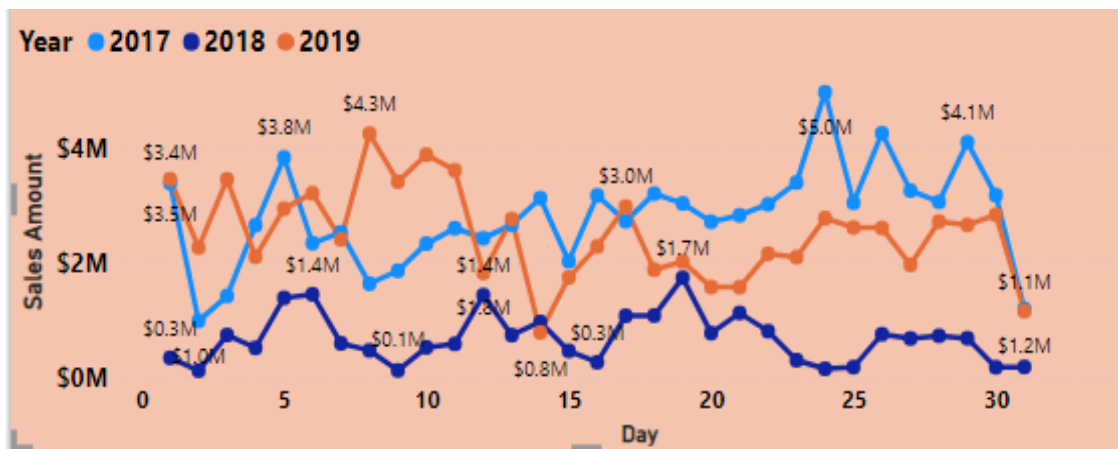
10. Comparing Sales for Months of 2017, 2018, 2019 on which month Sales Changed the most?



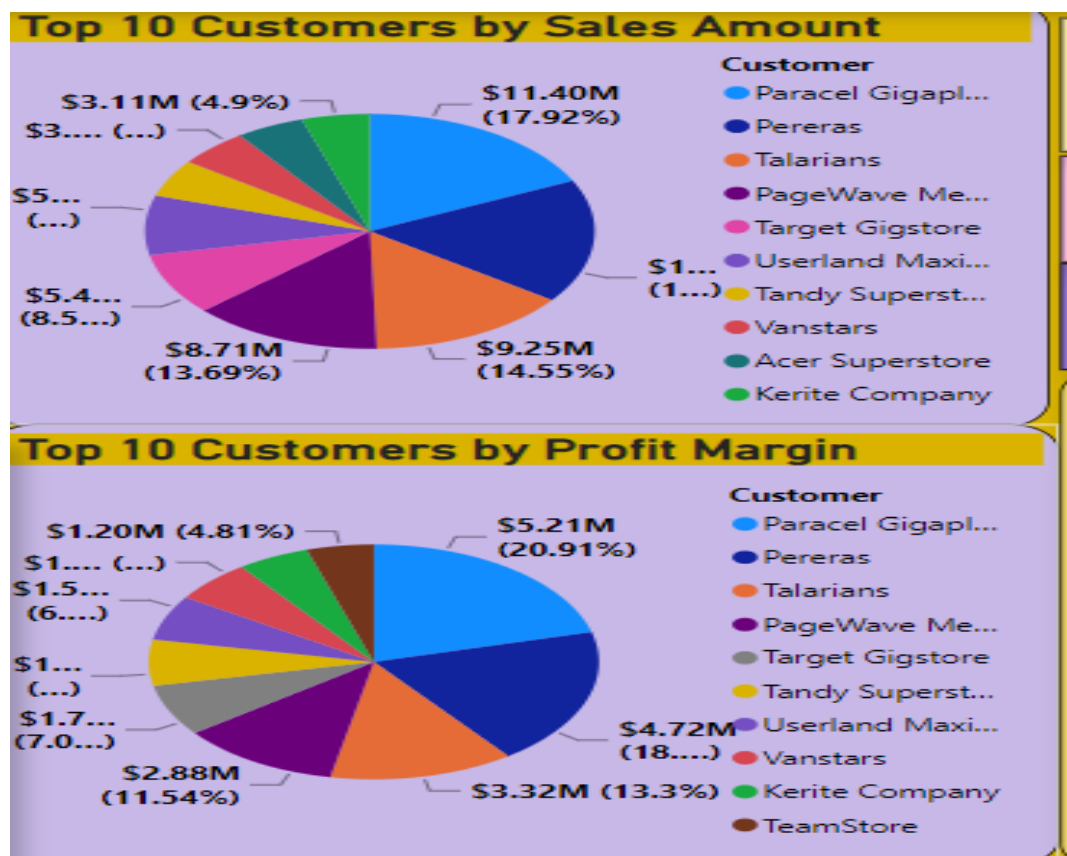
11. Comparing Sales for Weekdays of 2017, 2018, 2019 on which Weekday Sales Changed the most?



## 12. Comparing Sales for Days of Month of 2017, 2018, 2019 on which Day Sales Changed the most?



## 13. Who were the Top 10 Customers by Sales and Profit Amount?

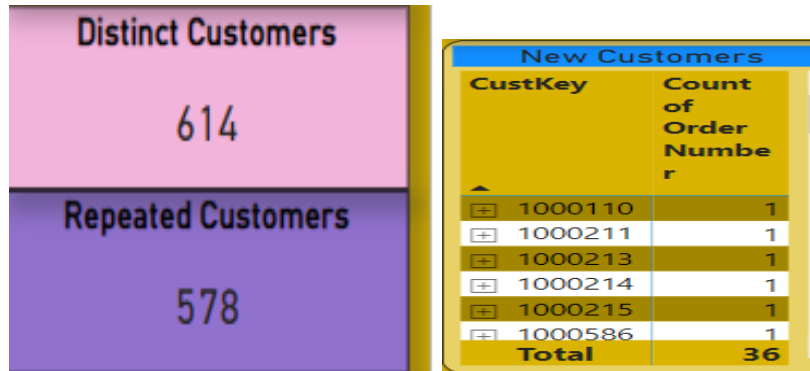


- **Top Customers by Sales:** At \$1,13,96,474.24, **Parcel Gigaplace (CustKey 10021485)** had generated highest Sales and was 383.63% higher than **Target Gigastore (CustKey 10025052)**, which had the 5<sup>th</sup> highest Sales at \$54,33,005.93. **Kerite Company (CustKey 10019194)** had the 10<sup>th</sup> highest Sales at \$31,13,463.63 accounted for 4.9% of Sales. Across all 10 CustKey, Sales ranged from \$31,13,463.63 to \$ 1,13,96,474.24.



- **Top Customers by Profits:** At \$52,14,826.95, **Parcel Gigaplace (CustKey 10021485)** had generated the highest Profits and was 312.11% higher than **Target Gigastore (CustKey 10025052)**, which had the 5<sup>th</sup> highest Profits at \$17,66,515.25. Across all 10 CustKey, Profits ranged from \$12,00,384.67 to \$52,14,826.95

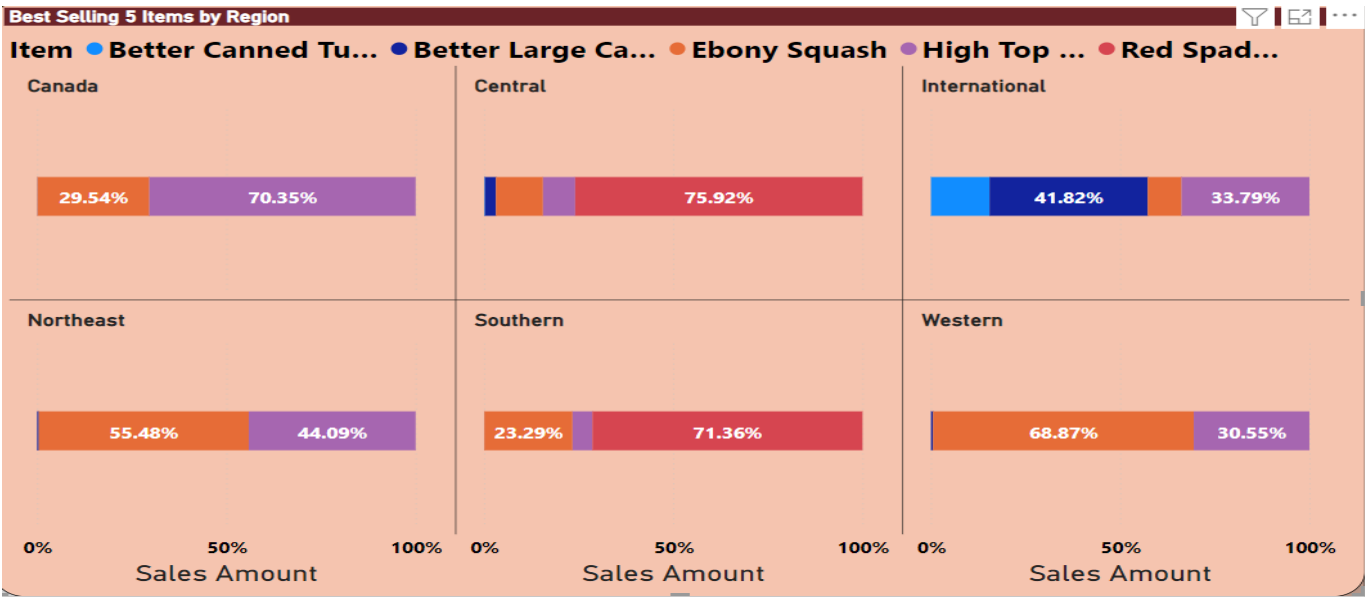
14. How many Distinct Customers, New Customers and Repeated Customers are there?



15. Which Market Region has Highest Sales and Profit?



16. What are the Top 5 Best Selling items as per the Market Region?



17. Who are the Top 5 Sales Representatives as per Sales and Profit?

Sales Rep	Total Sales Amount	Total Profit
141	\$2,54,71,140.18	\$1,14,64,032.05
181	\$2,15,23,543.27	\$75,69,940.76
149	\$1,27,77,445.65	\$41,03,525.03
180	\$80,40,236.47	\$37,07,854.54
134	\$78,97,670.23	\$35,33,899.30