Amazon Sales Data Analysis Report

By

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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

- **Programming Language: Python**
- **Python Libraries: NumPy, Pandas**
- **Business Intelligence Tools: Excel, Power BI**

Data Import & Data Cleaning

- Import the given excel file in Jupyter Notebook for cleaning

- Data Cleaning is a crucial as the dataset has impurities suchas missing values or incorrect data types.

- We used Pandas library in Python to impute/remove missingvalues 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 variousoptions such as SQL Server, MYSQL, excel or CSV files.

▶ We have our clean data in CSVfile. We will import it in Power BIwith import data option and startworking with it.
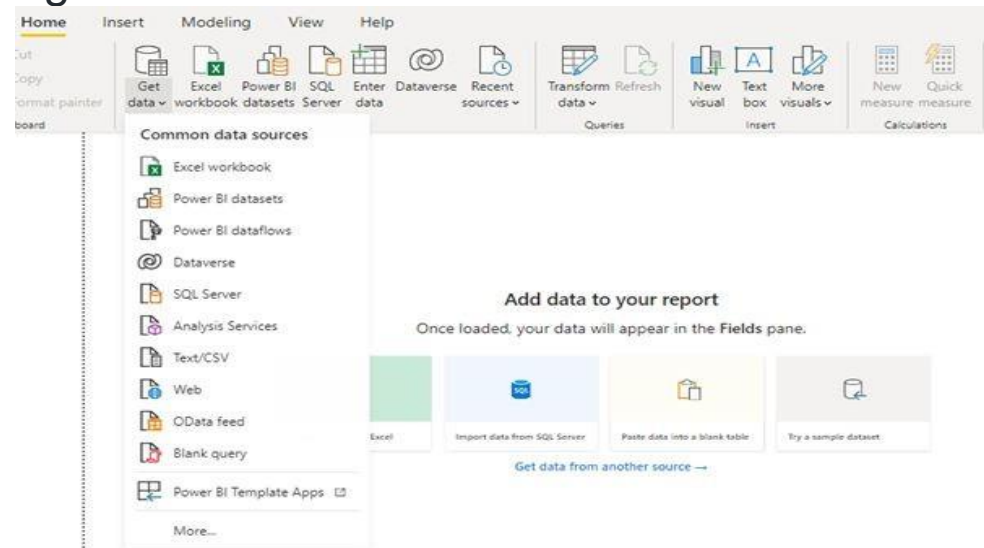
Data Transformation in Power BI

▶ Once the data is imported in PowerBI, we do 'transform data' i.e. usingPower Query editor to perform certain operation on to the data

▶ Ensuring correct data types, creatingcustom/conditional columns are some fundamental steps performed in Power Query
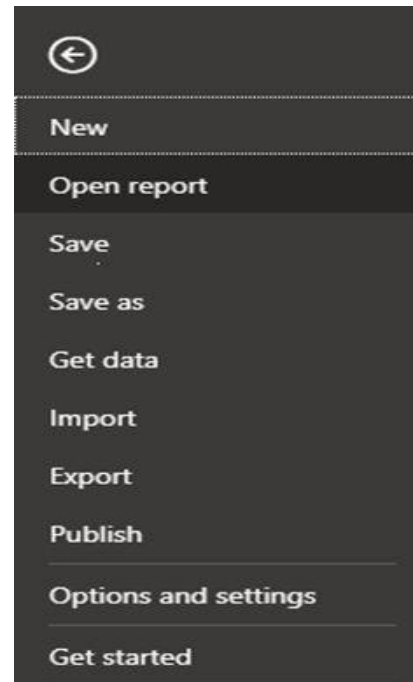
Building Visuals in Power BI

▶ A report is created in Power BI with various charts depicting Sales insightsfor particular year, month and so on.

▶ We created Slicers, Data Cards, SalesTrend for Year and Month, Table for top ordered item, top performing sales representatives and relationship between different variables.
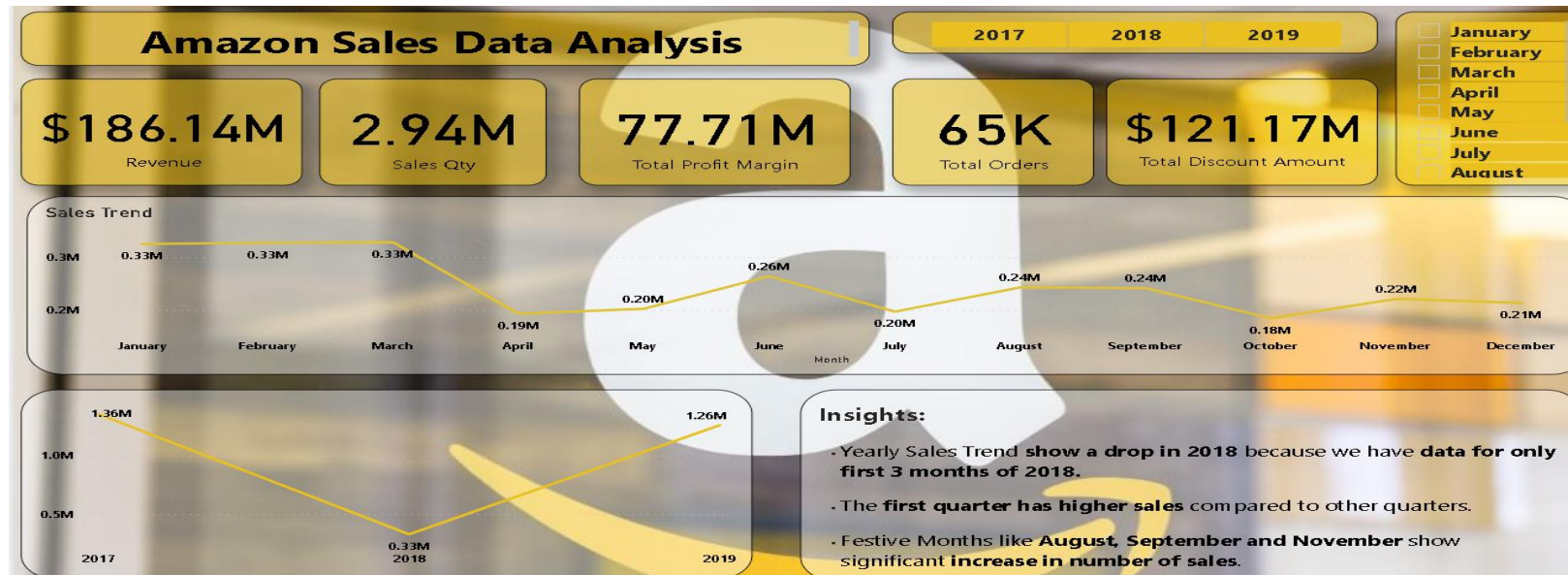
Deployment in Power BI

▶ In Power BI, You can directly publish the report online to your workstation. If you donot 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