

***Project: Sales Analysis of Amazon in The United States of America***

***Domain: Sales***

***Organization: Vigor Council***

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**Insights of the Project:**

- 1) **Sales by Category** → Comparing the products sold based on the category to know the most sold category and the least sold category among users.
- 2) **Preference of Product Category** → Comparing the quantity of products to check the most and the least preferred product category among users.
- 3) **Demand Analysis on the basis of State** → Comparing the count of the users according to their states to know the demand for product categories.
- 4) **Demand Analysis on the basis of City** → Comparing the count of the users according to their city to know the demand for product categories.
- 5) **Profitability Analysis on the basis of State** → Comparing the states in terms of profit to know the most profitable and the most non-profitable state in the United States of America.
- 6) **Profitability Analysis on the basis of City** → Comparing the cities in terms of profit to know the most profitable and non-profitable city in the United States of America.
- 7) **Profitability Analysis on the basis of year** → Comparing the increase in profit by every year.
- 8) **Profitability Analysis on the basis of quarters of each year** → Comparing the increase in profit in every quarter of each year to know the most profitable and the most non profitable quarter.
- 9) **Profitability Analysis on the basis of months of the years** → Comparing the increase in profit in every month of each year.
- 10) **Sales Analysis on the basis of year** → Comparing the increase in sales by every year.
- 11) **Sales Analysis on the basis of quarters of each year** → Comparing the increase in sales in every quarter of each year to know the highest and lowest sales quarter.
- 12) **Sales Analysis on the basis of months of the years** → Comparing the increase in sales in every month of each year.

- 13) **Product Sales Analysis on the basis of State** → Comparing the sales of products on the basis of states to know the highest and lowest product sold state.
- 14) **Product Sales Analysis on the basis of Cities** → Comparing the sales of products on the basis of cities to know the highest and lowest product sold city.
- 15) **Gap Analysis on the basis of states** → Comparing the average gap in the order date and shipment date of all the states to know the highest and the lowest gap state.
- 16) **Gap Analysis on the basis of cities** → Comparing the average gap in the order date and shipment date of all the cities to know the highest gap and the lowest gap city.
- 17) **Lowest sales making customers** → Comparing the emailIDs of the lowest sales making customers to know the lowest sale EmailID holder.
- 18) **Highest sales making customers** → Comparing the emailIDs of the highest sales making customers to know the highest sale EmailID holder.
- 19) **Most non-profit making customers** → Comparing the emailIDs of the non-profit making customers to know the most non-profit making EmailID holder.
- 20) **Most profit-making customers** → Comparing the emailIDs of the profit-making customers to know the most profit making EmailID holder.
- 21) **Least quantity ordering customers** → Comparing the emailIDs of the least quantity making customers to know the least quantity making EmailID holder.
- 22) **Most quantity ordering customers** → Comparing the emailIDs of the most quantity making customers to know the most quantity making EmailID holder.
- 23) **Most product category buying customer** → Comparing the emailIDs of the customers according to the count of category to know the most product category buying customers.

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