

ANALYZING AMAZON SALES DATA

Detailed Project Report

Riya Singh

PROJECT DETAIL

Project Title	Analyzing Amazon Sales Data
Technology	Business intelligence
Domain name	E-Commerce
Project Difficulties Level	Advanced
Tools	Jupyter notebook, Power Bi, Ms Excel, Ms PowerPoint

PROBLEM STATEMENT:

- Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Sales management today is the most important function in a commercial and business enterprise.
- ETL process.
- Do ETL : Extract-Transform-Load some Amazon datasets and find them for me

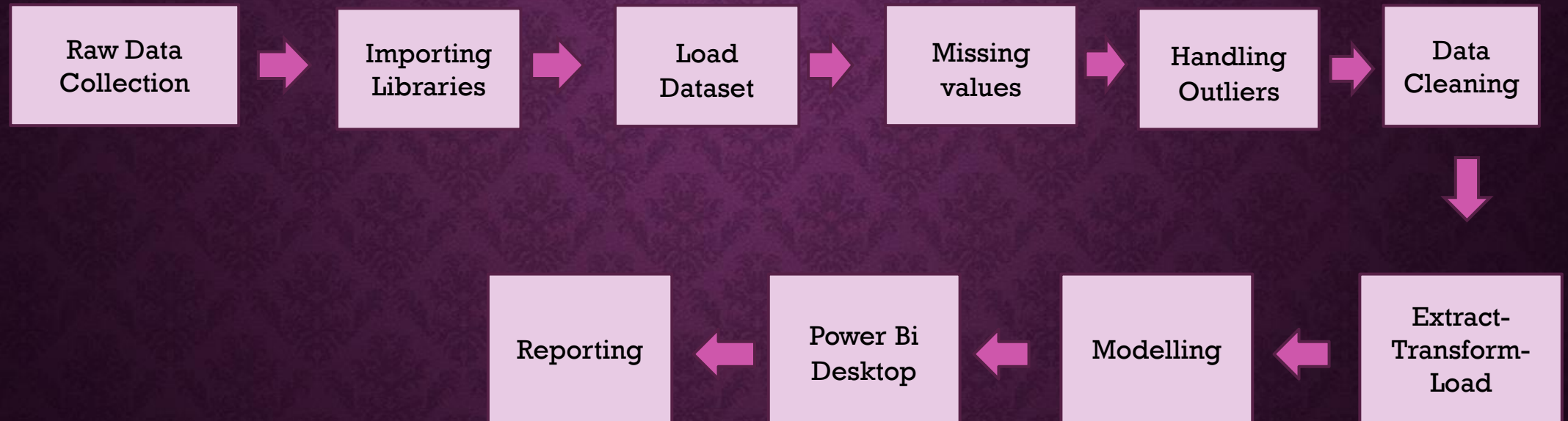
OBJECTIVE

Finding Sales & Profit Trend month wise , year wise , yearly
month wise

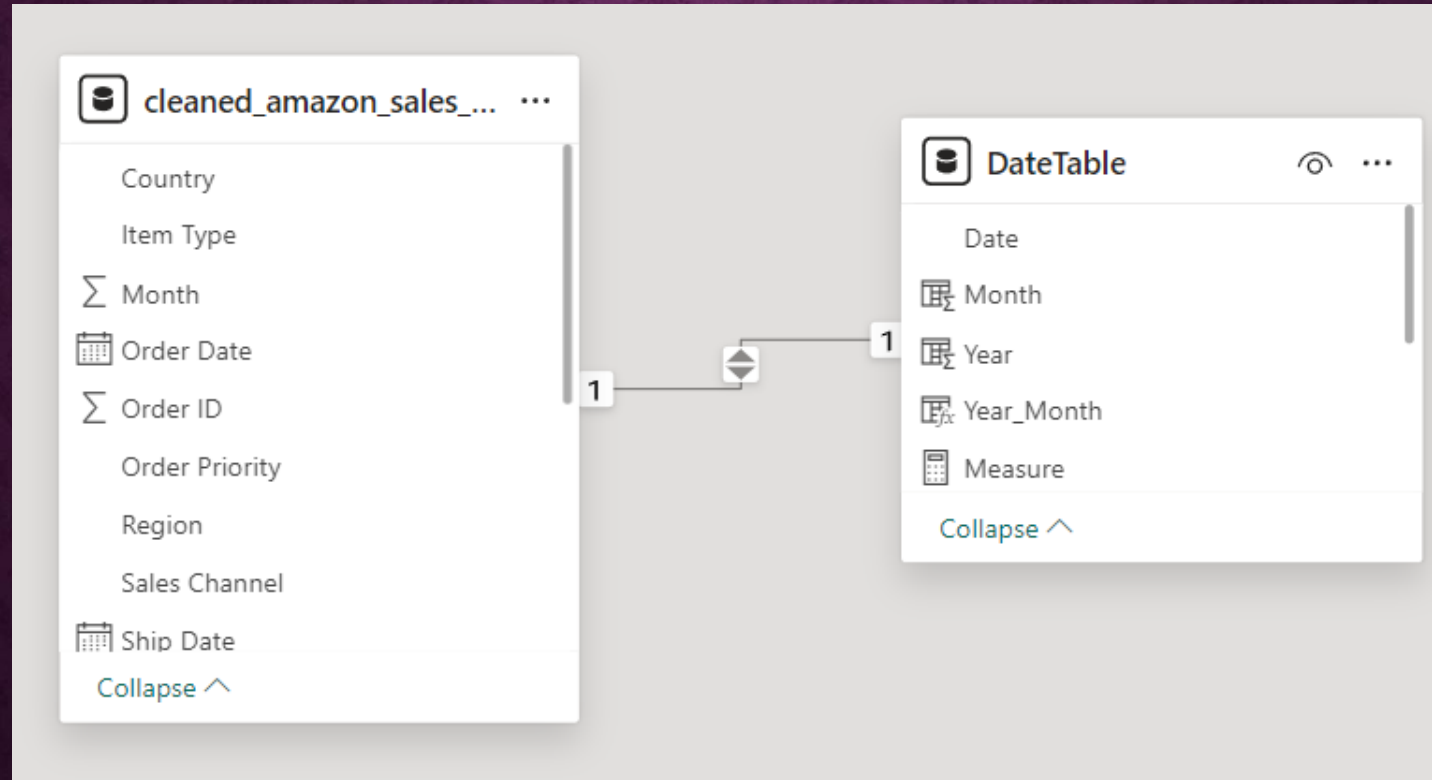
DATASET INFORMATION

- The dataset contains Amazon sales records from 2017 to 2019, including details like order dates, regions, item categories, sales channels, and financial metrics (revenue, cost, and profit). It is designed to analyze trends, profitability, and performance across various dimensions such as time, geography, and product types.

ARCHITECTURE



RELATIONSHIP





Year Wise Sales | Amazon Global Dashboard

--	2010	2011	2012	2013	2014	2015	2016

Product Unit

513K

Sales Projection

137M

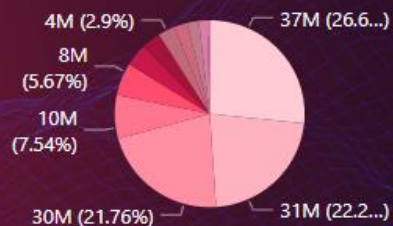
KPI Rating

3.10M[✓]

(Goal: 500,000 / 513,373)

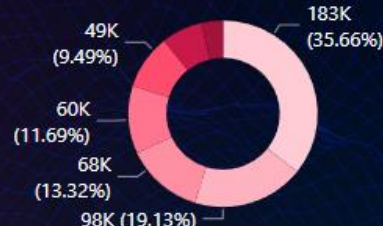


Sales by Segments



- Item Type**
- Cosmetics
 - Office Supplies
 - Household
 - Baby Food

Sales by Market

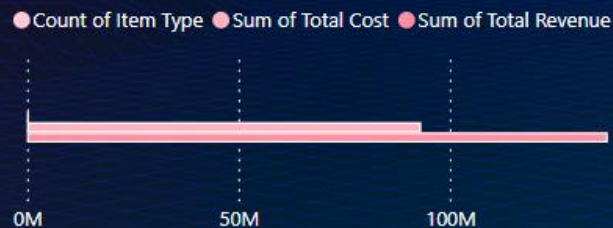


- Region**
- Sub-Saharan Africa
 - Europe
 - Australia and Oceania
 - Asia

Yearly Sales Trends by Region

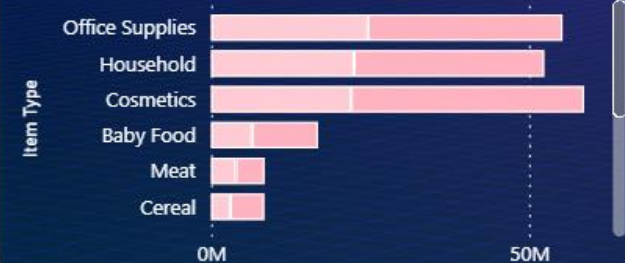


Loss by Product Name



Cost vs Revenue by Item Type

● Sum of Total Cost ● Sum of Total Revenue



QUESTIONS AND ANSWERS

Q1) What's the source of data?

Ans- The Dataset was taken from PW the Project Description Document.

<https://drive.google.com/file/d/1tvNcSh1Ayfkv7NIE2oKqIMOLlfedNJvM/view>

Q2) What was the type of data?

Ans- The dataset contains a mix of categorical, numerical, and date-related data types

Q3) What techniques were you using for data?

Ans- For the Amazon sales data, we used data cleaning in Python (Google Colab) to handle missing values and standardize formats, created a DateTable in Power BI for time-based analysis, and implemented the ETL process (Extract, Transform, Load) to prepare and visualize data effectively.

THANK YOU