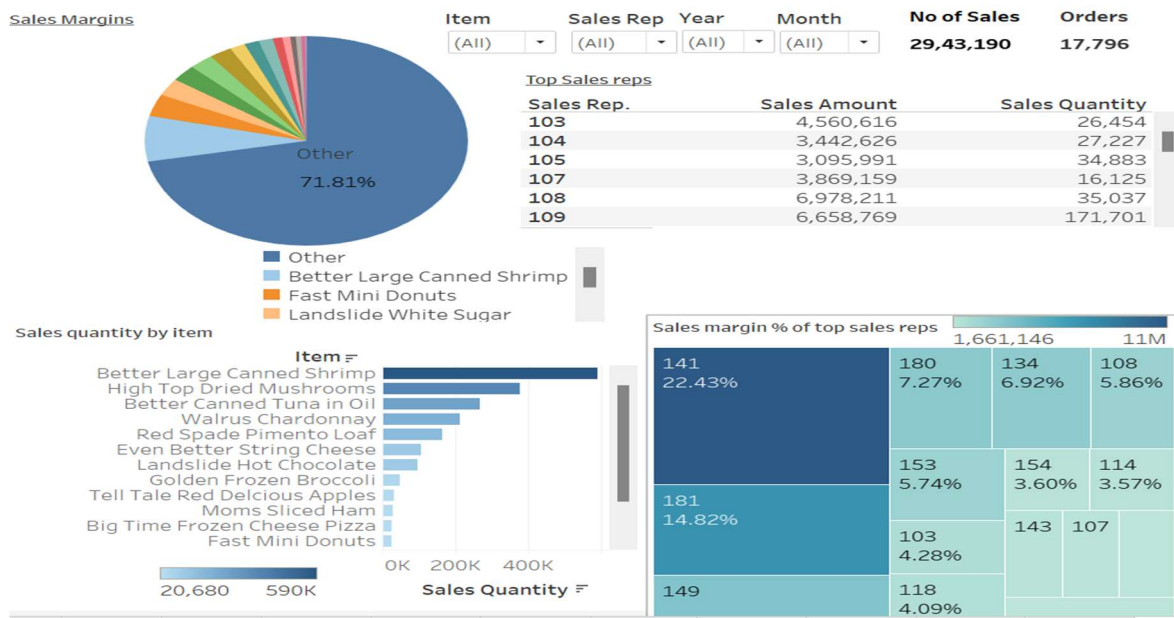# Amazon Sales Data Analysis

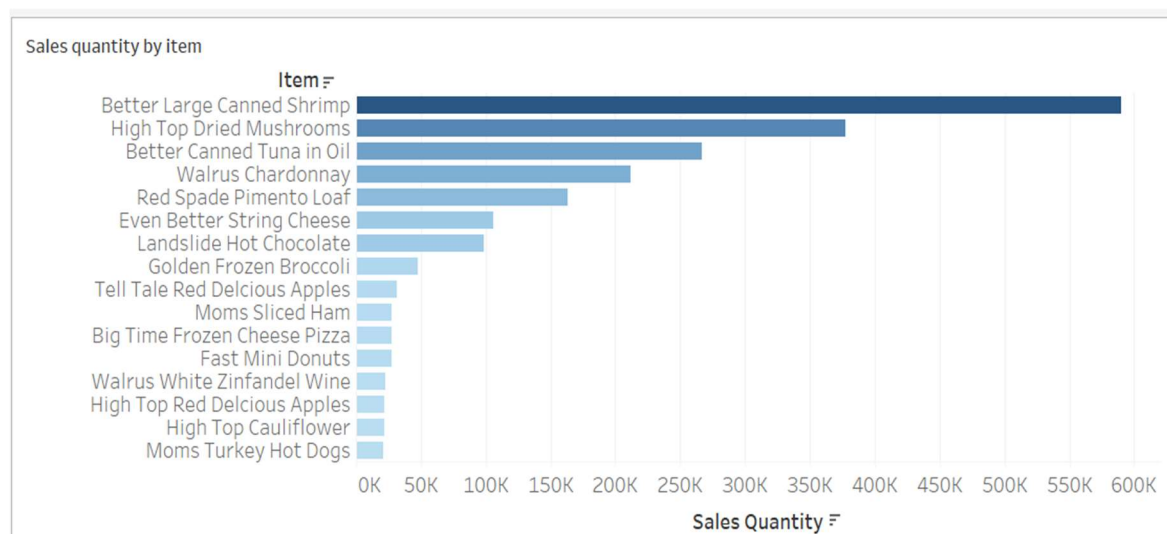*Wireframe Documentation*

Homepage

As per the problem statement, we have divided analysis into two sections:

1. Sales and Performance Analysis:

In this section we designed our first dashboard and tried to interpret the followings:
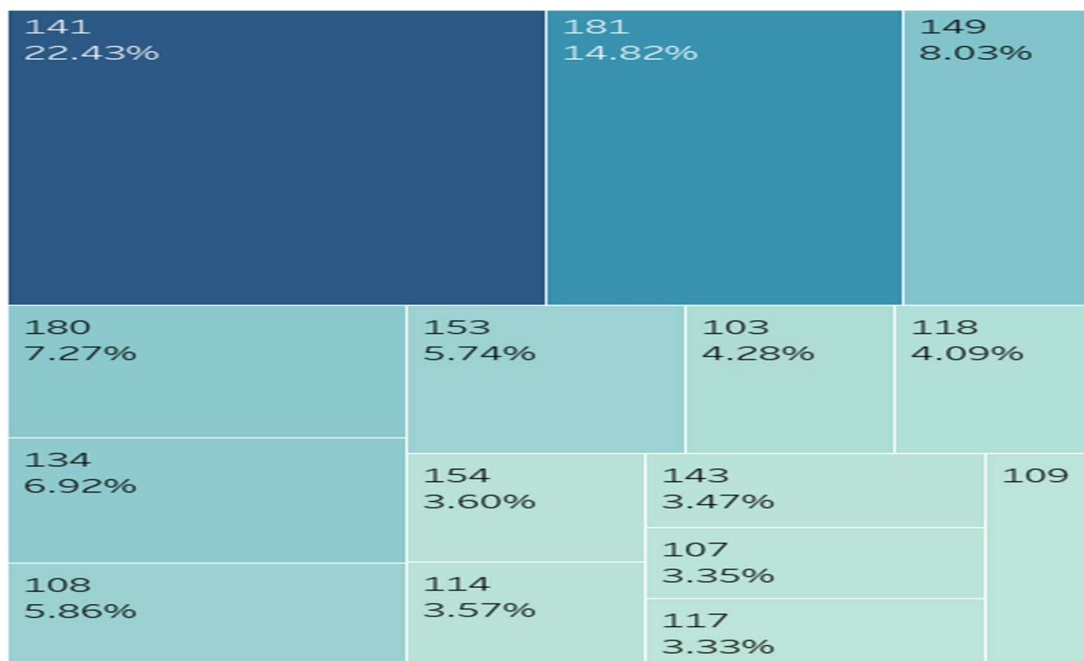
Sales Quantity of top selling items(Items which have been sold more than 20,000 times)

Top performing sales reps(Measured in terms of Sales amounts):

Top Sales reps

Sales R.. ⇥	Sales Amount ⇥	Sales Quantity
141	25,472,367	143,626
181	21,526,417	850,141
149	12,778,826	367,437
180	8,045,439	90,673
134	7,898,160	47,700
108	6,978,211	35,037
114	6,724,341	399,459
109	6,658,769	171,701
153	5,615,364	30,664
118	4,965,710	14,489
103	4,560,616	26,454
154	4,343,109	148,972
107	3,869,159	16,125
143	3,832,451	26,570
117	3,821,429	34,172
104	3,442,626	27,227
105	3,095,991	34,883
162	2,908,668	10,313
119	2,842,848	11,207
125	2,493,591	18,623
170	2,485,035	9,180
173	2,329,640	35,067
182	2,289,873	11,787
157	2,180,668	19,833
115	2,013,878	18,821

Contribution of the top 15 sales reps to the Total Sales Margin(in % terms):

141 22.43%	181 14.82%	149 8.03%
180 7.27%	153 5.74%	103 4.28% / 118 4.09%
134 6.92%	154 3.60% / 114 3.57%	143 3.47% / 107 3.35% / 117 3.33% / 109
108 5.86%		

Contribution of the top 15 Items(Items with the highest average sales margin per order) to the Total Sales Margin(in % terms):
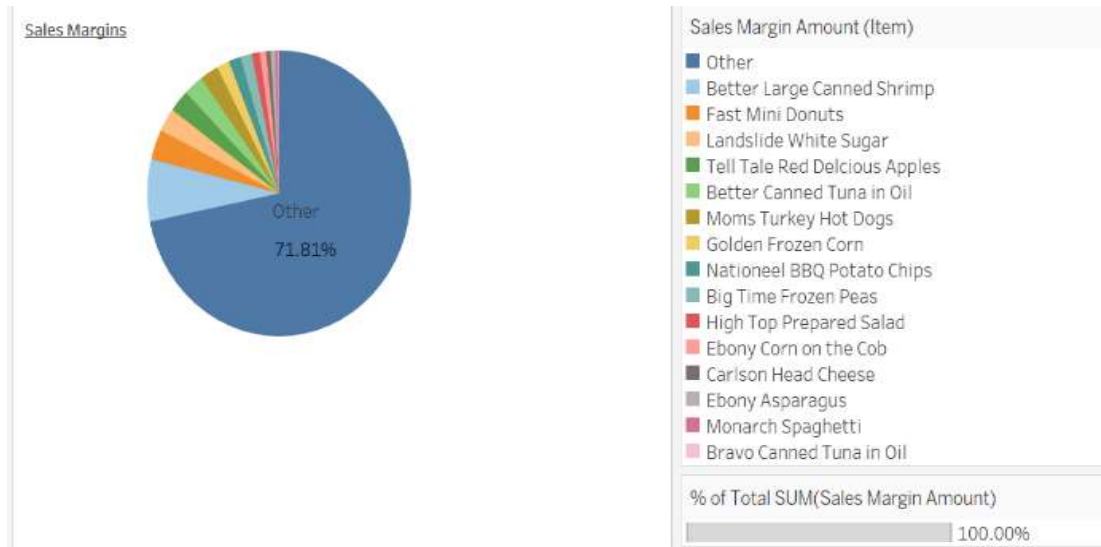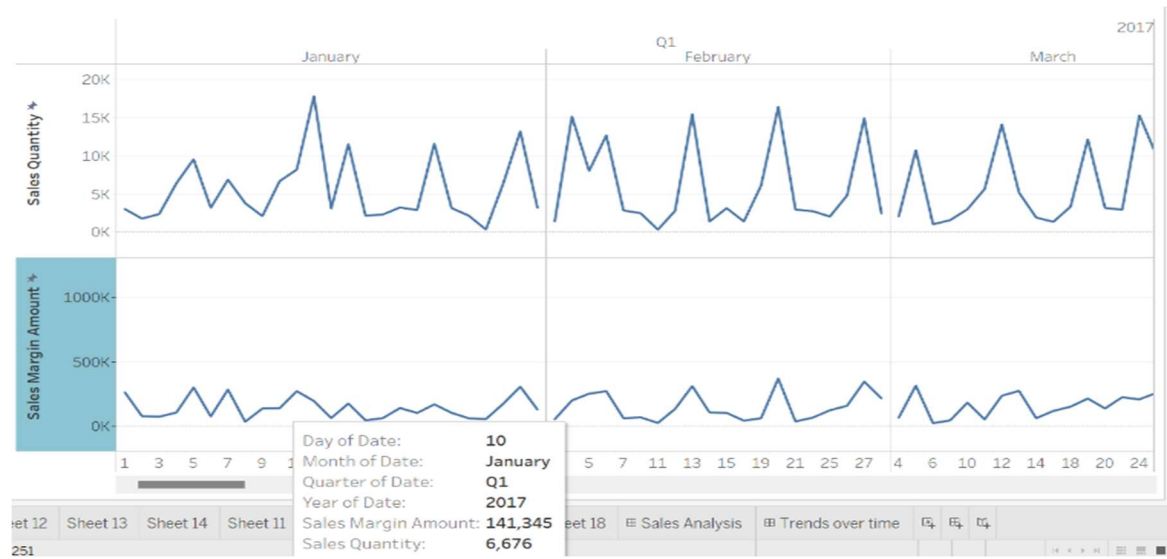

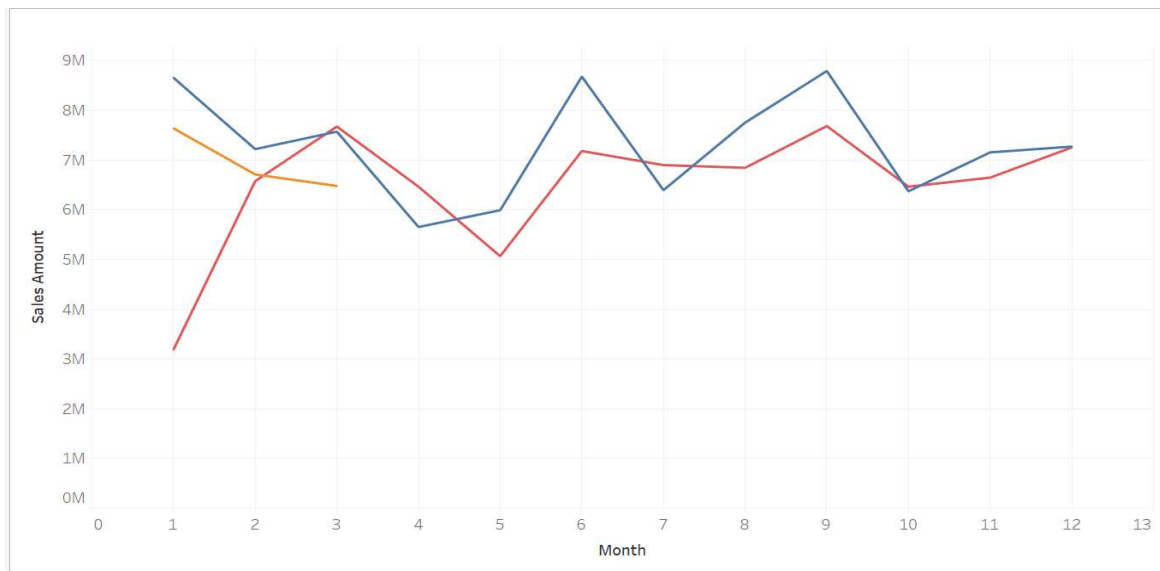## 2. Customer behaviour and trends over time(Time series Analysis):
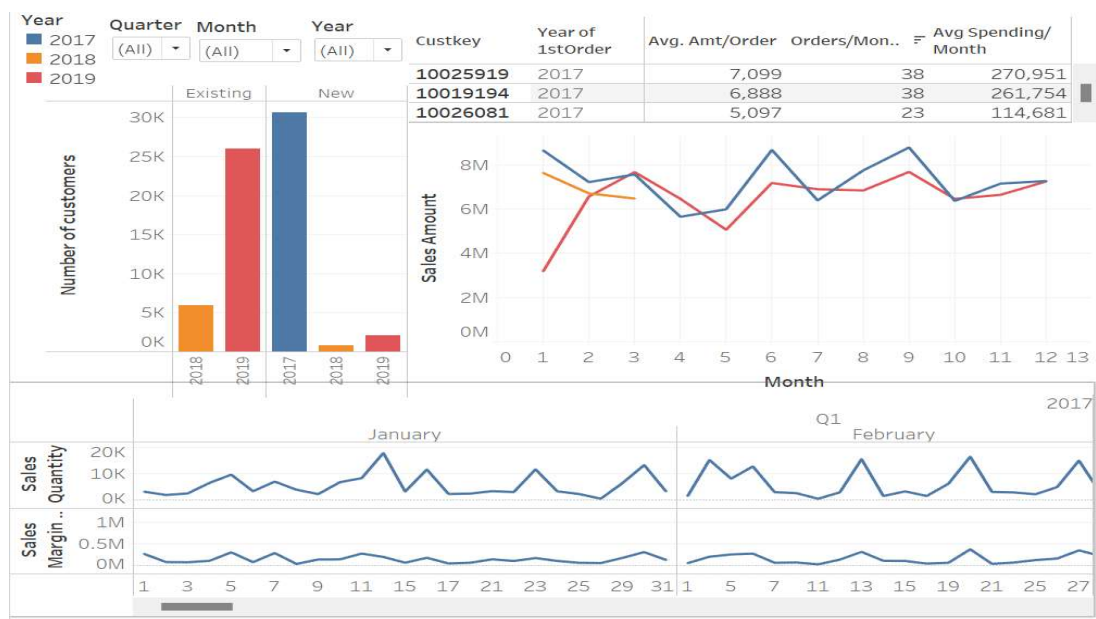
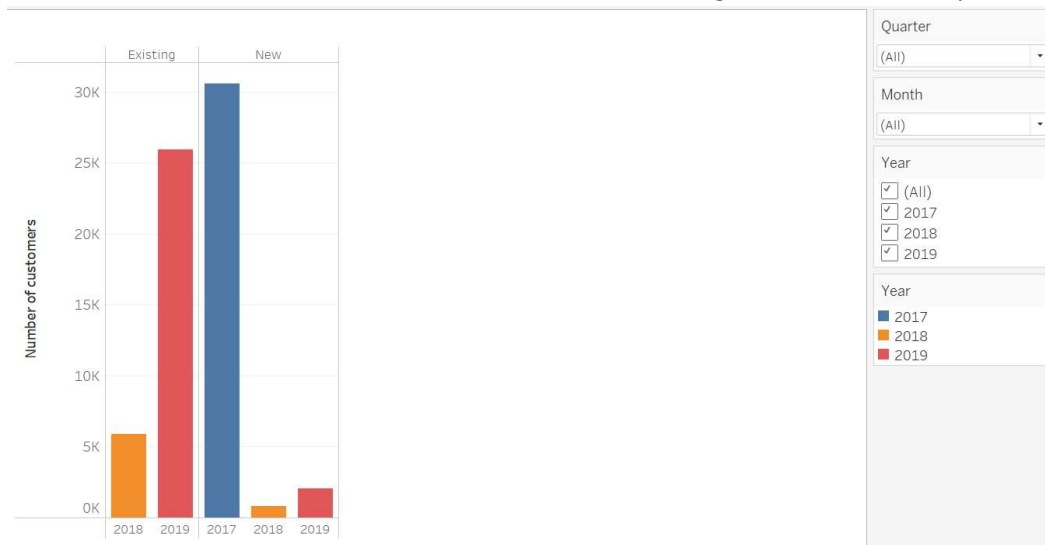Here, we have our second dashboard and interpret the followings--

Total Sales margin amount and Sales Quantity across all years, quarters, months and days.

Total sales amount in each month of the 3 years(2017,2018 and 2019):

Number of new customers(first time customers) and existing customers in each year:

Quarter
(All)

Month
(All)

Year
- ☑ (All)
- ☑ 2017
- ☑ 2018
- ☑ 2019

Year
- ■ 2017
- ■ 2018
- ■ 2019

Historical spending/order patterns of customers along with the year in which they placed their first order:

Custkey	Year of 1stOrder	Avg. Amt/Order	Orders/Month	⌅ Avg Spending/Month
10025919	2017	7,099	38	270,951
10019194	2017	6,888	38	261,754
10026081	2017	5,097	23	114,681
10018871	2017	5,354	22	119,578
10026606	2017	11,428	22	249,506
10021986	2017	919	22	20,069
10008638	2017	796	20	15,780
10017638	2017	3,746	20	73,361
10020184	2017	13,142	19	249,691
10023524	2017	4,265	18	78,193
10025552	2017	4,541	18	80,226
10023793	2017	1,618	18	28,586
10013080	2017	1,347	17	23,007
10002506	2017	3,574	14	50,035
10017036	2017	6,542	14	88,864
10021485	2017	74,982	13	949,767
10015793	2017	6,443	12	77,318
10025025	2017	7,079	11	80,822
10013238	2017	6,484	11	74,021
10012226	2017	14,977	10	153,514