

# **Amazon sales data Analysis**

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# OBJECTIVES -

- ❖ To get insight of sales and profit trend of amazon in 7 different regions of the world which contains 75 different countries, 12 different product categories.
- ❖ To get insight of the products which are giving highest sales and profit, in different countries and in different regions which helps the company to maintain supply chain based on the demand.

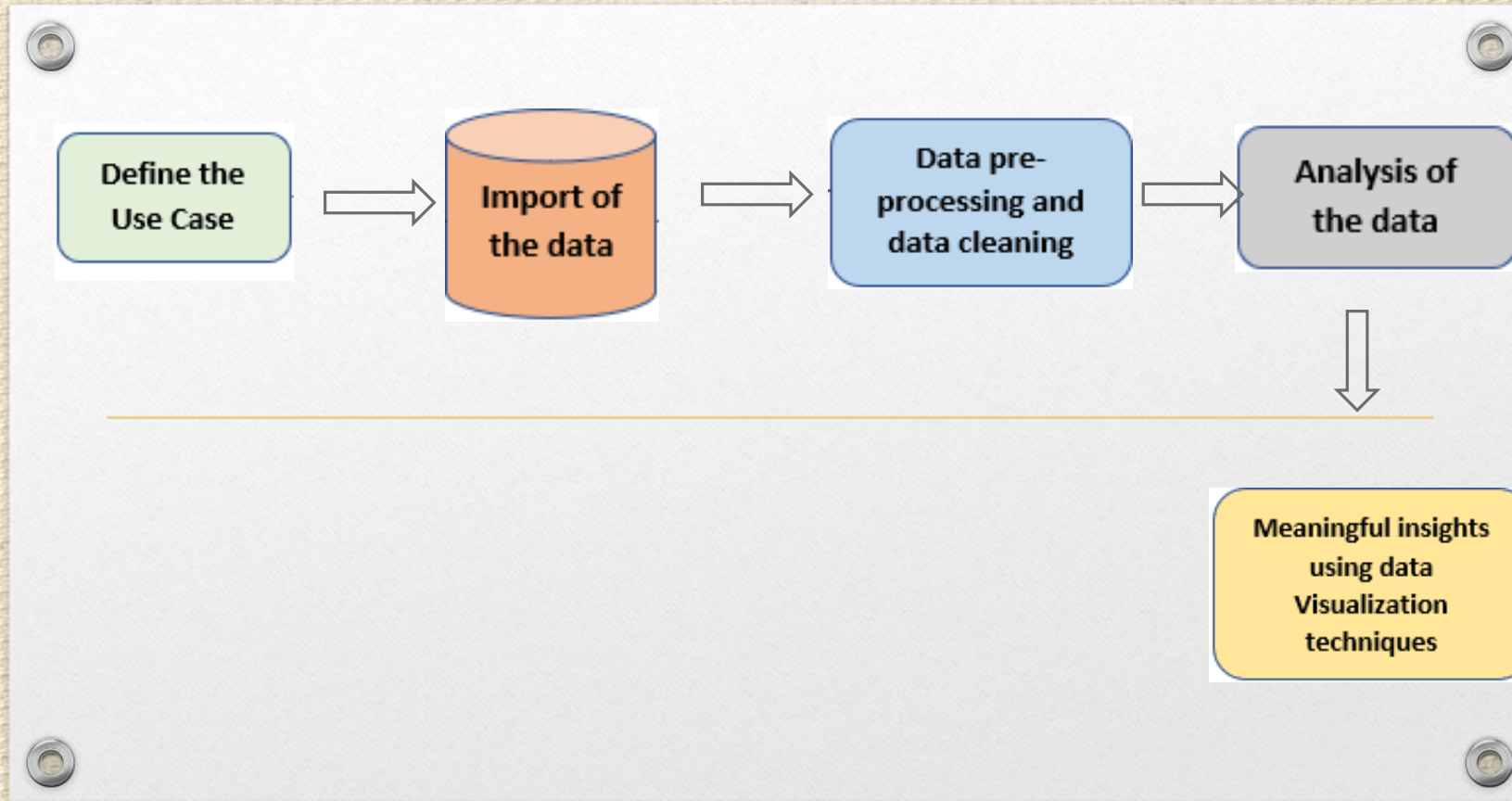


# DATA SHARING DETAILS-

- ❖ Sample File Name (ex. Amazon sales records.csv)
  - ❖ Length of Data Stamp (8 digits)
  - ❖ Length of Time Stamp (None)
  - ❖ Number of columns
  - ❖ Column Name
  - ❖ Column Data Type
-



# ARCHITECTURE -





# OVER VIEW OF THE DATA-

- ❖ The Data includes single .csv file with all examples.
- ❖ The Data includes single .csv file with all examples.
- ❖ The Number of Regions -7
- ❖ Number of Countries – 75
- ❖ Number of Products categories—12
- ❖ Sales channel---2



# KEY PERFORMANCE INDICATORS(KPI)-

Key indicators displaying a summary of the amazon sales data and profit information based on various parameters –

- ❖ Regions associated with amazon businesses.
- ❖ Countries that are contributing to the sales within these regions.
- ❖ Name of the different product categories.
- ❖ Sales channel (i.e Online or Offline)
- ❖ Profit and sales distribution associated with above mentioned KPI.



# OUTCOME OF THE DATA ANALYSIS IN SALES:-

1. There are 7 different regions and 75 different countries which are associated with amazon sales.
2. There are 12 different product categories that amazon is selling to various customers both in online and offline mode.
3. In 2010 total sales was 16.6 Million dollars, offline sales was 9.68 million dollars and online sales 6.92 million dollars.
4. In 2011 total sales was 11.46 Million dollars, offline sales was 6.8 million dollars and online sales 4.66 million dollars.
5. In 2012 total sales was 34.15 Million dollars, offline sales was 18.92 million dollars and online sales 15.23 million dollars.



# OUTCOME OF THE DATA ANALYSIS IN SALES:-

5. In 2013 total sales was 20.16 Million dollars, offline sales was 10.54 million dollars and online sales 9.62 million dollars.
6. In 2014 total sales was 16.80 Million dollars, offline sales was 12.95 million dollars and online sales 3.85 million dollars.
7. In 2015 total sales was 12.43 Million dollars, offline sales was 8.79 million dollars and online sales 3.64 million dollars.
8. In 2016 total sales was 12.37 Million dollars, offline sales was 4.91 million dollars and online sales 7.47 million dollars.
9. In 2017 total sales was 13.37 Million dollars, offline sales was 6.52 million dollars and online sales 6.85 million dollars.

Seeing the sales trend ,offline sales are comparatively more than online sales in most of the years so product demand in terms of quantities will be high for offline sales.



# OUTCOME OF THE DATA ANALYSIS IN SALES:-

1. Year 2012 has highest sales of 34.15 million dollars and year 2011 has least sales of 11.43 million dollars.
2. Top product category in sales is cosmetics with 36.6million dollar sales and meat category is least in sales 4.5 million dollar sales.
3. ~~Top 5 countries in sales overall for 8 years are Honduras, Myanmar, Djibouti,~~  
Turkmenistan, Mexico.
4. Top 5 product categories in sales overall for 8 years are Cosmetics, Office supplies, House hold supplies, Baby food and Clothes.



# OUTCOME OF THE DATA ANALYSIS IN PROFIT:-

1. Out of total sales of 137.35 million dollars in 8 years, total profit was 44.17 million dollars.
2. Profit margin was more in online mode of sales, same strategy of sales can be implemented for offline mode as well to increase profit margin.
3. Year 2012 has highest profit 34.15 million dollars, with profit margin of 28.26% and Year 2011 with least profit of 2.95 million dollars.
4. If we consider overall profit Cosmetic products are giving highest profit, of 14.5 million dollars and fruits are having least 0.49 million dollars profit.
5. Profit margins are high for clothing category with 67.20% and meat category is least with 13.56%



# DASHBOARD OVERVIEW

Clipboard

Data

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Calculations

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## AMAZON SALES DATA ANALYSIS



Year: All

Select all

2010

2011

2012

2013

2014

2015

2016

2017

137.35M

Total sales

44.17M

Total profit in sales

32.16%

Profit margin

Sales Channel: All

Select all

Offline

Online

Region: All

Select all

Central America  
and the  
Caribbean

Asia

Europe

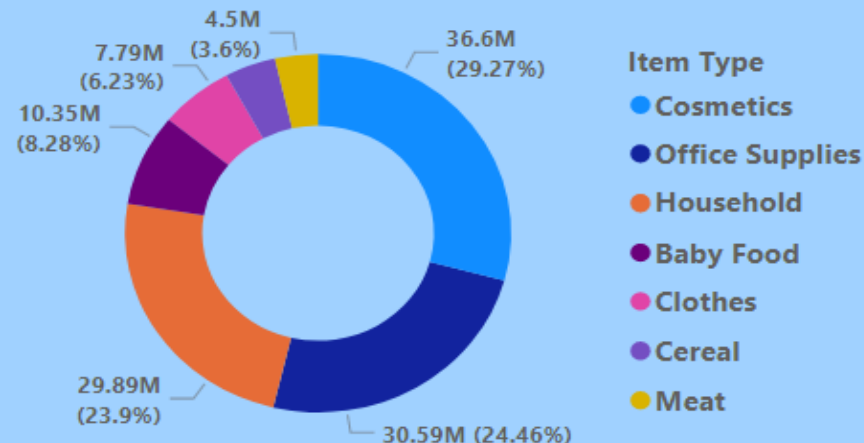
Australia and  
Oceania

Middle East and  
North Africa

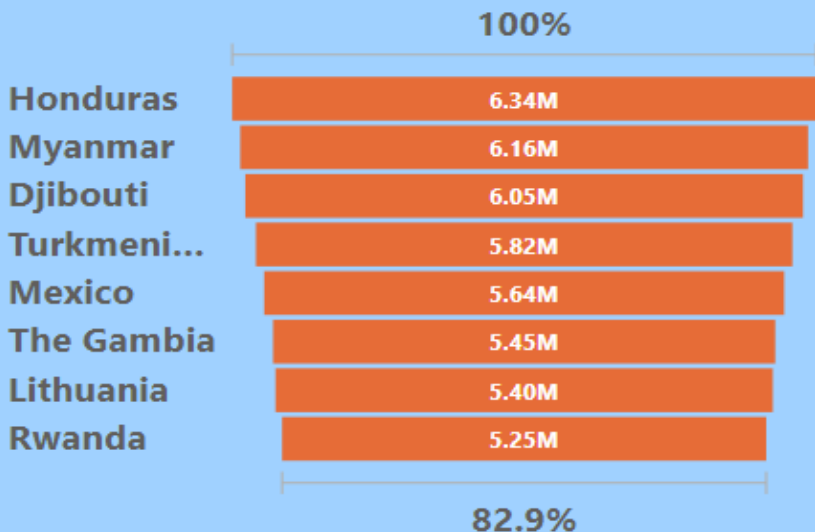
Monthwise sales



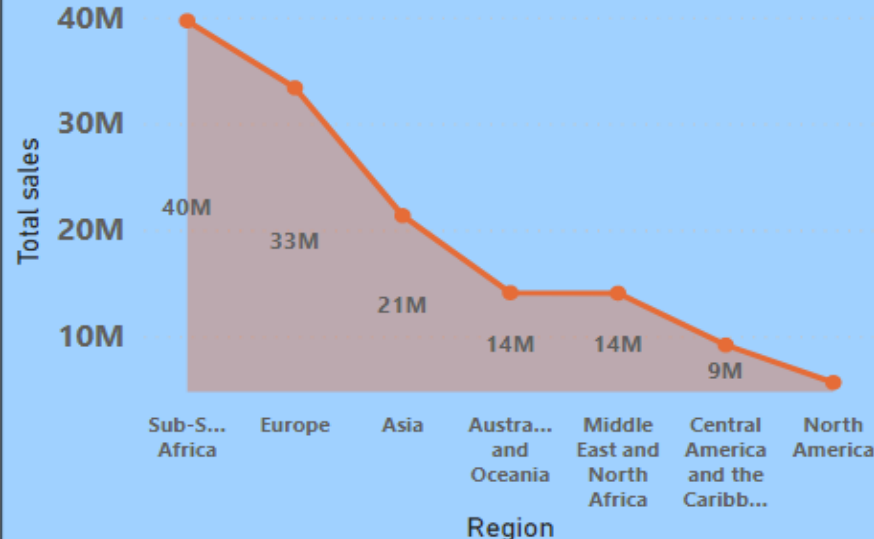
Top Product categories in sales



Countries with top sales



Region wise sales





# AMAZON PROFIT ANALYSIS OF SALES

Year: All

Select all

2010

2011

2012

2013

2014

2015

2016

2017

44.17M

Total profit in sales

32.16%

Profit margin

23.36

Average of Delivery da...

Sales Channel: All

Select all

Offline

Online

Region: All

Select all

Europe

Asia

Middle East and  
North Africa

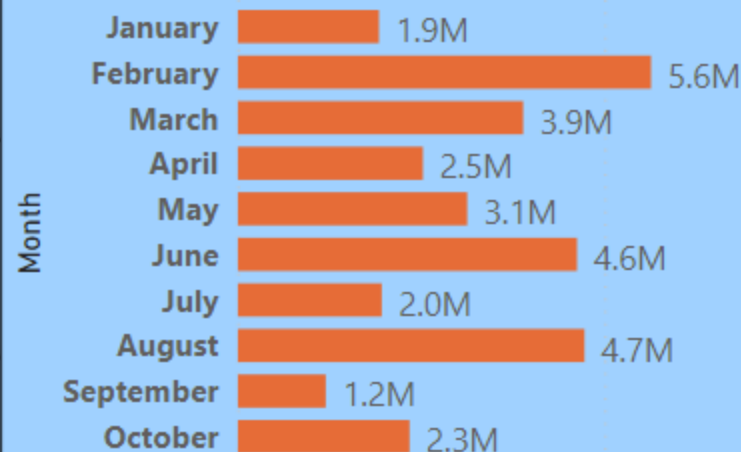
Australia and  
Oceania

North America

Central America  
and the Carib...

Sub-Saharan  
Africa

## Monthwise Profit



0M

5M

Sum of Total Profit

## Countries which are having highest profit

Country	Sum of Total Profit
Djibouti	24,25,317.87
Myanmar	18,02,771.70
Pakistan	17,19,922.04
Samoa	16,78,540.98
Honduras	16,09,947.52
Iceland	15,41,705.29
Azerbaijan	15,12,926.83

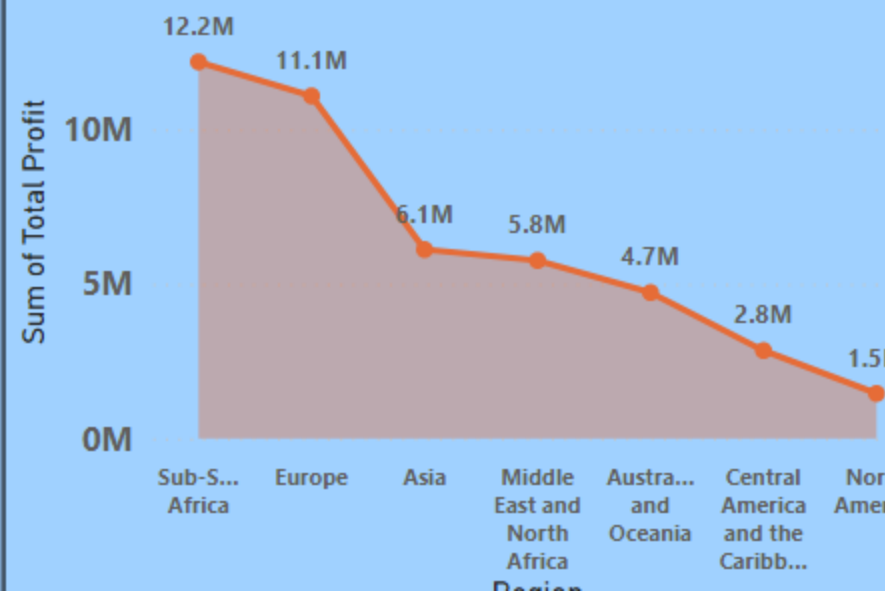
Total

4 41 68 198 40

## Product Categories which are having highest profits

Item Type	Sum of Total Profit	Total quantity	Profit margin
Clothes	52,33,334.40	71260	67.20
Cereal	22,92,443.43	25877	43.07
Vegetables	12,65,819.63	20051	40.98
Cosmetics	1,45,56,048.66	83718	39.77
Baby Food	38,86,643.70	40545	37.55
Snacks	7,51,944.18	13637	36.14
Beverages	8,88,047.28	56708	33.00
Total	4,41,68,198.40	512871	32.16

## Region wise profit





## Q & A-

For further questions please refer dashboard for better understanding of sales and profit region wise , country wise , month wise, product category wise.

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