

Amazon Sales Data Analysis

Insights Summary Report

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Tool: SQL & Power BI

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Objective

The purpose of this project is to analyze Amazon's transactional sales data from three branches Yangon, Mandalay, and Naypyitaw to uncover actionable insights regarding sales performance, product trends, and customer behavior.

Dataset Overview

Source: Amazon branch sales dataset

Rows: 1,000 transactions

Columns: 17

Branches: Yangon, Mandalay, Naypyitaw

Tools Used: SQL, Power BI

Time Period: 3 months

Key Insights

1. Yangon generated the highest total revenue, contributing 38% of overall sales.
2. Afternoon (12 PM - 5 PM) recorded the highest sales volume.
3. Electronic Accessories and Fashion Accessories are the top-performing product lines.
4. Member customers generate more revenue than normal customers.
5. E-wallet is the most preferred payment method.
6. Friday shows the highest customer ratings; Sunday has the lowest.

Recommendations

Maintain higher stock for Electronics and Fashion categories.

Run promotional campaigns for underperforming product lines like Sports & Travel.

Encourage membership programs and loyalty rewards.

Schedule marketing campaigns during afternoon hours.

Gather feedback during evening hours for better response rates.

Conclusion

The Amazon Sales Analysis Project provides actionable insights into branch performance, customer behavior, and product trends. SQL-based EDA combined with Power BI visualization transforms transactional data into strategic intelligence for business growth.

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