

# Key Insights Summary – Amazon Sales Dataset

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- The dataset has been fully cleaned and is now suitable for advanced analytics.
- All duplicate and invalid records have been removed, ensuring unique transactions.
- Numeric fields such as Amount and Quantity have been standardized and validated.
- Date fields have been transformed into datetime format, allowing temporal analysis (Year, Month, Day, Weekday).
- Outliers in Amount were capped using the IQR method to prevent skewing results.
- A new Total Revenue column was added ( $\text{Qty} \times \text{Amount}$ ), enabling direct sales performance measurement.
- The dataset now supports reliable trend analysis, forecasting, and business intelligence reporting.