

## **Amazon: E-Commerce Project**

Neha Saste

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Professor: Perkins, David

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## **Amazon: E-Commerce Project**

The eCommerce Project compiles data from various sources including the Amazon Sales report, retail sales, women's clothing sales, and women's clothing e-commerce reviews. These individual data files offer distinct datasets.

The Amazon sales report includes information on sales across different geographical locations such as countries, states, and cities, along with sales dates, courier statuses, product categories, currencies, sizes, sales channels, and corresponding amounts. With 24 columns and 128,975 rows, most sales are from India, denominated in INR (Indian Rupees).

This dataset holds the potential for understanding Amazon's sales performance in 2022, particularly from March to June, based on geographical breakdowns by state, city, product categories, and transaction amounts. It also facilitates the examination of promotional IDs and order statuses, including cancellations and shipments, as well as insights into sales channels utilized for placing orders. Analyzing sales data by city further offers valuable insights for future enhancements and optimizations within the Amazon platform.

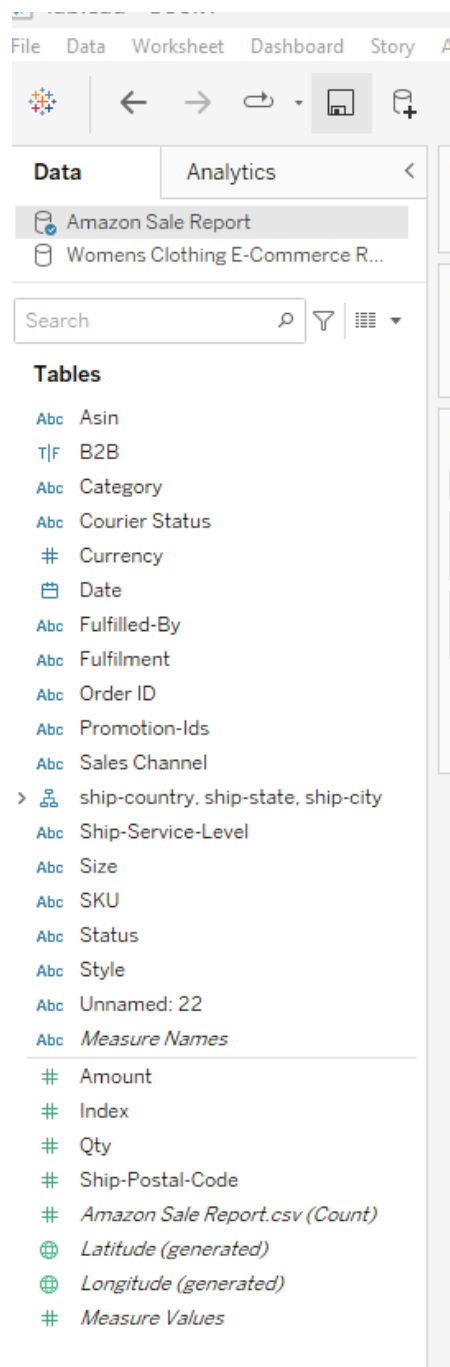
The Women's Clothing E-commerce reviews data set has the potential to study the positive feedback count or ratings per department name, division name, and clothing IDs.

The retail sale data set has data where it has customer ID, date, gender, product category, and transaction ID to be compared with age, price per unit, quantity, and total amount of sales.

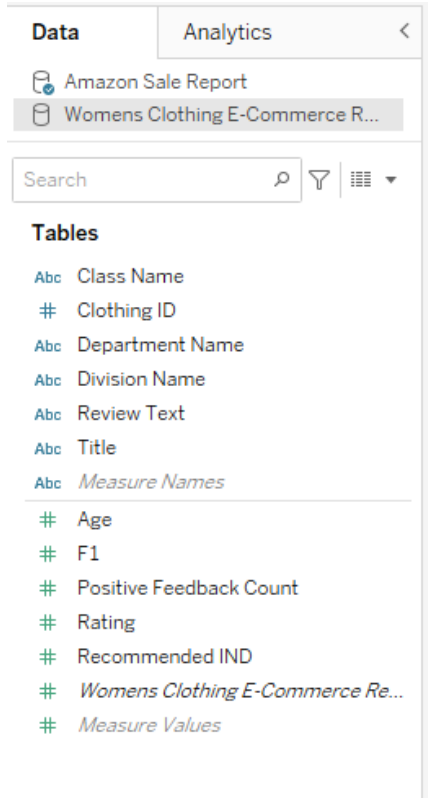
As shown in the charts below, Amazon can focus on various areas, collect user experiences, and customer preferences per state, city, time, and gender and improve future sales. These data sets can be crucial to redirect the resources, and manage the budgets, and resources.

## Structure of data sets

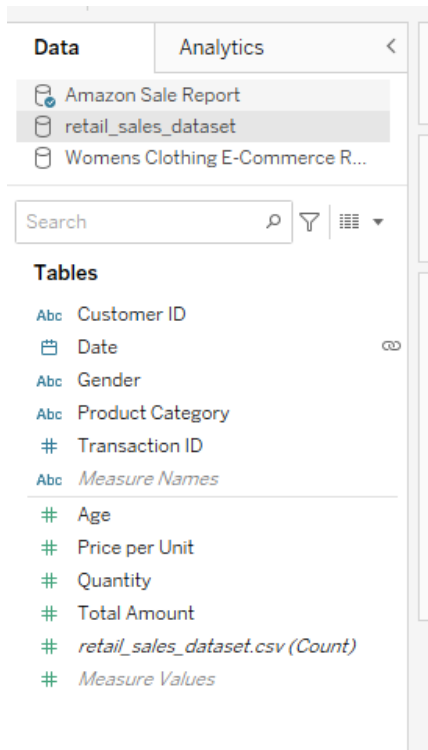
### The data Pane (Amazon sales report)



## The data Pane (Women's Clothing E-commerce reviews)

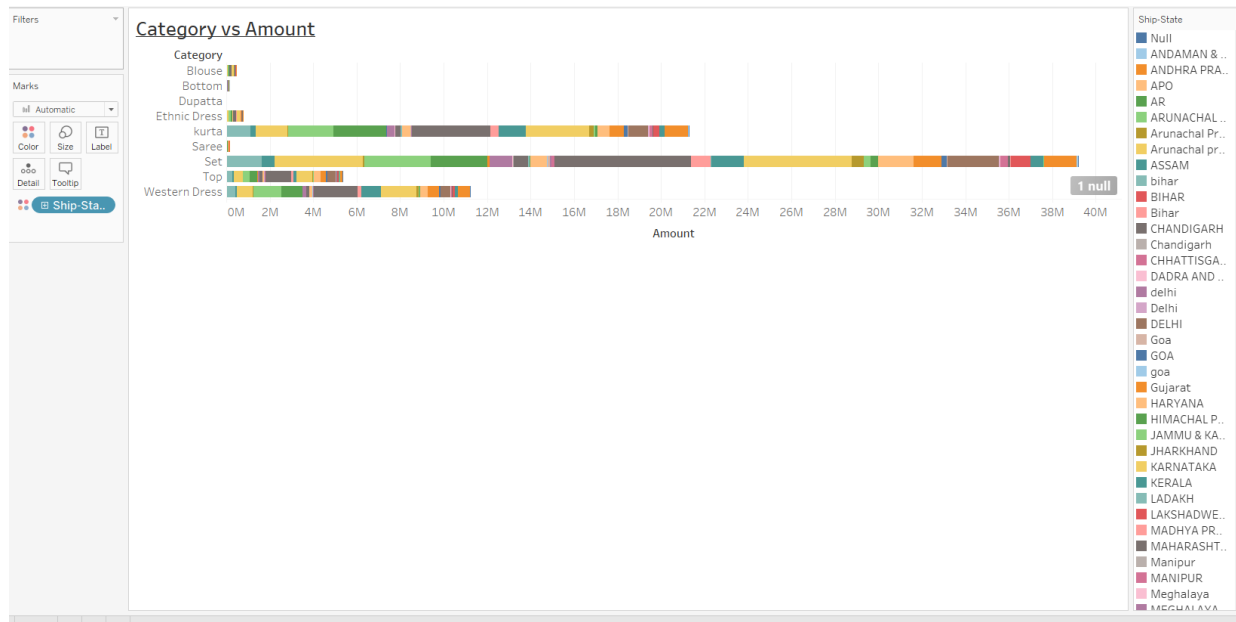


## The data Pane (Retail Sales)



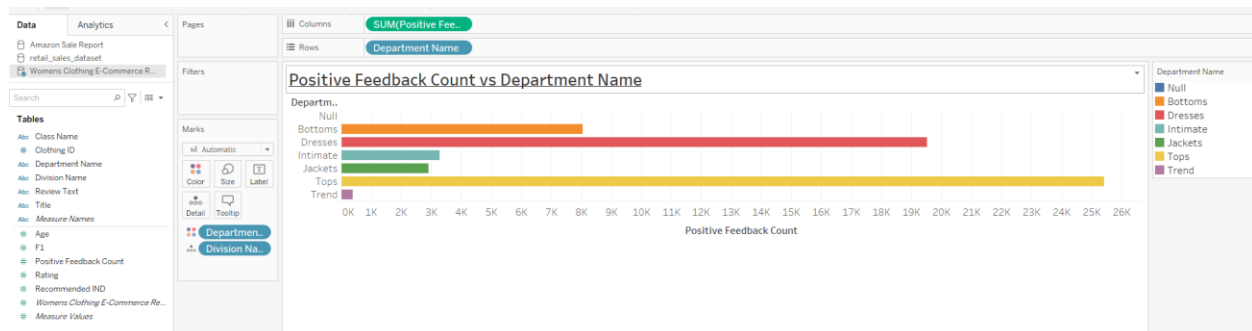
## Potential Insights

### Category vs Amount graph



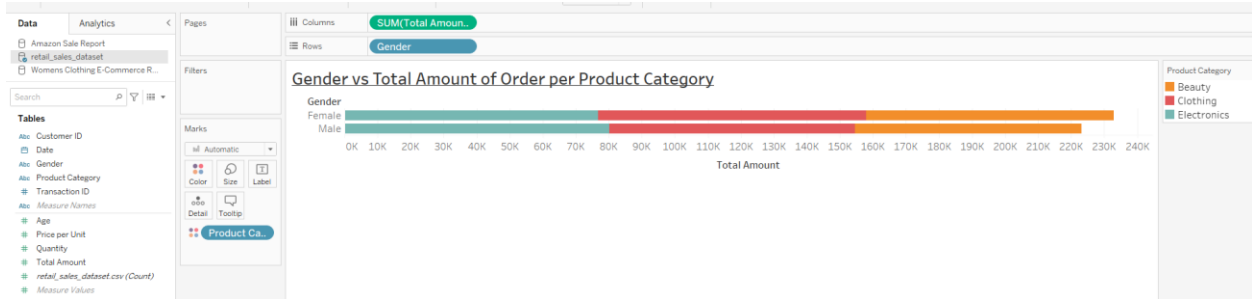
This chart provides information about what is the price per category based on various states in India. Amazon can use this data to improve future sales by identifying customer preferences per state.

### Positive feedback count vs Department name

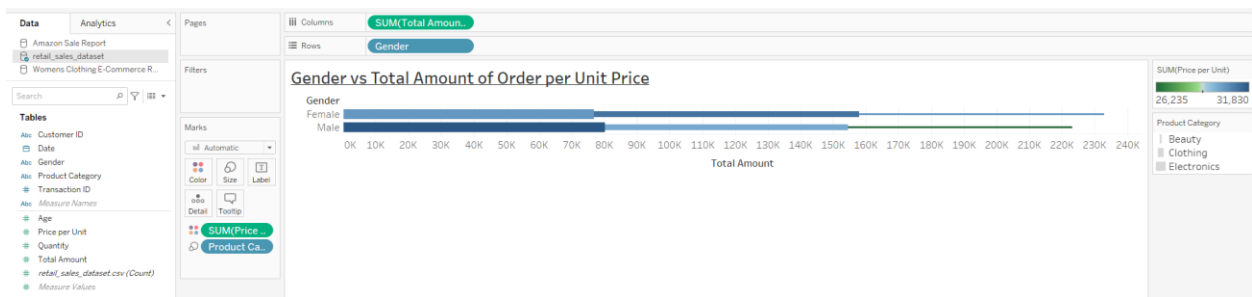


This chart will be a potential target area to improve the sales of various departments based on positive feedback.

## Gender vs Total Amount of Orders per Product Category



## Gender vs Total Amount of Order per Unit Price



These charts provide potential insights into the total price (amount) of orders per gender and the respective categories. It would be helpful to address gender-based preferences to achieve more profits.

## References

<https://data.world/jegazhu/amazon-products-data>