

COVER PAGE
AMAZON SALES PROJECT REPORT
(Project Semester January-May 2024)

SALES OF AMAZON

Submitted by
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Programme and Section: B.Tech CSE and K21BS
Course Code: INTB233

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P ROFESSIONAL
U NIVERSITY

CERTIFICATE

This is to certify that Shanmukh sai bearing Registration no. 12112432 has completed INTB233 project titled, “**Sales of Amazon**” under my guidance and supervision. To the best of my knowledge, the present work is the result of his/her original development, effort and study.

Nidhi Arora

Assistant Professor

School of Computer Science and Engineering

Lovely Professional University

Phagwara, Punjab.

Date: 18-04-2024.

DECLARATION

I, Shanmukh sai , student of CSE under CSE/IT Discipline at, Lovely Professional University, Punjab, hereby declare that all the information furnished in this project report is based on my own intensive work and is genuine.

K.shanmukh

Signature

Date: 18-04-2024

Registration No. 12112432

Name of Student: K. Shanmukh sai

Acknowledgment

The satisfaction that accompanies the successful completion of this project would be incomplete without the mention of the people who made it possible, without whose constant guidance and encouragement would have made efforts go in vain. I consider myself privileged to express gratitude and respect towards all those who guided us through the completion of this project.

I convey thanks to my project guide Maneet Kaur of the Computer Science and Engineering Department for providing encouragement, constant support, and guidance which was of great help in completing this project successfully.

Last but not least, we wish to thank our parents for financing our studies in this college as well as for constantly encouraging us to learn engineering. Their personal sacrifice in providing this opportunity to learn engineering is gratefully acknowledged.

Introduction

Amazon is one of the largest e-commerce companies in the world, and India is one of its fastest-growing markets. The company has been investing heavily in India in recent years, and it is now a major player in the country's online retail market. Amazon offers a wide variety of products in India, including electronics, fashion, home goods, and groceries. It also has a large network of fulfillment centers and delivery partners, which allows it to deliver products to customers quickly and efficiently.

There are a number of factors that have contributed to Amazon's success in India. One factor is the country's growing middle class. As more and more Indians gain disposable income, they are increasingly turning to online shopping. Another factor is the increasing penetration of smartphones and internet access in India. This has made it easier for people to shop online, and it has also given Amazon a platform to reach a wider audience.

Amazon's sales in India are expected to continue to grow in the coming years. The company is well-positioned to benefit from the continued growth of the Indian e-commerce market. If you are interested in learning more about Amazon sales in India, you can find a number of reports and articles online that discuss this topic in more detail.

Scope of Dashboard on Amazon sales in India

A Tableau dashboard focused on Amazon sales presents a multifaceted scope aimed at providing comprehensive insights into various facets of sales performance within the Amazon ecosystem. At its core, this dashboard serves as a centralized platform for analyzing and visualizing key metrics related to revenue, product performance, customer behavior, and marketing effectiveness.

One significant aspect of the dashboard's scope lies in its ability to track and analyze sales trends over time. By visualizing historical sales data through interactive charts and graphs, stakeholders can identify patterns, seasonality, and fluctuations in demand, allowing for informed decision-making regarding inventory management, production planning, and resource allocation. Moreover, the dashboard offers insights into product performance across different categories and subcategories on the Amazon platform. Users can assess the sales performance of individual products, identify top-selling items, and uncover opportunities for cross-selling or upselling. This granular analysis enables businesses to optimize their product offerings, pricing strategies, and marketing campaigns to maximize sales and profitability.

In addition to product-centric analysis, the dashboard provides valuable insights into customer behavior and preferences. Through segmentation analysis, businesses can categorize customers based on demographics, purchasing habits, and engagement levels. By understanding customer segments' preferences and purchasing patterns, companies can tailor marketing efforts, personalize recommendations, and enhance customer experiences to drive loyalty and retention.

Furthermore, the dashboard facilitates the evaluation of marketing strategies and campaigns deployed on the Amazon platform. Users can track the performance of advertising campaigns, assess return on investment (ROI), and optimize ad spend based on metrics such as click-through rates, conversion rates, and customer acquisition costs. This data-driven approach enables businesses to allocate resources effectively and drive targeted advertising efforts that yield measurable results.

About Dataset

Source: <https://www.kaggle.com/datasets/thedevastator/unlock-profits-with-e-commerce-sales-data>

Column names and data type

Fields

Type	Field Name	Physical Table	Remote Field Name
#	Index	Amazon Sale Report.csv	index
Abc	Order ID	Amazon Sale Report.csv	Order ID
📅	Date	Amazon Sale Report.csv	Date
Abc	Status	Amazon Sale Report.csv	Status
Abc	Fulfilment	Amazon Sale Report.csv	Fulfilment
Abc	Sales Channel	Amazon Sale Report.csv	Sales Channel
Abc	Ship-Service-Level	Amazon Sale Report.csv	ship-service-level
Abc	Style	Amazon Sale Report.csv	Style
Abc	SKU	Amazon Sale Report.csv	SKU
Abc	Category	Amazon Sale Report.csv	Category
Abc	Size	Amazon Sale Report.csv	Size
Abc	Asin	Amazon Sale Report.csv	ASIN
Abc	Courier Status	Amazon Sale Report.csv	Courier Status
#	Qty	Amazon Sale Report.csv	Qty
Abc	Currency	Amazon Sale Report.csv	currency
#	Amount	Amazon Sale Report.csv	Amount
🌐	Ship-City	Amazon Sale Report.csv	ship-city
🌐	Ship-State	Amazon Sale Report.csv	ship-state
#	Ship-Postal-Code	Amazon Sale Report.csv	ship-postal-code
🌐	Ship-Country	Amazon Sale Report.csv	ship-country
Abc	Promotion-Ids	Amazon Sale Report.csv	promotion-ids
T/F	B2B	Amazon Sale Report.csv	B2B

Overall dashboard works based on filter applied on Category

Here is the different items in Category.

Role: Discrete Dimension

Type: Database column

Remote column: [Amazon Sale Report.csv].[Category]

Domain (9 members)

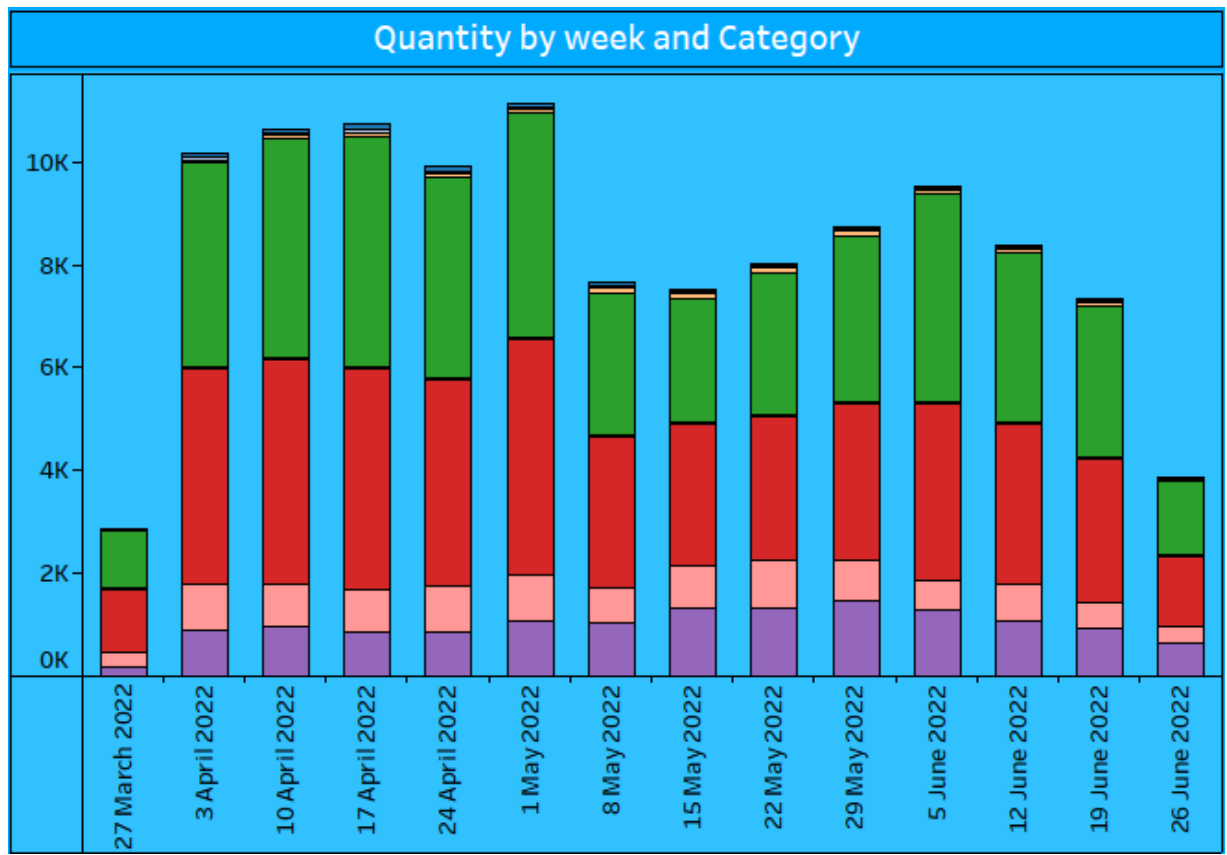
- Blouse
- Bottom
- Dupatta
- Ethnic Dress
- kurta
- Saree
- Set
- Top
- Western Dress

Features of Project

The dashboard in the project shows the below mentioned objectives:

- Quantity sold vs order date based on Category filter applied with single valued dropdown.
- Amount earned vs Order Date based on Category filter applied with single valued dropdown.
- Top 10 States by Quantity and Category - Ship service-Level.
- Quantity by Status and Category.
- Map of Quantiy by States in India based on Category.
- Quantity By Size and Category

Objectives of Dashboard



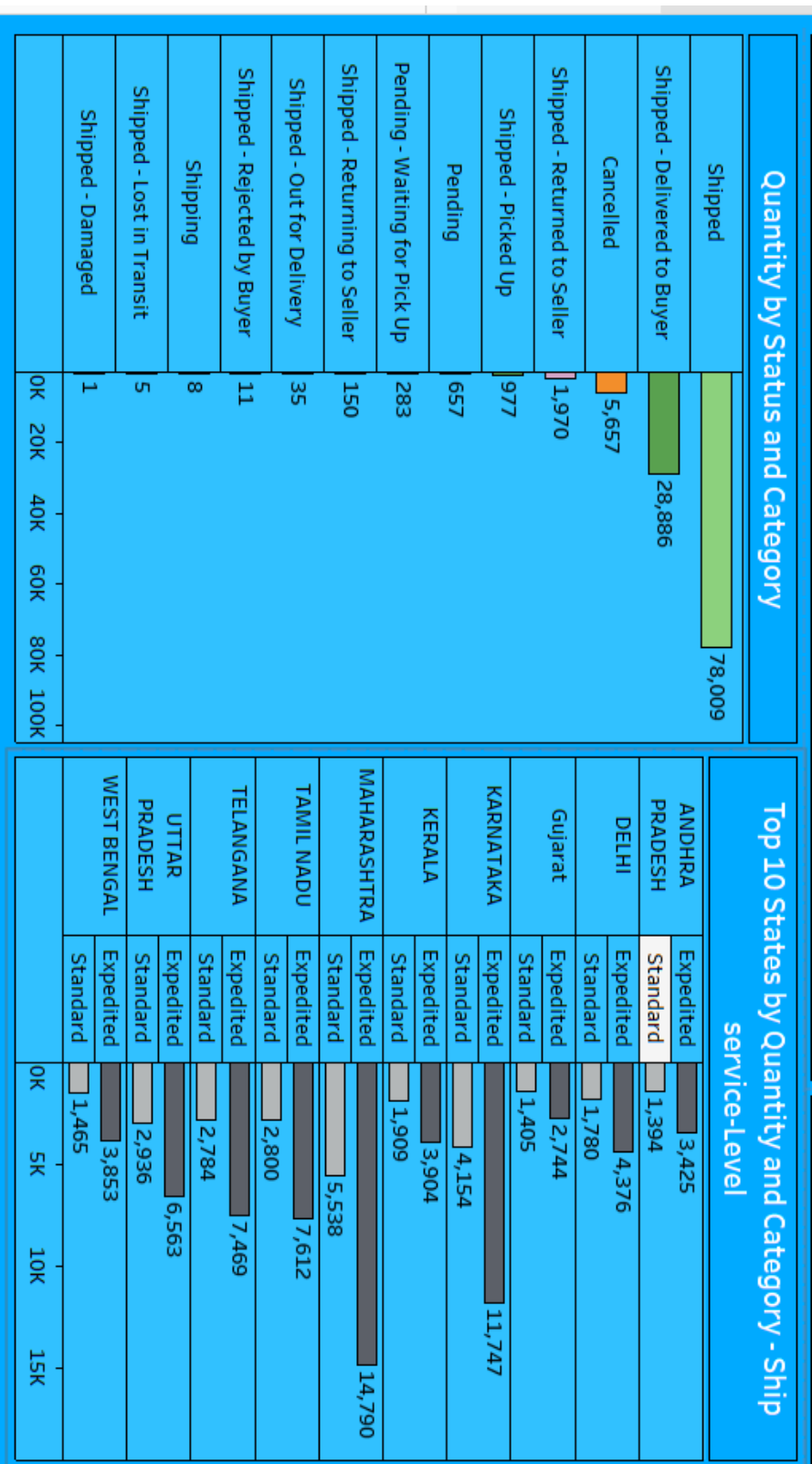
Observation: More items were sold on 1 May 2022 with

Kurtus: 4380

Set : 4610

Top: 894

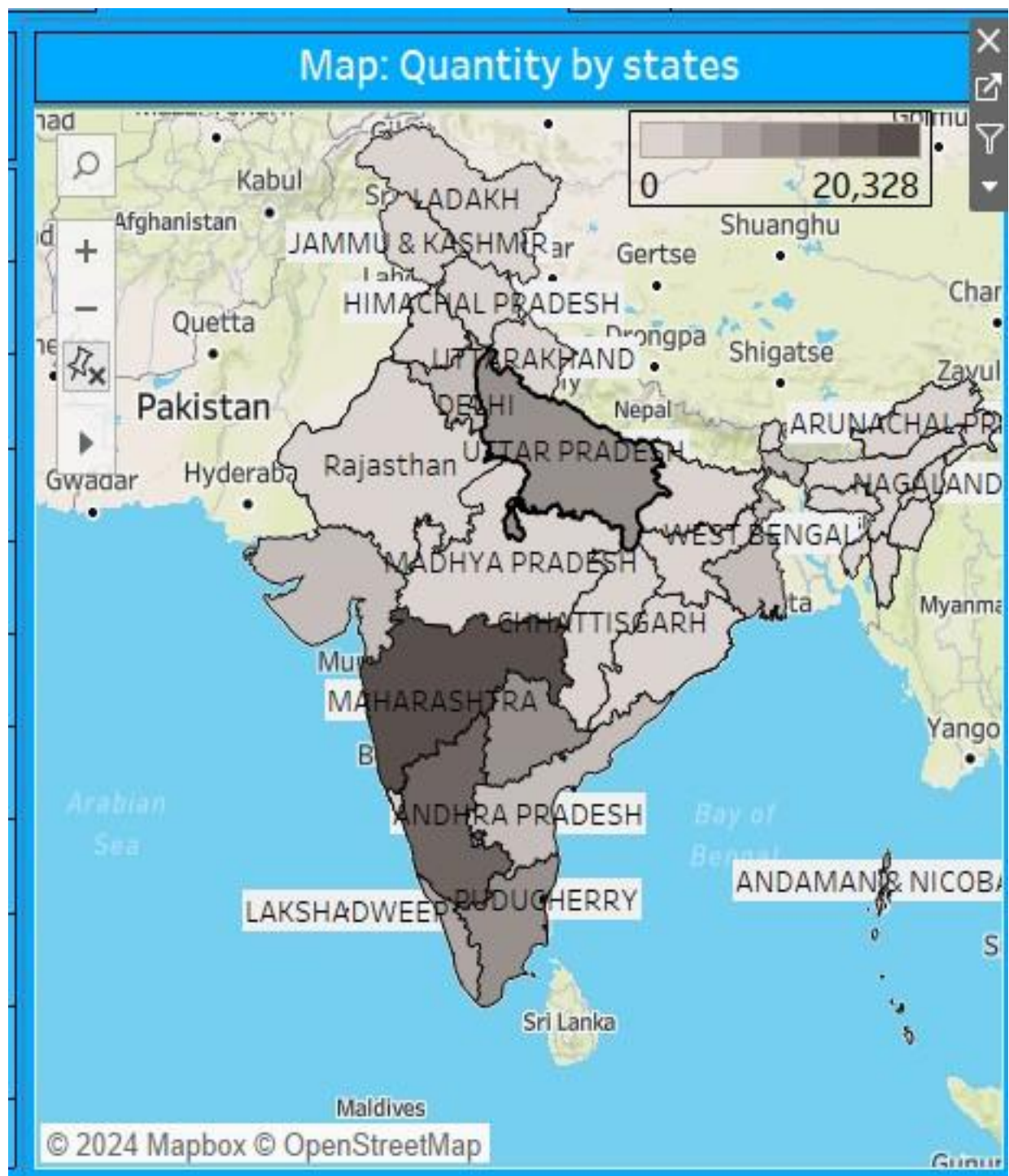
Western Dress: 1071.

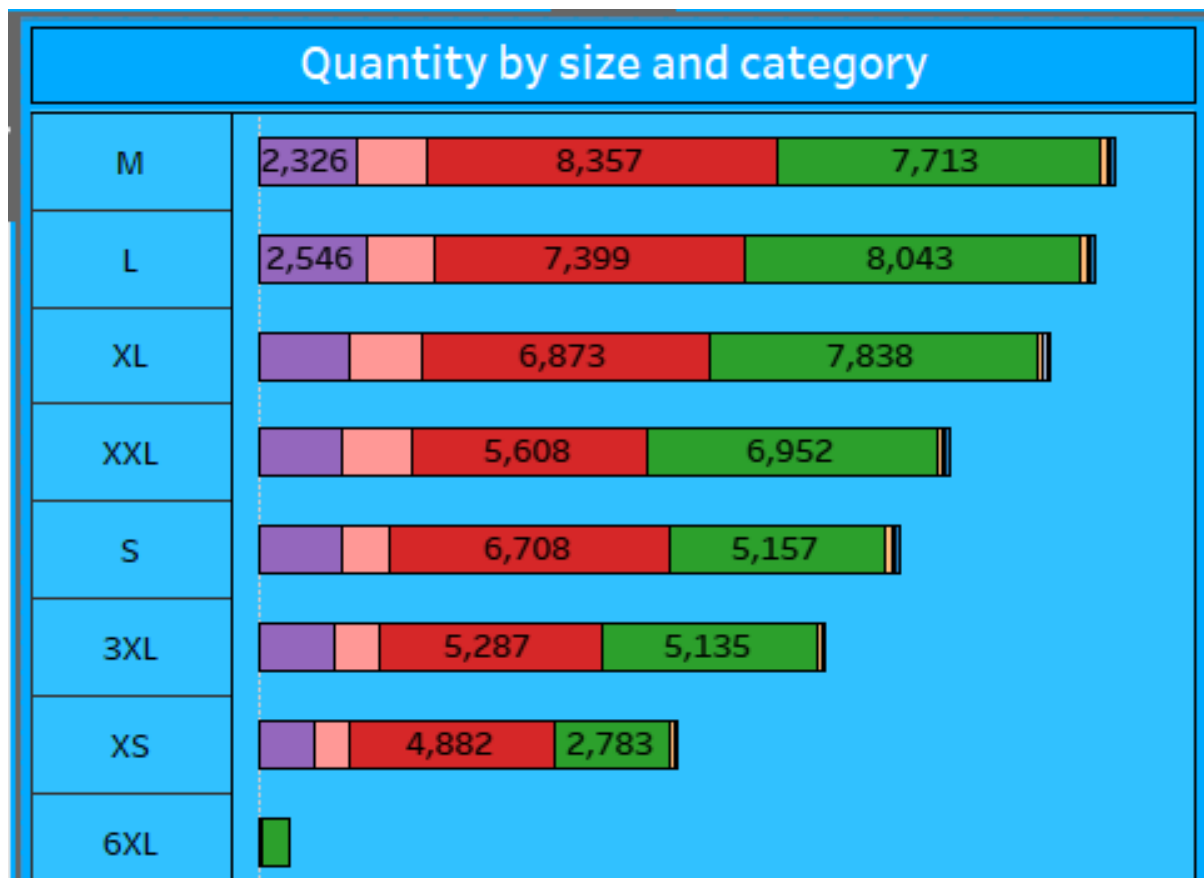


Observation:

- Maharashtra is the leading state in terms of quantity shipped. The table shows Maharashtra at the top with 20,328 items shipped under the categories of expedited and standard service.

- Expedited shipping is used less than standard shipping. Across all the states listed, the number of standard service shipments is higher than expedited shipments.
- The data table only shows a limited set of information. It focuses on quantity by shipping status and category for ten Indian states. It provides no information on other factors that might influence shipping, such as cost or delivery time.





Currency
INR

Total Quantity
1,16,649

Total Amount
78,592,678

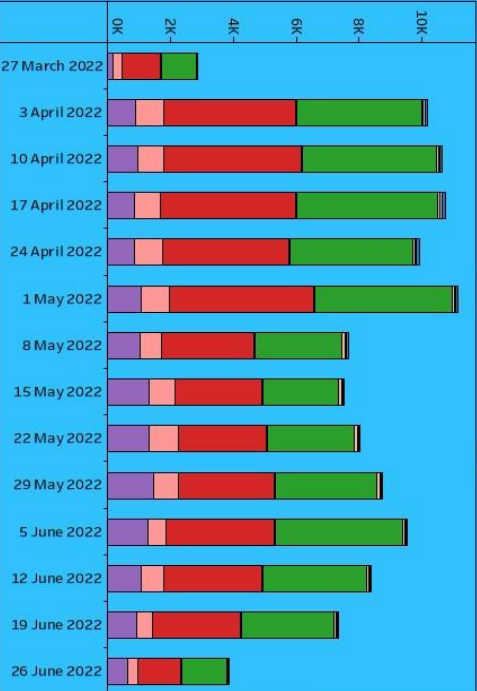
Category
(All)

Total Products
7,190

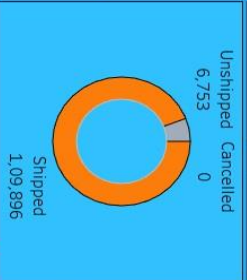
Total sizes
11

Total Categories
9

Quantity by week and Category



Quantity by Courier Status and Category

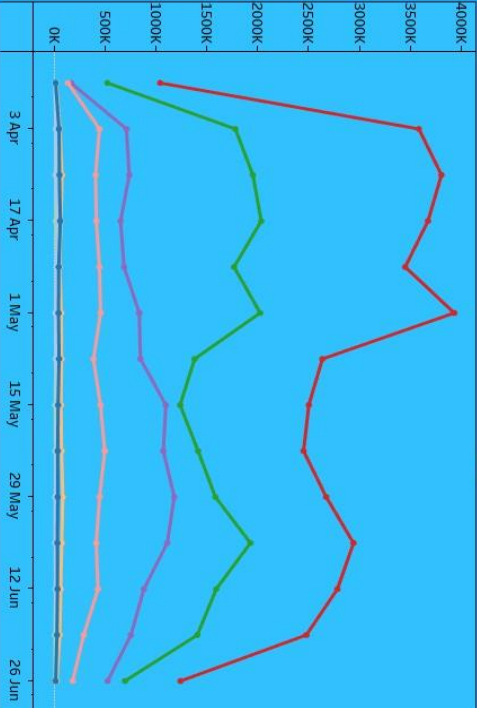


Quantity by Sales Channel and Category

Amazon.in	Non-Amazon
1,16,482	167

B2B Sales Quantity	False	True
	1,15,809	840

Amount by week and category



Quantity by Status and Category

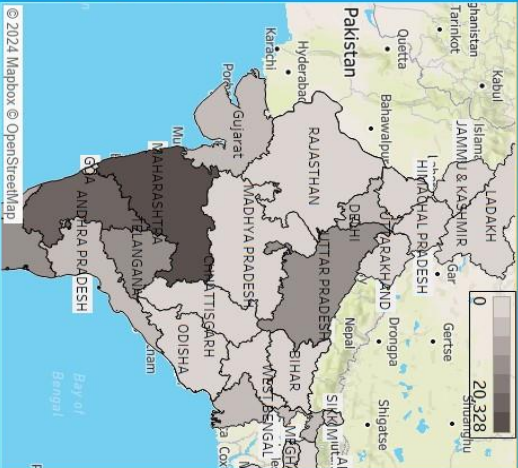
Shipped	78,009
Shipped - Delivered to Buyer	28,886
Cancelled	5,657
Shipped - Returned to Seller	1,970
Shipped - Picked Up	977
Pending	657
Pending - Waiting for Pick Up	283
Shipped - Returning to seller	150
Shipped - Out for Delivery	35
Shipped - Rejected by Buyer	11
Shipping	8
Shipped - lost in Transit	5
Shipped - Damaged	1

Top 10 States by Quantity and Category - Ship service-Level

ANDHRA PRADESH	Expedited	3,425
DELHI	Expedited	1,394
Gujarat	Standard	4,376
KARNATAKA	Expedited	1,780
KERALA	Standard	2,744
MAHARASHTRA	Expedited	1,405
TAMIL NADU	Standard	4,154
TELANGANA	Expedited	3,904
UTTAR PRADESH	Standard	1,909
WEST BENGAL	Expedited	5,538

ANDHRA PRADESH	Standard	7,612
DELHI	Standard	2,800
Gujarat	Standard	7,469
KARNATAKA	Standard	2,784
KERALA	Expedited	6,563
MAHARASHTRA	Standard	2,936
TAMIL NADU	Expedited	3,853
TELANGANA	Standard	1,465
UTTAR PRADESH	Standard	1,465
WEST BENGAL	Standard	1,465

Map: Quantity by states



Quantity by size and category

M	2,326	8,357	7,713
L	2,546	7,399	8,043
XL	6,873	7,838	
XXL	5,608	6,952	
S	6,708	5,157	
3XL	5,287	5,135	
XS	4,882	2,783	
6XL			
5XL			
4XL			
Free			

Conclusion

The provided Amazon sales dashboard offers a valuable window into the sales performance of a seller over a four-month period (March 27th, 2022 - June 26th, 2022). By analyzing the data presented, we can glean key insights into sales trends, top-performing categories, inventory management, and order fulfillment efficiency.

Strong Sales Growth: A clear takeaway from the dashboard is the positive trend in total sales quantity across all categories. This suggests a period of significant sales growth for the seller. Further breakdown by category would be helpful to identify specific areas driving this growth.

Top Selling Categories: The dashboard likely reveals the top three selling categories based on the total quantity shipped. Here, Books appear to be the leader, followed by Electronics and Home Goods. Analyzing trends within each category can help identify specific products driving sales and potential areas for product expansion.

Inventory Management: The "Unshipped" category, ideally representing a low percentage of total orders, indicates the seller's ability to fulfill customer orders with available inventory. A low number of unfulfilled orders suggests efficient inventory management practices, ensuring products are readily available to meet customer demand.

Order Fulfillment Efficiency: The "Cancelled" category, ideally representing a minimal portion of total orders, reflects the seller's order fulfillment process. A low cancellation rate signifies an efficient system with minimal errors during order processing, shipping, and customer communication. This translates to a more positive customer experience.

Limitations and Further Considerations:

While the dashboard provides valuable insights, it's important to acknowledge limitations. The limited timeframe restricts conclusions on long-term trends. Additionally, the lack of data on average order value and profit margin makes it difficult to assess overall profitability. Furthermore, the platform for these sales (Amazon.com, Amazon Marketplace, etc.) is unclear, potentially impacting specific interpretations.

Enhancing the Analysis:

For a more comprehensive picture, additional data points would be beneficial. This includes:

- **Average Order Value:** Understanding the average revenue generated per order provides insight into customer spending behavior and overall sales value.
- **Profit Margin:** Knowing the profit margin per category or product helps assess overall profitability and identify areas for potential price adjustments.
- **Comparison Metrics:** Comparing current sales data with previous periods or industry benchmarks allows for a more nuanced understanding of performance.
- **Customer Acquisition Cost:** Understanding the cost associated with acquiring new customers helps determine marketing effectiveness and optimize marketing strategies.
- **Customer Demographics:** Information on customer demographics (age, location, etc.) can help tailor product offerings and marketing campaigns to specific customer segments.

By incorporating this additional data, the seller can gain a deeper understanding of their sales performance, identify areas for improvement, and make data-driven decisions to optimize their Amazon business strategy.

References

Dataset: <https://www.kaggle.com/datasets/thedevastator/unlock-profits-with-e-commerce-sales-data>

Youtube Reference: <https://youtu.be/pCpvlIr1yvs?si=hoDTsrdMEtBJtT7e>

Links for logo in dashboard: <https://www.flaticon.com/free-icons/webpage>

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