

# AMAZON SALES ANALYSIS

BY SANTHOSHKUMAR

# Objective

- Analyze Amazon sales data to understand trends, identify key metrics, and uncover relationships between attributes.
- **Key Components:**
  1. Sales trends over time
  2. Product performance
  3. Regional sales analysis
  4. Customer insights

# KPI

**\$137m+ Total Revenue**  
Overall income generated from the sale of various products and services on the Amazon platform. This includes the sales of physical goods and digital products

**\$44m+ Total Profit Net**  
earnings after all expenses have been deducted from the total revenue. This includes the costs associated with manufacturing, purchasing, etc.

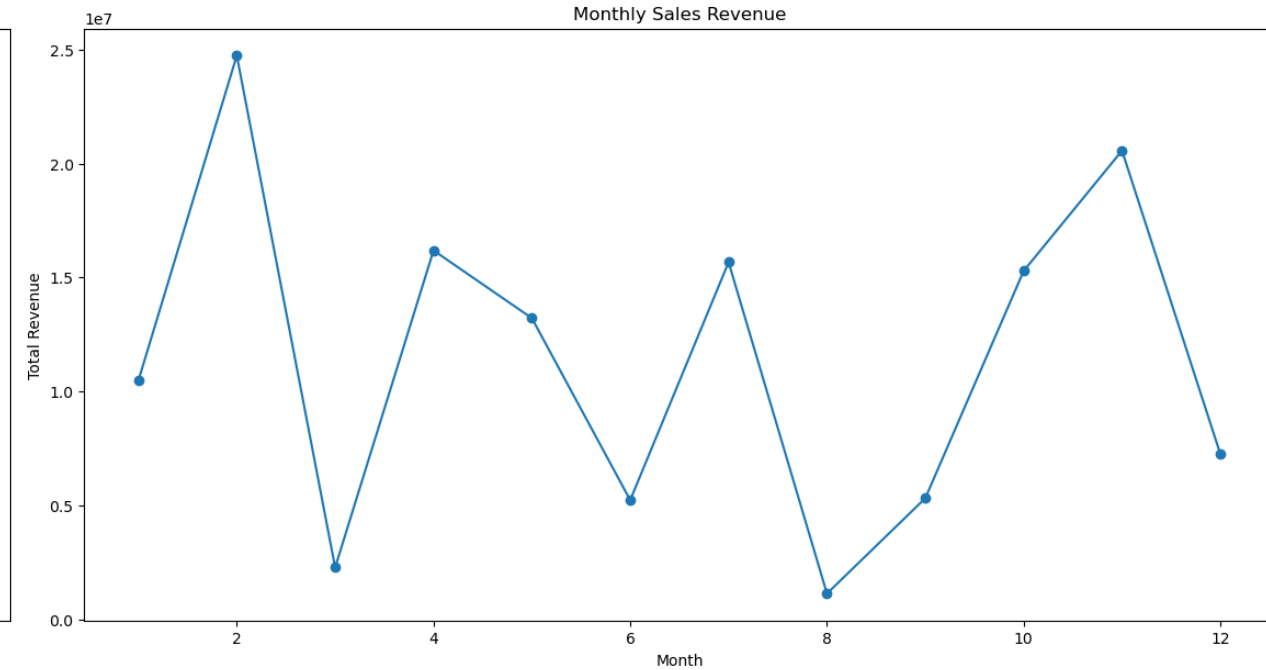
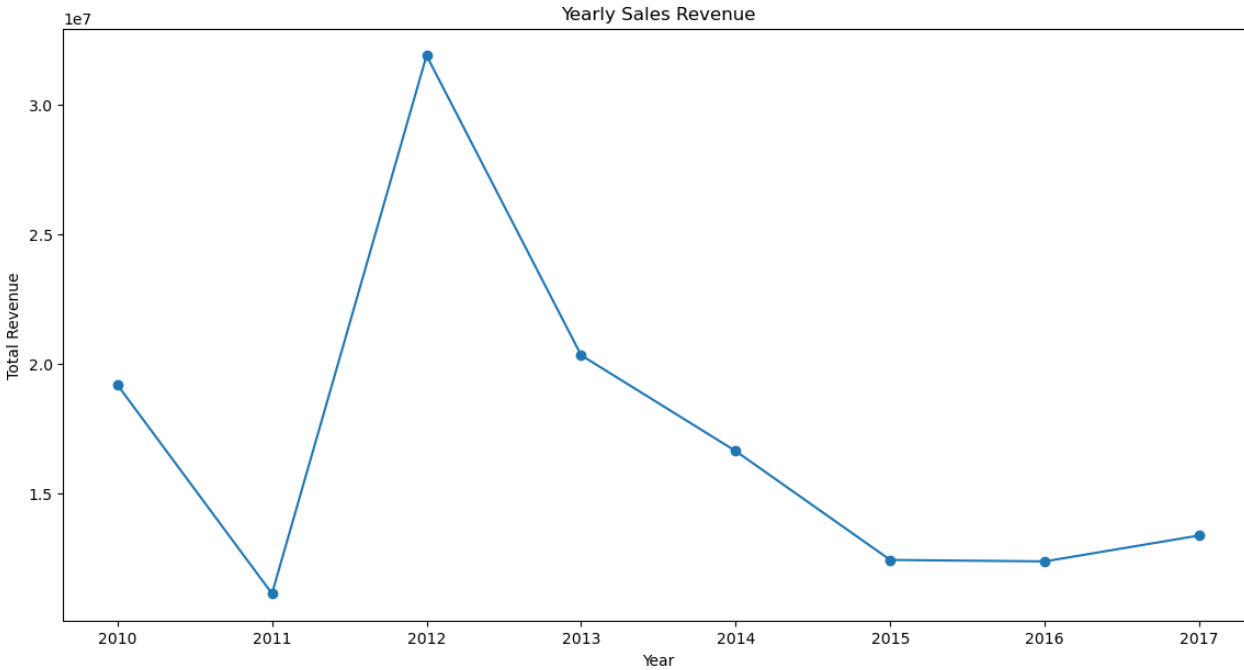
**\$440m+ Average Profit/Order** represents the average amount of profit earned from each customer order after all costs and expenses have been accounted for.

**510K+ Units Sold** Provides insight that indicates how many units of each product have been purchased by customers. It evaluates the popularity of products and sales trends

**10+ Products** Denotes the specific nature or genre of the product, such as Baby Food, Cereal, Office Supplies, Fruits, Vegetable, Household, or Clothes, etc.

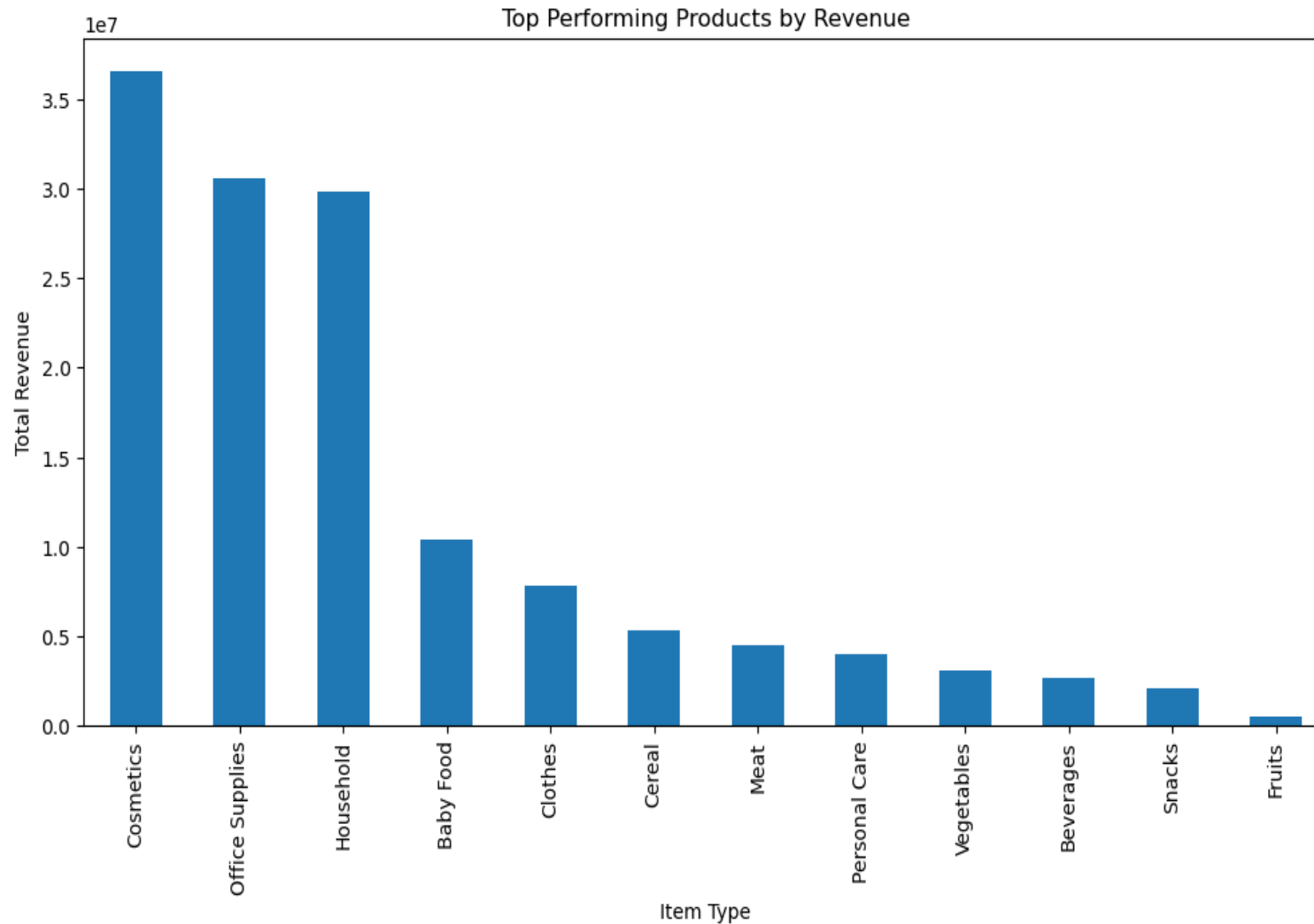
**100 Total Orders** Insight into sales activity helps assess customer engagement, track sales trends, and evaluate marketing and sales strategies.

# Sales Trends Over Time



- **Peak Year:** Highest sales in 2012; declining trend observed in later years.
- **Top Months:** February and November show the highest revenue; August and March are the lowest.
- **Actionable Insight:** Leverage strong months and address the declining trend post-2012 for improved revenue.

# Product Performance Analysis

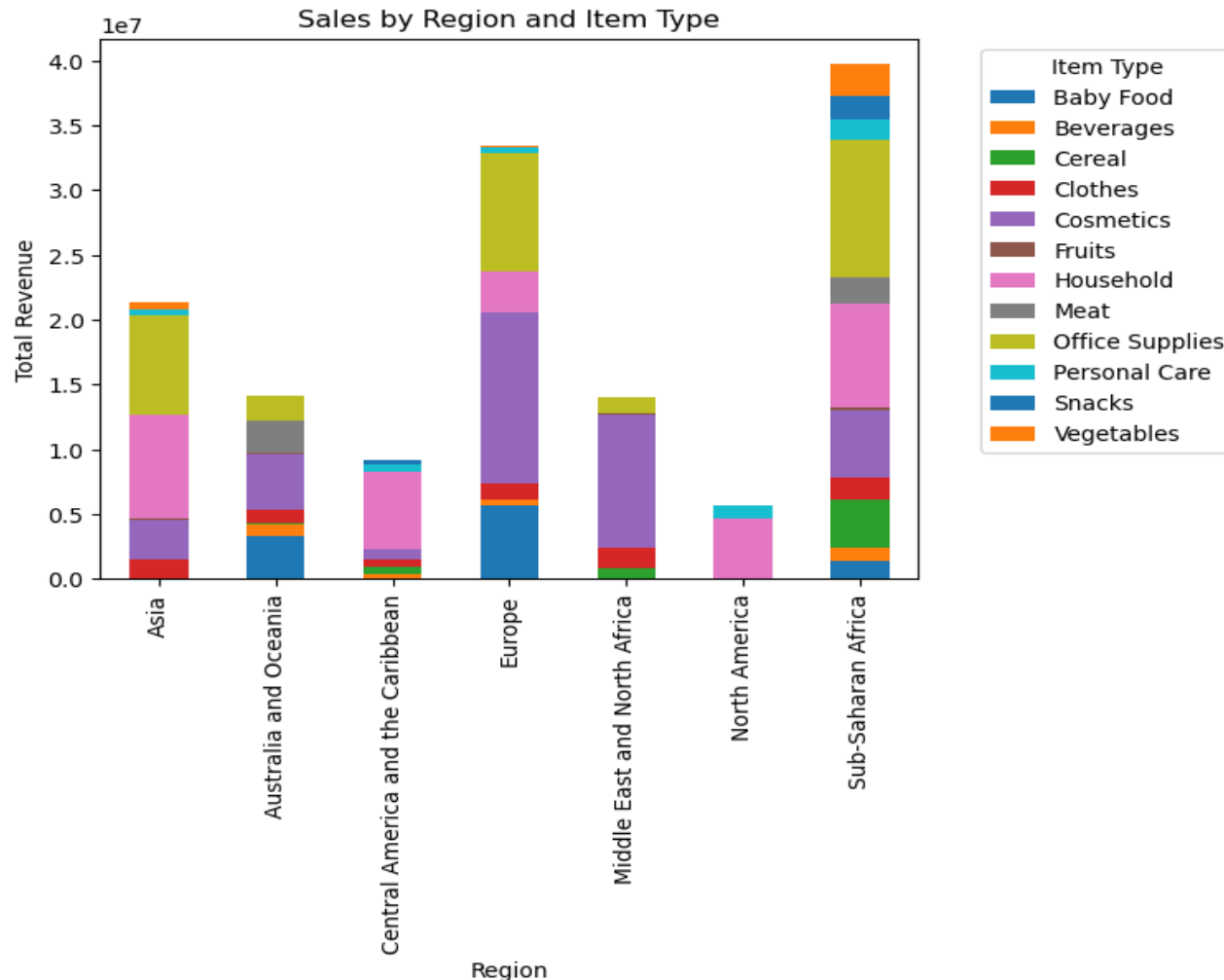


**Top Profit Item:** Cosmetics lead with the highest profit, significantly outpacing other categories.

**Moderate Profit:** Household items and office supplies follow, with notable contributions but less than cosmetics

**Lowest Profit:** Items like fruits and snacks contribute the least to total profit, indicating potential areas for focus or improvement.

# Product Performance By Region



## •Highest Profit Regions:

- Europe:** Dominates with high profits in Cosmetics and Office Supplies.
- North America:** Shows strong performance in Household items and Personal Care.

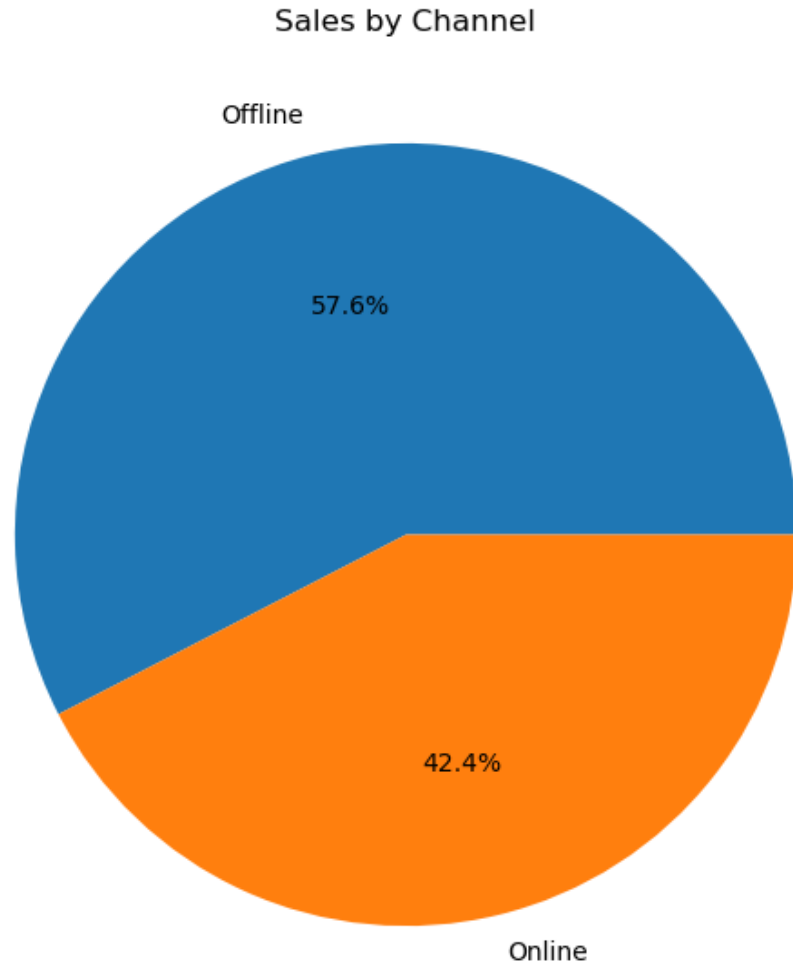
## •Top Item Types by Region:

- Asia:** Highest profit from Household and Office Supplies.
- Australia and Oceania:** Significant profit from Cosmetics and Baby Food.
- Sub-Saharan Africa:** Leads with profits in Office Supplies and Household items

## •Lowest Profit Categories:

- Asia:** Fruits and Personal Care have the lowest profits.
- Australia and Oceania:** Fruits and Cereal show lower profit margins

# Sales By Channel



**Offline channels** lead in sales volume, capturing a majority of the revenue, while **online channels** contribute a smaller but still significant portion.

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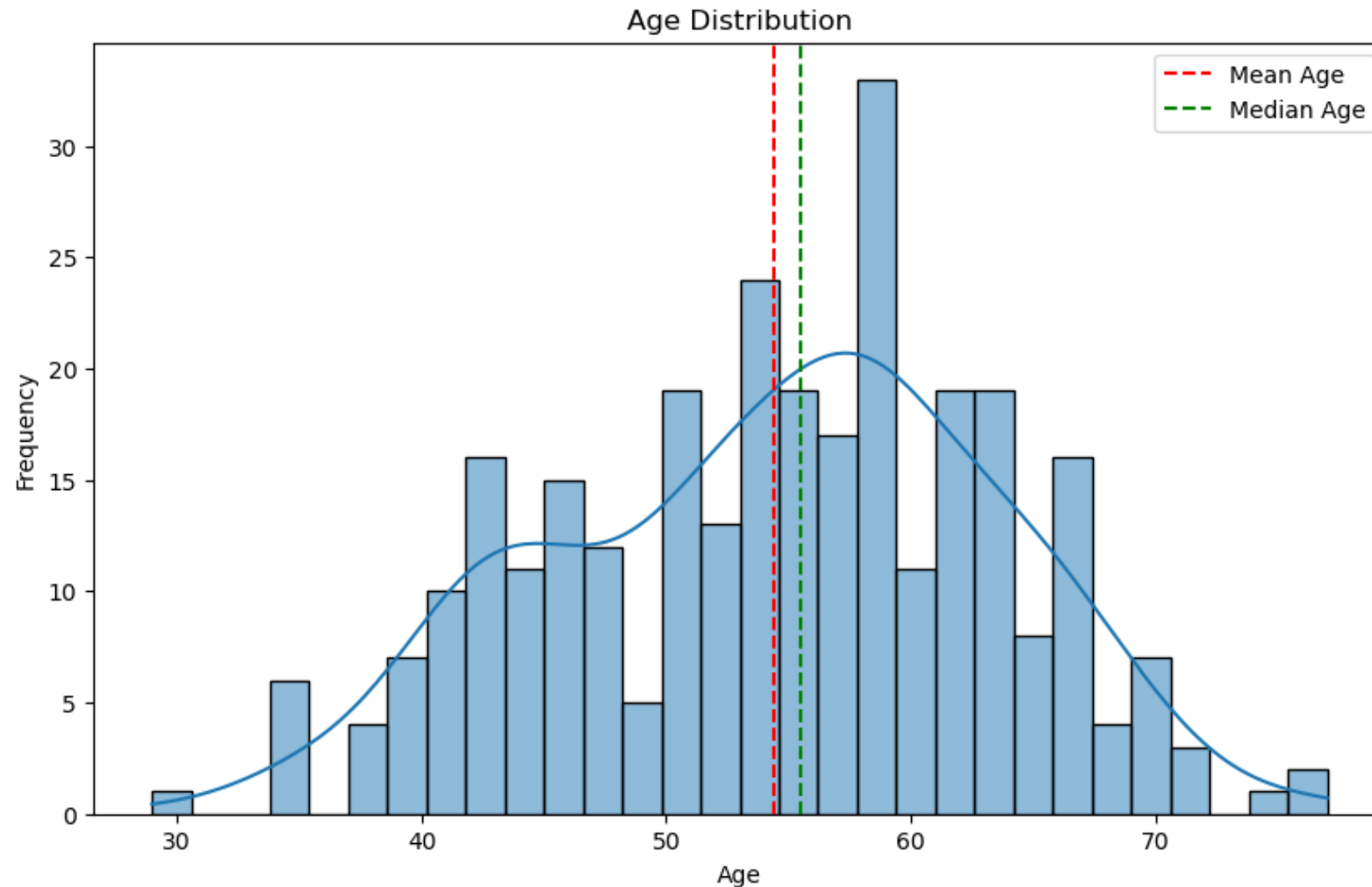


# Heart Disease Diagnostic Analysis

# Objective

- To analyze heart disease diagnostic data to uncover trends, patterns, and relationships.

## Age Distribution with Mean and Median Lines

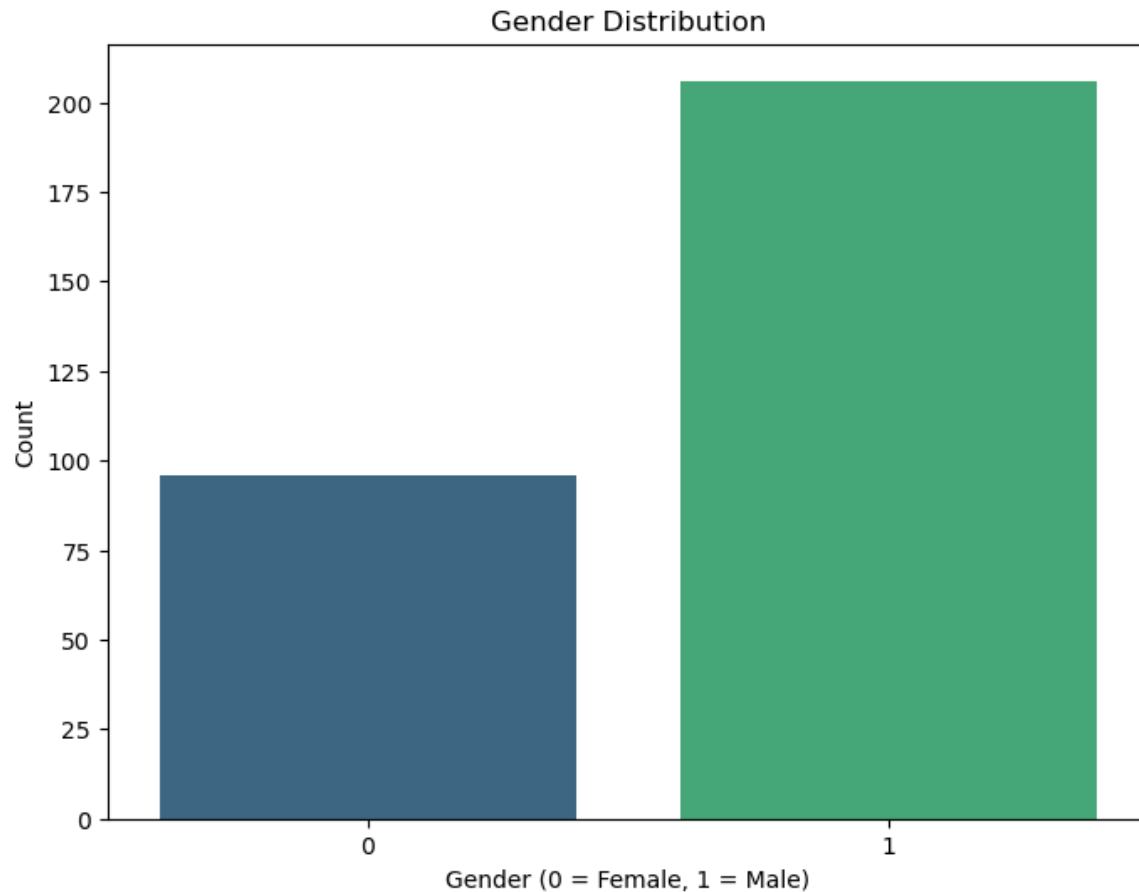


- **Mean Age:** 54.42

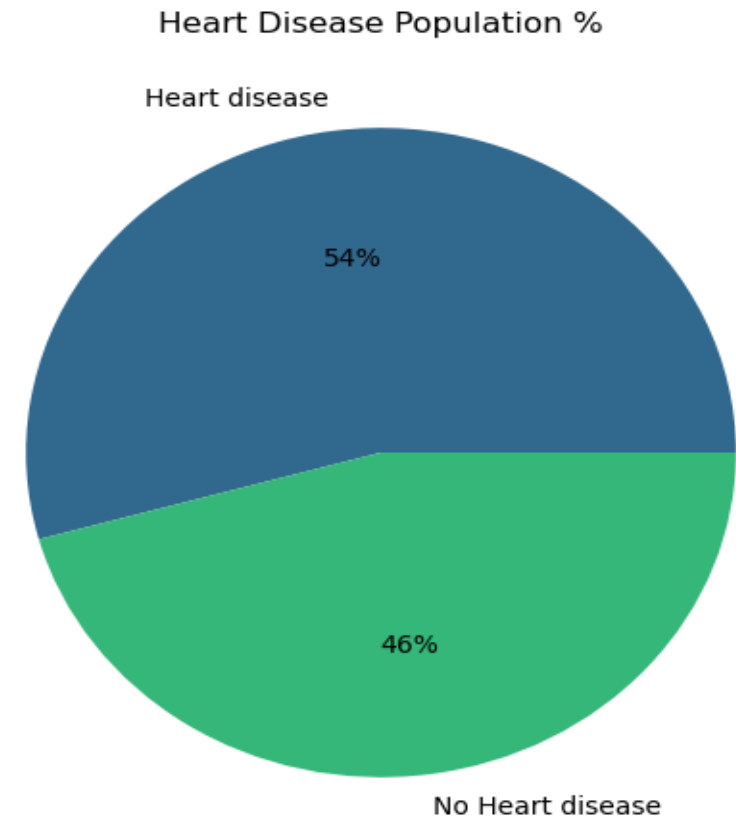
- **Median Age:** 55.50

This indicates that the average age of individuals in the dataset is 54.42 years, while the median age, which represents the middle value when ages are sorted, is 55.50 years.

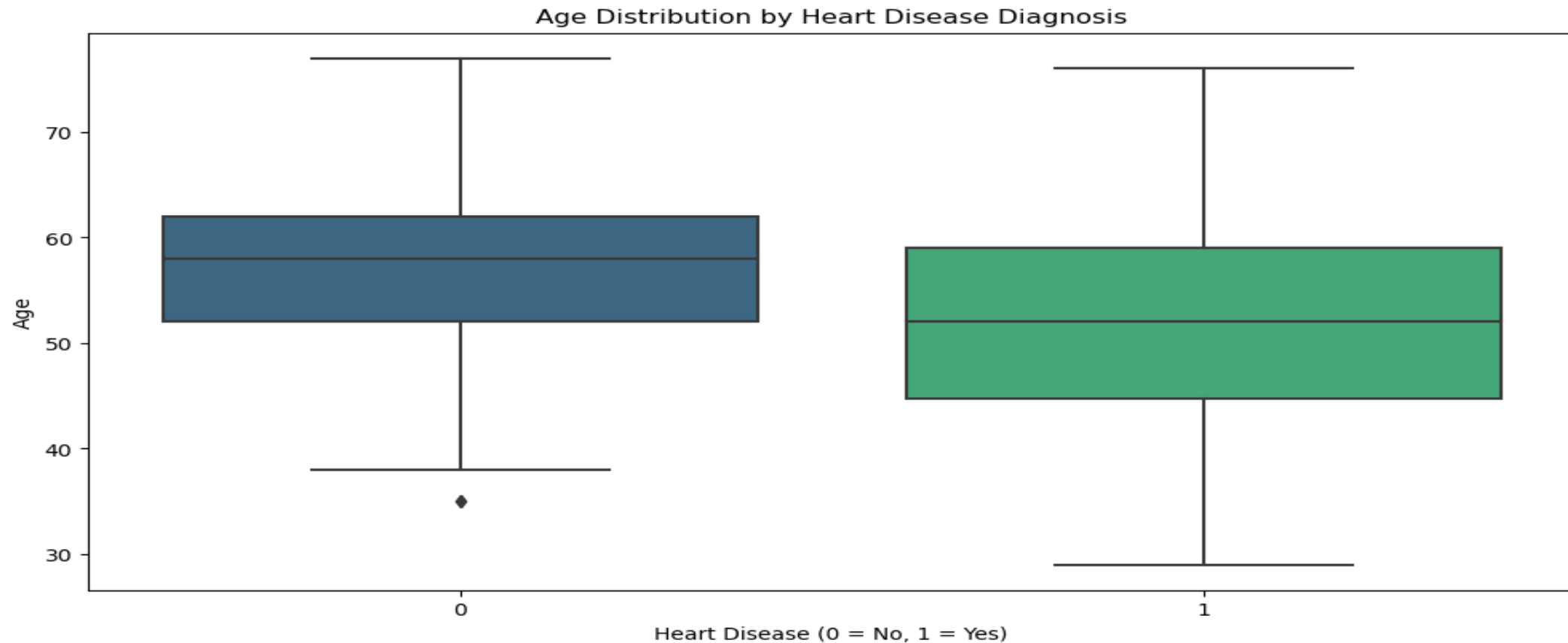
# Gender Distribution



# Heart Disease Diagnosis Distribution (Pie Chart)



# Age Distribution by Diagnosis (Boxplot)



•**Age and Heart Disease:** The data suggests that heart disease is more common in a younger demographic compared to those without heart disease.

•**Healthcare Focus:** This information can guide targeted health interventions and screenings for younger populations who may be at risk.

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