Amazon Sales Data Analysis

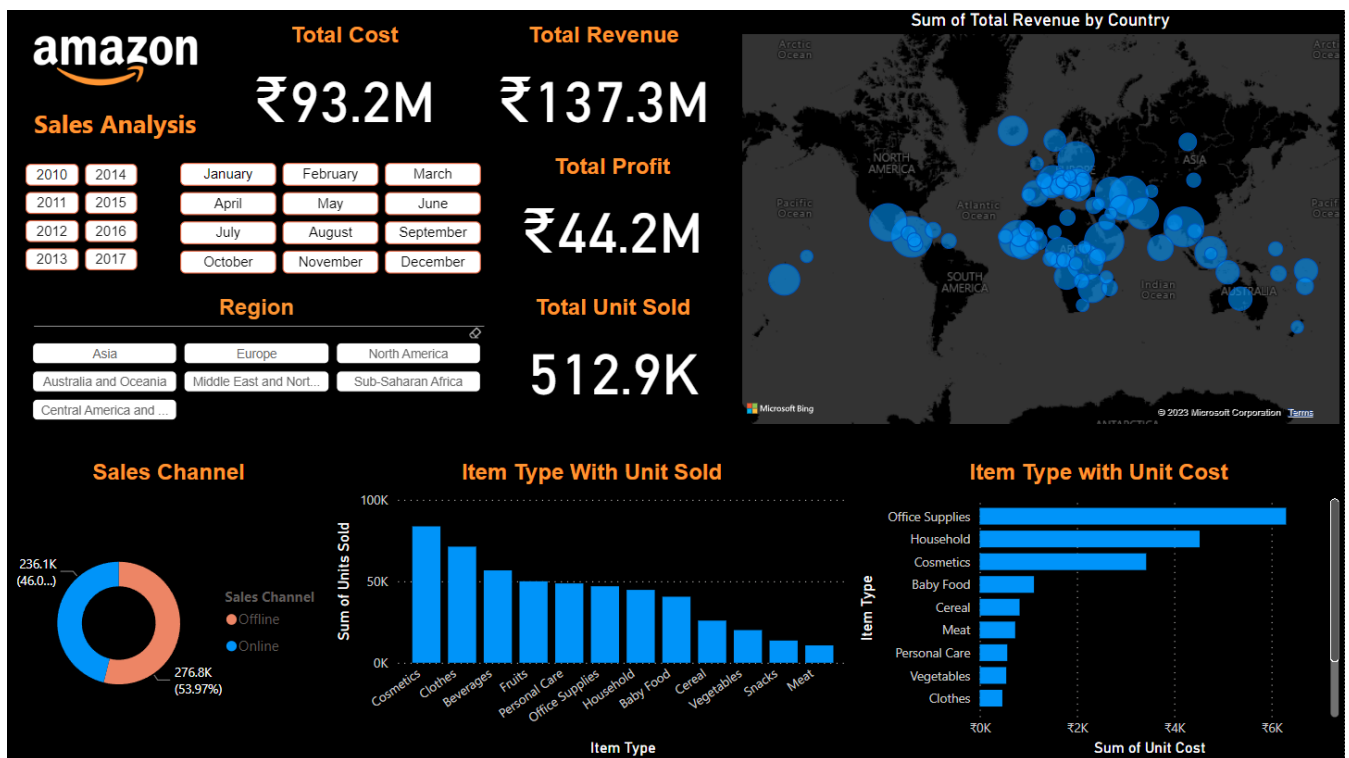## WIREFRAME

DOCUMENTATION

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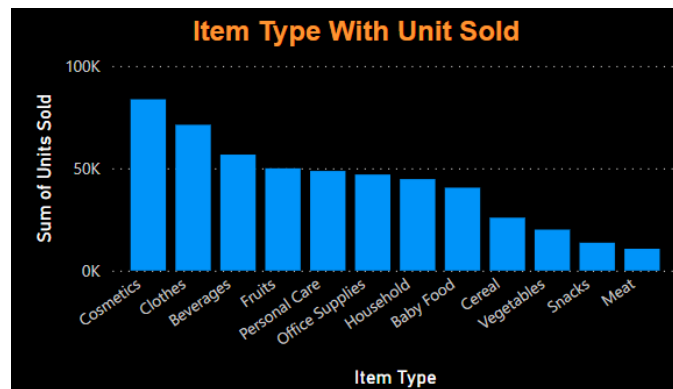
Date:28-01-2023

Analysis

As per the problem statement, we have built a dashboard with multiple visualizations through which we can get lots of insights present in the dataset.
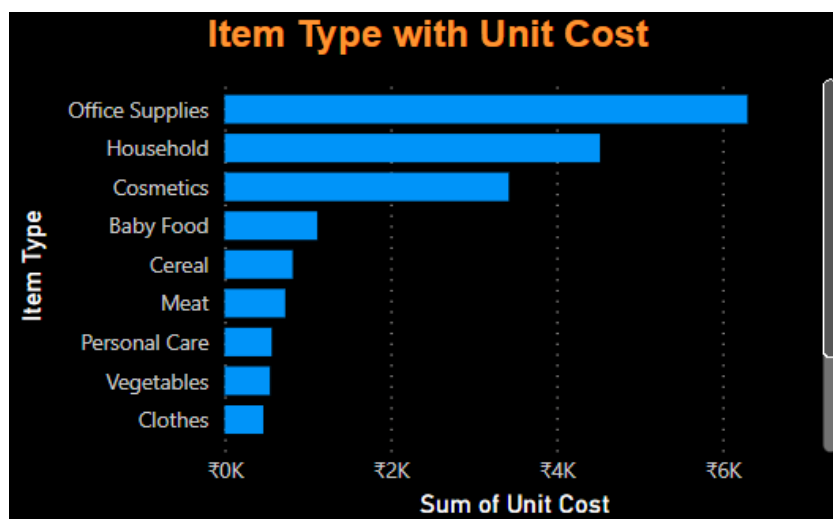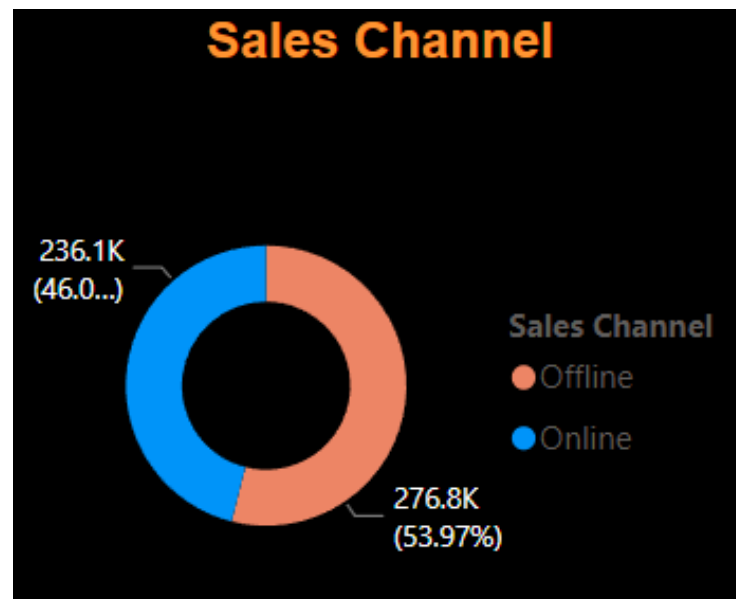
Complete Dashboard

Components of Dashboard

- Item Type with Unit Sold

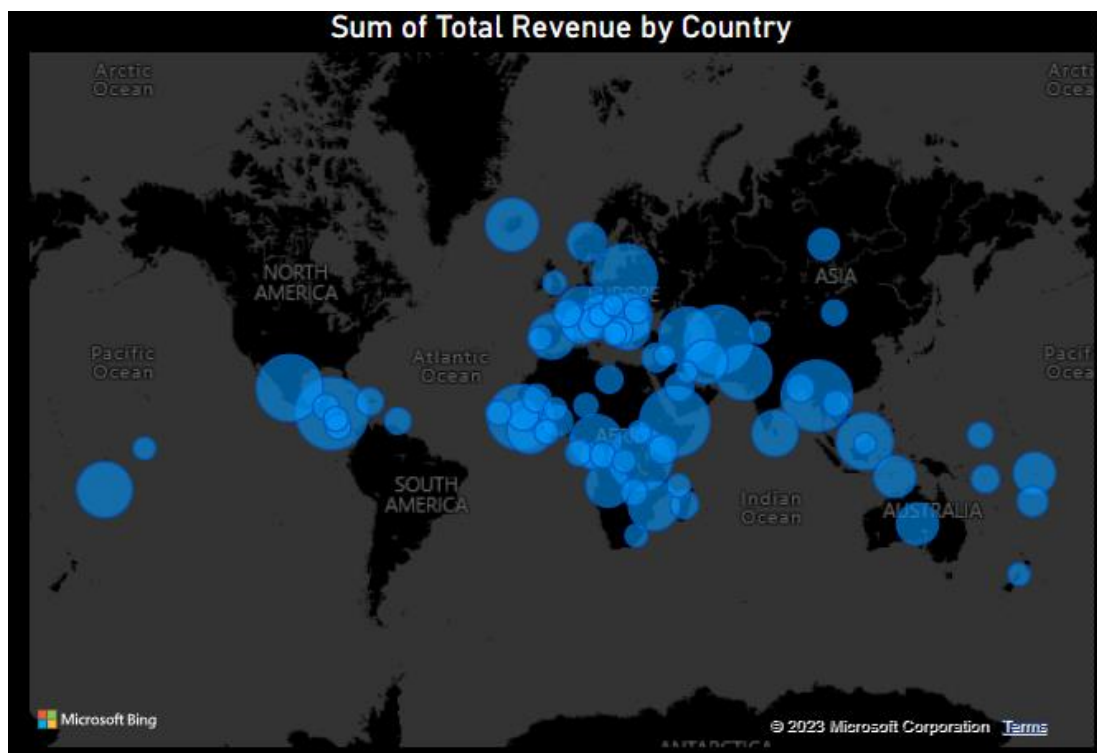- Item Type with Unit Cost

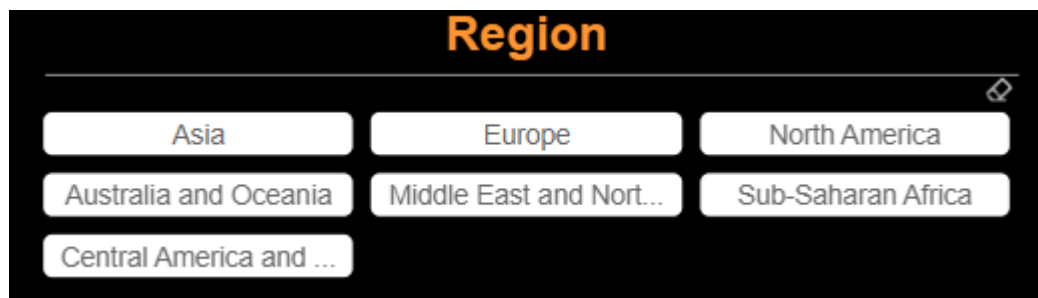- Distribution of Sales Channels

- Total Cost

- Total Revenue, Profit and Unit Sold

- Total Revenue per Country

- Slicer to select the desired Region.

- Slicer to select Month.

- Slicer to select desired Year.

Insights

1. Item Type "**Office Supplies**" has the highest Unit Cost.

2. Item Type "**Cosmetics**" is the highest sold item.

3. About **54%** of the item are sold through **Offline Channel** while the rest **46%** are sold through **Online Channel**.

4. Item Type "**Snacks**" and "**Meat**" are sold only in **Offline** Channel.

5. **Europe** and **Sub-Saharan Africa** Region earn 50% of the total profit i.e., 23.3M out of total 44.2M.