



# ▶ *Amazon Sales data Analyzing*

By :  
Abdul Atif  
Soumyadip Tikader  
January 2023

# Table of Contents

Index No.	Title	Page No
1	Introduction	3
2	Objective	4
3	Data Sharing Agreement	5
4	Data Overview	6
5	Architecture	7
6	KPI	8
7	Insights	9
8	Dashboard	10
9	Q & A	11

# INTRODUCTION

In the world of rising new technology and innovation, the Amazon sales is advancing with the role of Data Science and Analytics. Data analysis can help them to understand their business in a quite different manner and helps to improve the quality of the service by identifying the weak areas of the business. This study demonstrates how different analysis help to make better business decisions and help analyse customer trends and satisfaction, which can lead to new and better products and services. Different analyses were performed such as Exploratory Data Analysis and Descriptive Analysis on a variety of use cases to get the key insights from this data based on which business decisions will be taken.

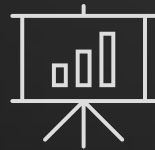
This dataset provides a huge amount of information on the sales of all over the world. Based on the Information the ultimate goal would be to predict the best sales product for common people and find important insights highlighting key indicators and metrics that influence customer choice.

# OBJECTIVE

To get insights into Amazon sales data of all over the world. The insight includes the region and country and item type in order to find out which item in which country sales happen. It also provides us with the leverage to weather the sales have done offline or online, etc.



Extract-Transform-Load Data



Visualize the gathered Insights



Get Insights

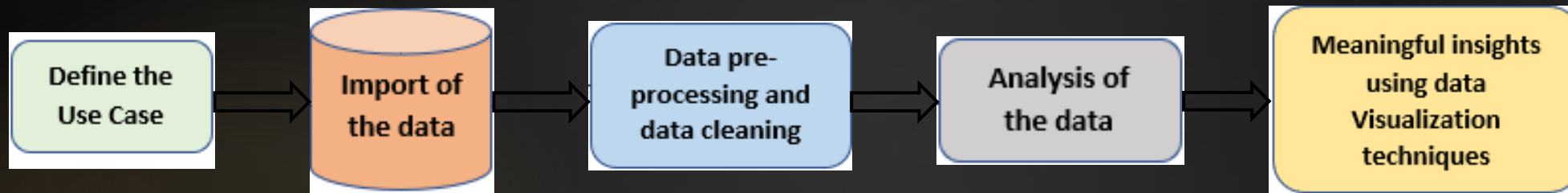
## Data Sharing Agreement

- ❑ File Name: Amazon\_sales\_dataset.csv
- ❑ Number of Rows: 100
- ❑ Number of columns: 14
- ❑ Column Name: Region, Country ,Item Type ,Sales Channel ,Order Priority ,Order Date ,Order ID ,Ship Date ,Units Sold ,Unit Price ,Unit Cost ,Total Revenue ,Total Cost ,Total Profit ,
- ❑ Data Type: string, float and int

## DATA OVERVIEW

- ❖ The Data includes a single .csv file with all examples.
- ❖ The Number of Instances: 100 from amazon sales dataset
- ❖ Number of attributes – 14 attributes

# ARCHITECTURE



# Key Performance Indicators (KPIs)

Key indicators displaying a summary of the restaurant name with cuisine, and information based on various parameters –

❖ **Region:**

Region describe the Continents. Where all the sales has happen.

❖ **Item type:**

Item type say what type of our been sold.

Ex: Baby food, Fruits, Clothes etc.

❖ **Sales Channel:**

There are only two Channel where amazon sales happen Offline , Online

❖ **Order data and Ship date:**

The order data and shipping data we can say that how many days did it took to ship the order.

❖ **Unit sold :**

This parameter gives us the count of number unit sold based of item type.

❖ **Unit price and Unit cost:**

Unit price is price of good sold including all taxes, production cost and profit.

Unit cost is actual price to prepare the goods or services. (Excluding tax and profit).

❖ **Total Revenue and Total cost:**

Total Revenue say how much income we got based of the product type.

Total cost refers to the cost of preparing the number of product.

❖ **Profit:**

By subtracting the Total revenue and total cost the profit column.

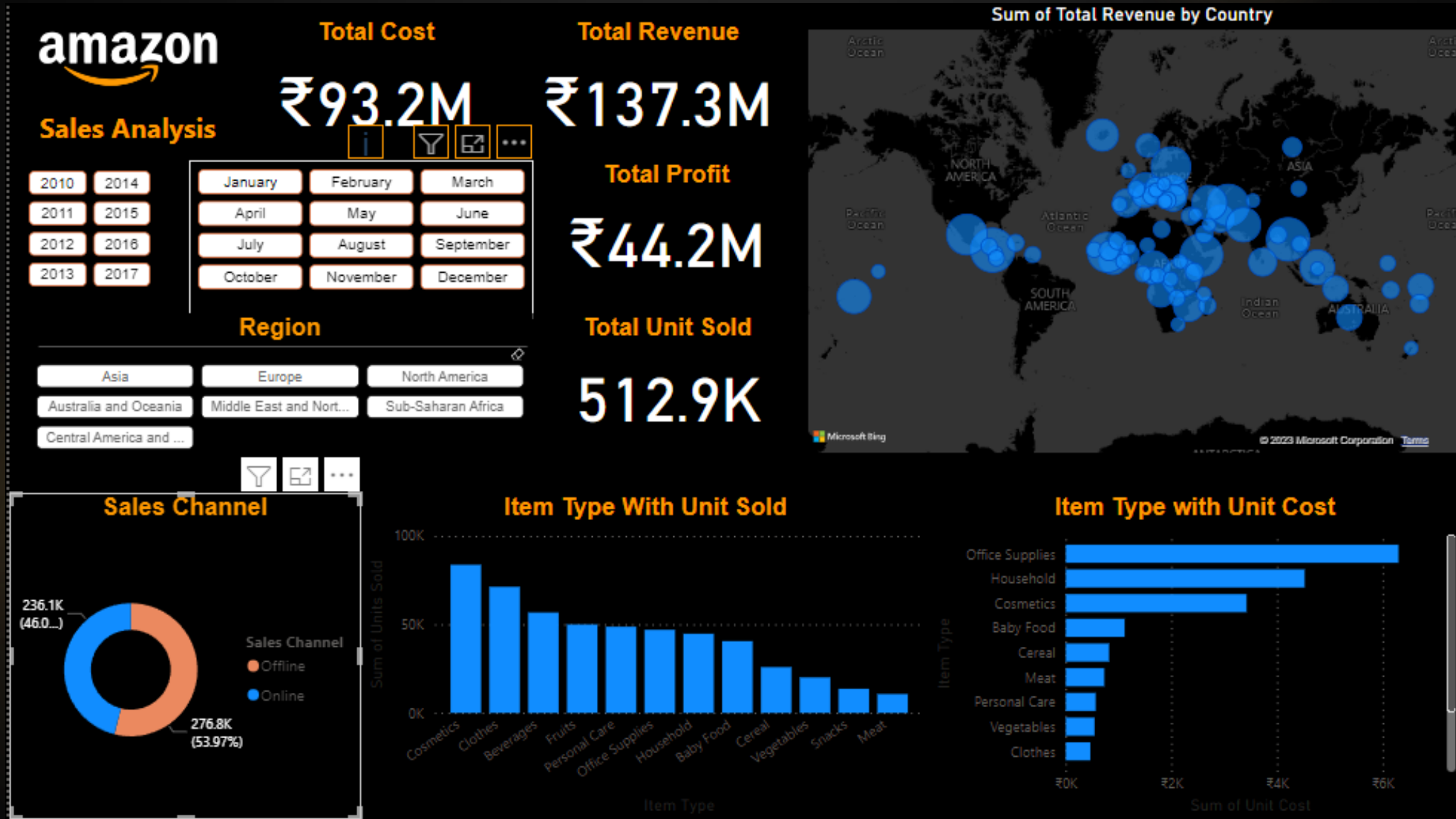


# INSIGHTS

- ∞ The total cost was 93.2 million and the total revenue was 137.3 million .So the total profit was 44.2 million
- ∞ 46% of sales were happen in online and the remaining 54% of sales were offline.
- ∞ There were 7 region and the more profit was gained by Sub-Saharan Africa total of 12.2million
- ∞ Sub-Saharan Africa total profit was equal to 3 other region
- ∞ The item type as per the unit cost is Office Supplies . But the highest profit was gained by Cosmetics total of 14.6 million.
- ∞ 2012 has gained highest profit total of 9.2 million
- ∞ Order ID is a unique number for each and every order .So we don't use it
- ∞ Offline sales were more than the online sales
- ∞ Total of 19.2 million was sold in online and 24.9 million was sold offline

# DASHBOARD OVERVIEW

10



## Q & A

1. What's the source of the Dataset?

Ans.- The dataset is publicly available for research purposes. Dataset link.

2. What types of Data are present?

Ans.- The dataset consists of numerical and categorical data.

3. How do we perform data pre-processing?

Ans.- In this project data pre-processing is done using DAX in Power BI after loading the dataset.

4. What are the different ways of getting insights from data?

Ans.- We can get insights in multiple ways like performing Exploratory Data Analysis, making visualizations, and creating dashboards.

THANK YOU