

# **A PROJECT REPORT**

On

## **AMAZON SALES DATA ANALYSIS**

Submitted in partial fulfillment for the completion of

Internship

IN

**CODEGNAN**

BY

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Under the guidance of

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**CODEGNAN**

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## **DECLARATION**

This is to certify that the work reported in the present report titled “Amazon Sales Data Analysis” submitted in partial fulfillment for the completion of Internship in Codegnan, is a record of original work. This project is not published earlier in any colleges or universities.

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## ABSTRACT

Amazon Sales data refers to sales, high performing sellers and several other data points. There are millions of Amazon sellers around the world. Nearly half of them are self-employed and live off their ecommerce/retail businesses (47%), and 22% earn income from their Amazon businesses alone. Amazon sales data Analysis focuses on the process of analyzing consumer behavior, sales, and several other attributes in order to make improved, data-driven decisions. It is key to successfully sustaining their businesses and earning profits and for this purpose, they analyze different metrics like sales, Sales Quantity, Discount rate, Sales over years etc. By analyzing different metrics, you will be able to increase and improve your performance in terms of sales, Items to be sold and discount rates etc. Analysis of the sales data is the main factor that contributes to sellers improving their business and increasing their revenue. They can better understand the market trends and customers' buying behaviors and help them cater to what the customers really want. In the world of rising new technology and innovation, the E-commerce industry 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 analyses help to make better business decisions and help analyze customer trends and satisfaction, which can lead to new and better products and services. Different analysis performed to get the key insights from this data based on which business decisions will be taken.

## INTRODUCTION

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Sales management today is the most important function in a commercial and business enterprise. The objective of the project is to Analyze Amazon Sales data to get substantial data which will help in bringing changes in a business in the future. It will help to reveal flaws in the business model or in the way that one is going about conducting business. Sellers will be able to clearly see where they're losing money, what the problem is, and reduce their losses accordingly. It facilitates coming up with strategic solutions to problems.

### **Libraries used:**

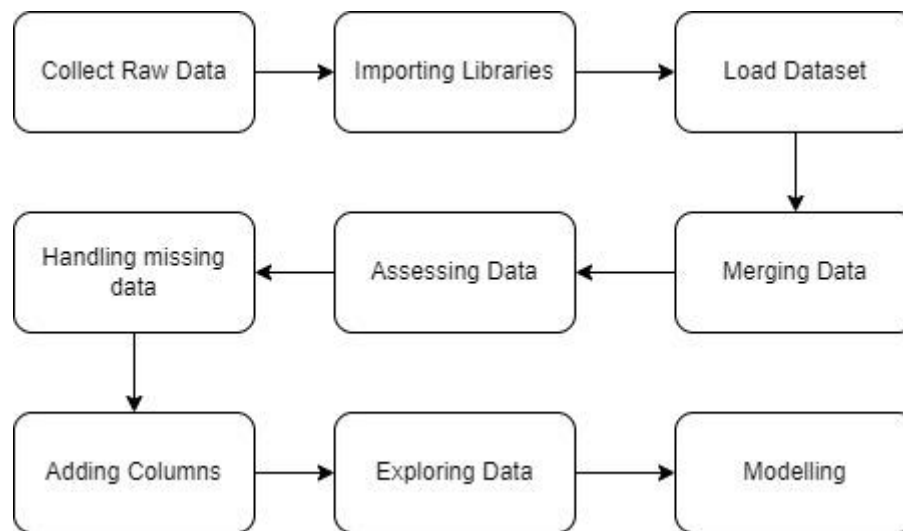
- Numpy
- Pandas
- Seaborn
- Matplotlib
- Plotly

### **Dataset:**

- Amazon Sales Data
- Link:  
<https://docs.google.com/spreadsheets/d/1h3EsPf-fTLrzpP7sGeyuRnGBXrdJRcXY/edit#gid=1061549098>

## PROPOSED SYSTEM

### FLOW CHART



**Collect Raw Data** - This step involves extracting the data from different sources relevant to the problem statement or obtaining data from the client

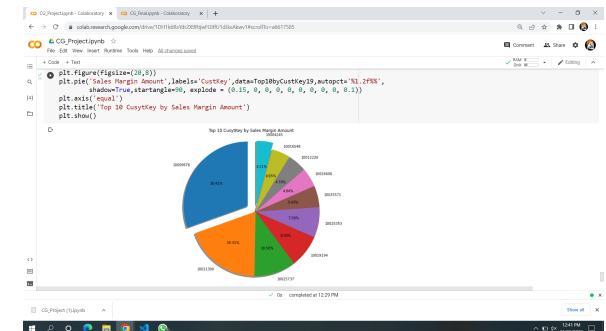
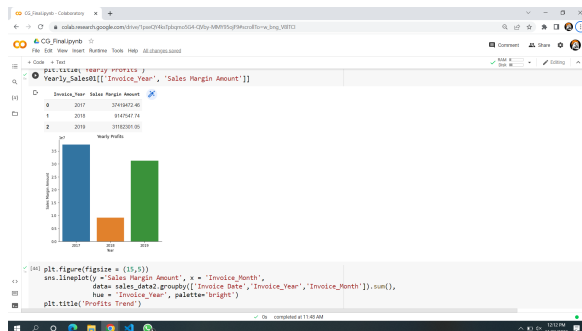
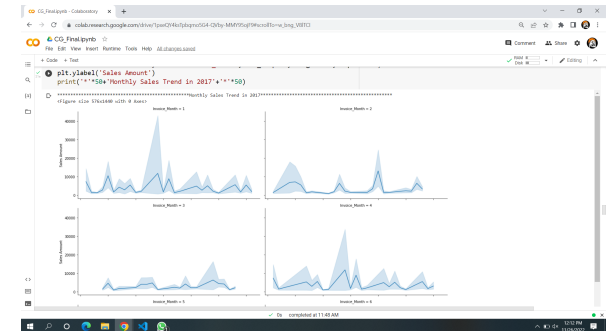
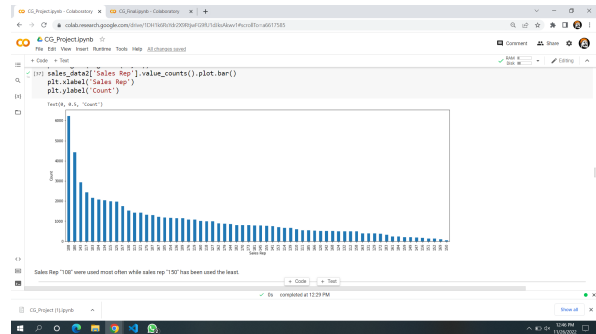
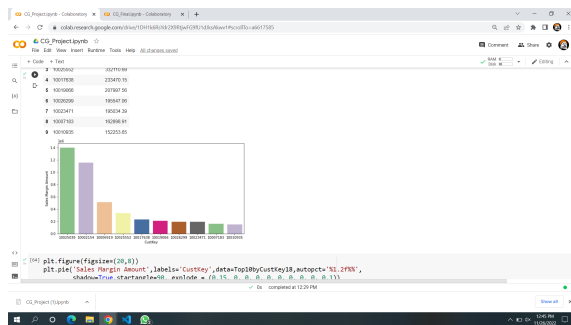
**Importing Libraries** – Import analysis related python libraries example – Pandas, Numpy, Plotly, datetime etc

**Data Wrangling** – Contains following steps gathering data, assessing data, handling missing data and adding columns

**Exploring Data** – Once the data is loaded and pre-processed, we perform data analysis using python libraries and Business Intelligence tools like Power BI

**Data Modelling** - Data Modelling is one of the features used to connect multiple data sources in BI tool using a relationship.







## CONCLUSION

- Discount Amount is highly related to Sales Amount, Sales Cost Amount, Sales Amount Based on List Price & Sales Margin Amount and moderately related to Sales Quantity.
- List Price highly related to sales price and has no relations with Sales amount, Sales cost amount, Sales amount based on list price & sales margin amount.
- Sales quantity is moderately related to Sales amount, discount amount, sales margin amount.
- There is no relation Between Sales Rep and Sales Amount, Sales Margin Amount.
- From 2017-19 Highest Sales Amount 2017>2019>2018.

**JOVIAN LINK:** <https://jovian.ai/sriharsha/cg-project>