

Wireframe Document

ANALYZING AMAZON SALES DATA

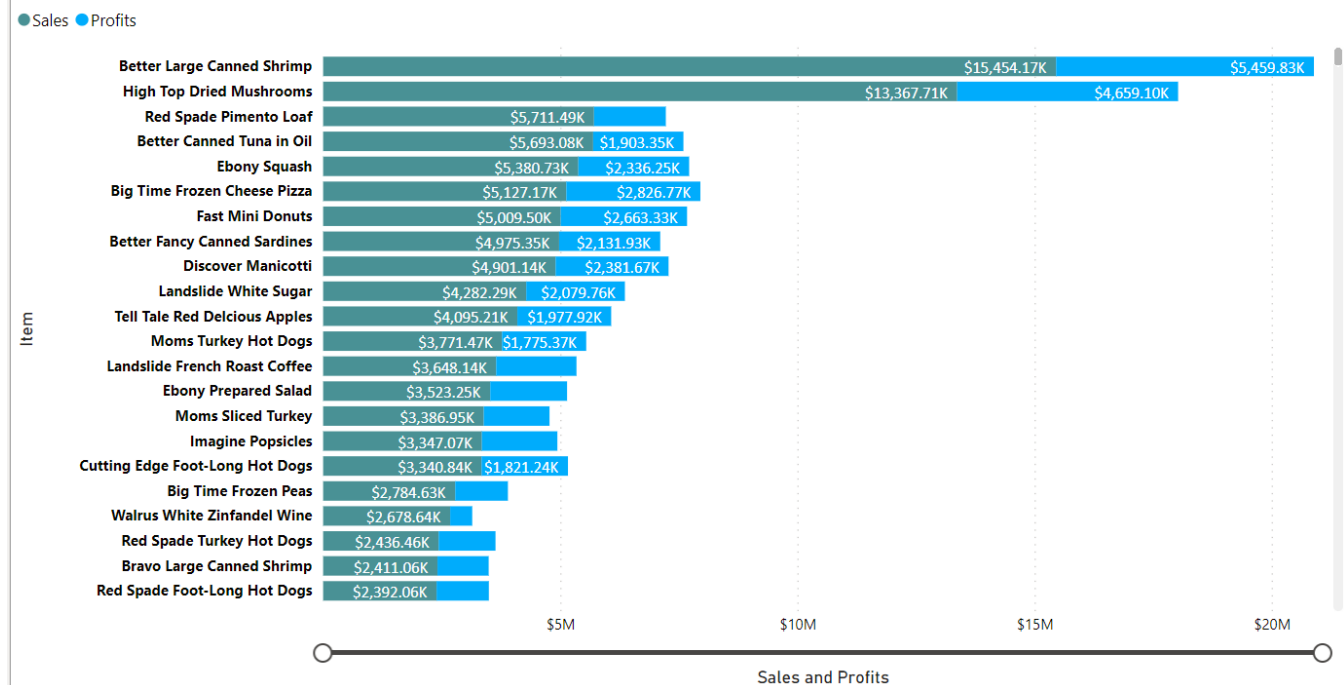
Sudhir Kendre

Document Control

Date	Version	Description	Author
8/05/2022	1.0	Introduction, Problem Statement, Dataset Information, Architecture	Sudhir Kendre
10/05/2022	1.1	Final Revision	Sudhir Kendre

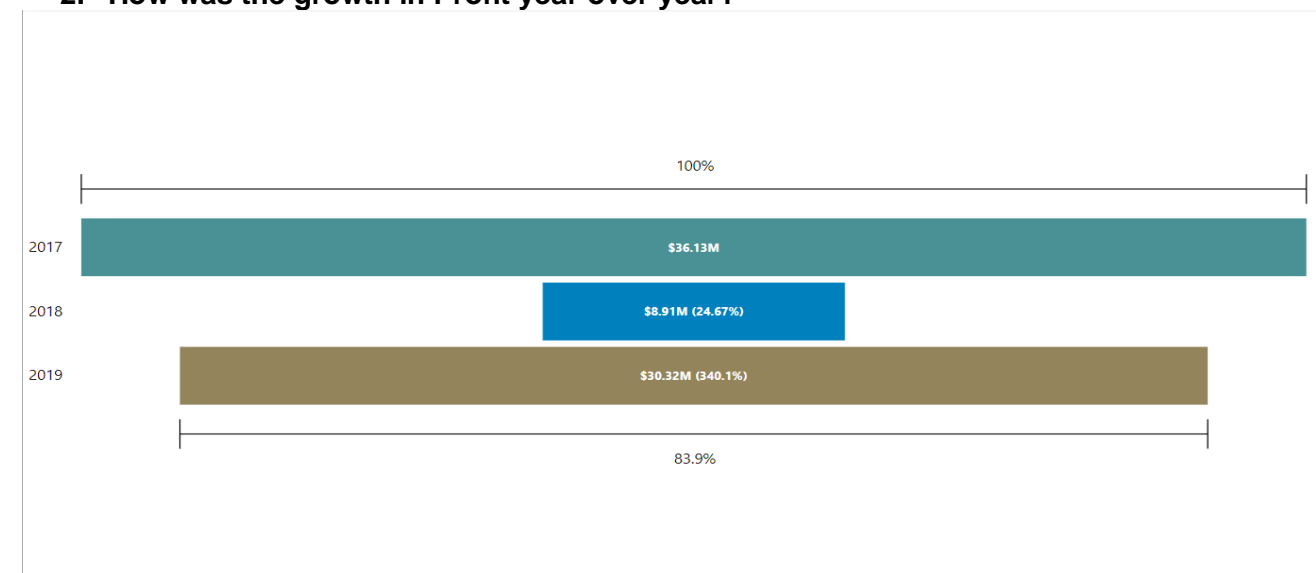
We Performed Exploratory Data Analysis on Power BI and then created a Dashboard.

1. What was the Sales of each Item?



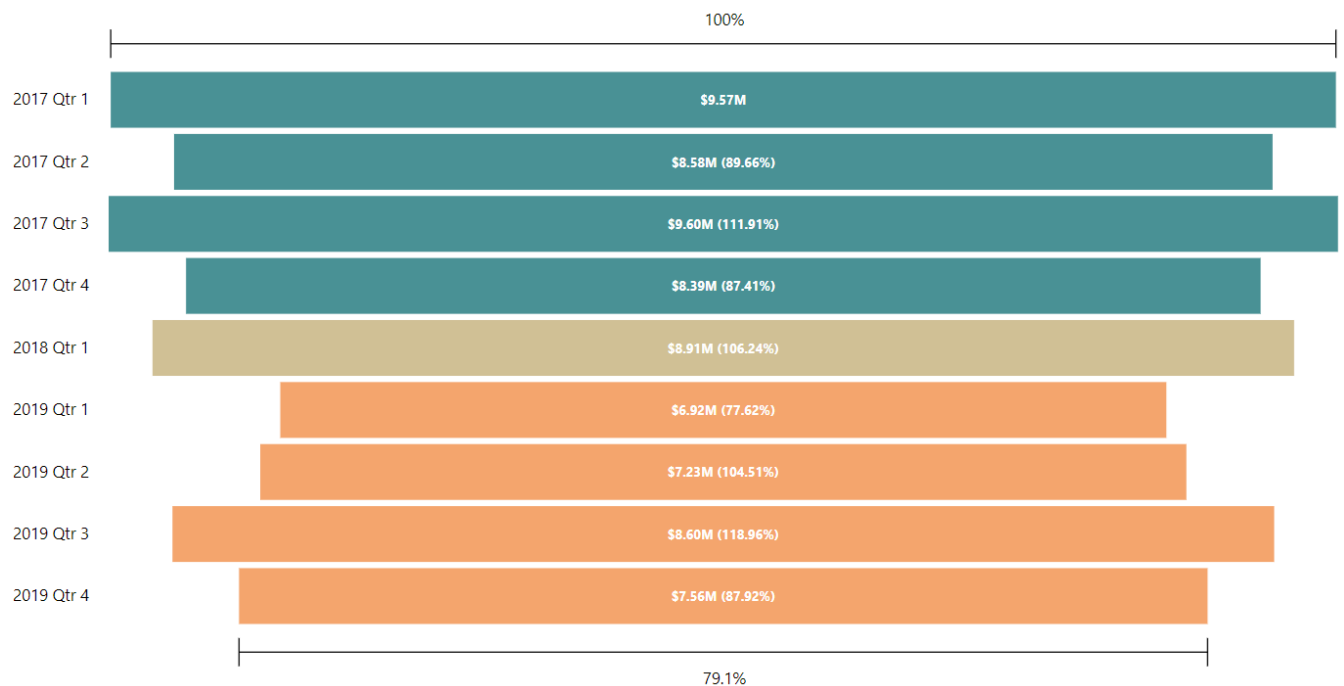
At \$15,454,172.47, 'Better Large Canned Shrimp' had the highest Sales, followed by 'High Top Dried Mushrooms' which was around \$13,367.71k and 3rd most sold product was 'Red Spade Pimento Loaf' Better Large Canned Shrimp accounted for 8.51% of Sales. Sales and Profits diverged the most when the Item was Better Large Canned Shrimp when Sales were \$9,994,346.21 higher than Profits. Profits trended down, resulting in a 16.16% decrease between 2017 and 2019. Profits trended down, resulting in a 21.15% decrease between January 2017 and October 2019, it dropped from \$9,598,696.65 to \$7,568,565.85 during its steepest decline between January 2017 and October 2019.

2. How was the growth in Profit year over year?



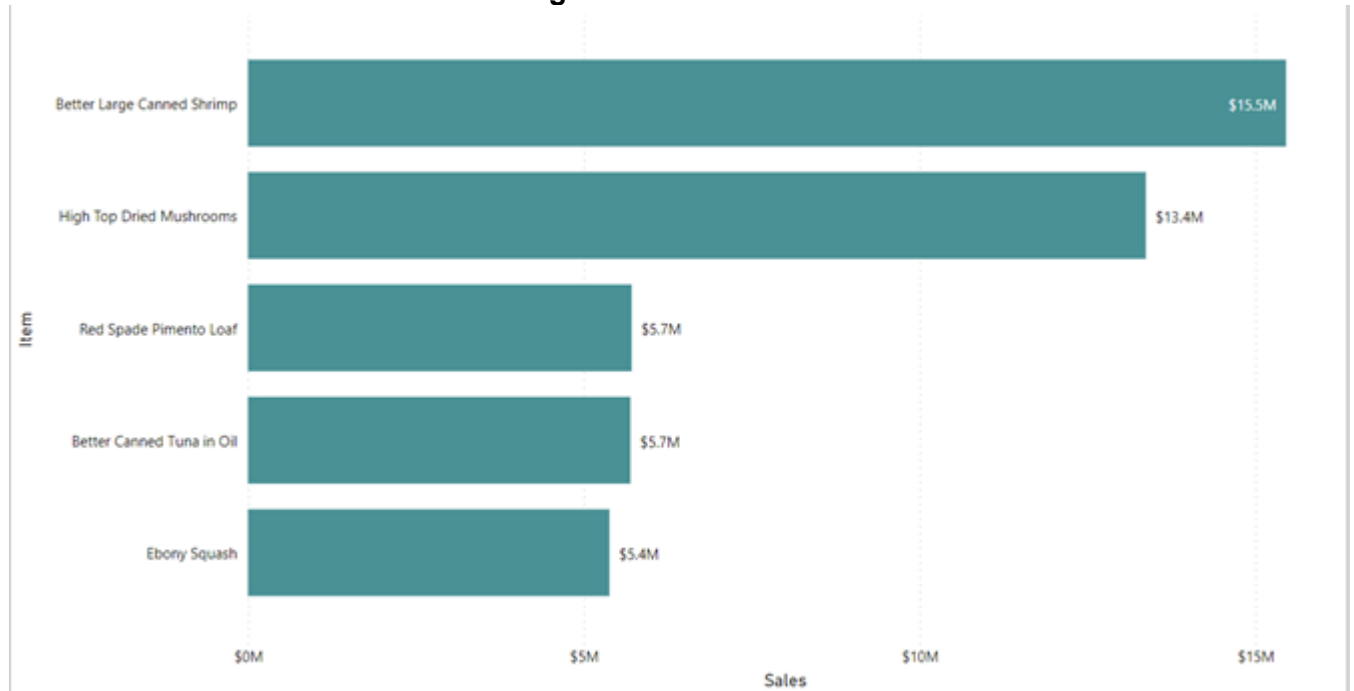
- In 2017 \$36.13M Profit was generated, but in 2018 it severely declined to \$8.91M which was only 24.7% of 2017's Profit, then in 2019 it showed tremendous growth and was \$30.32M which was 340.1% more than the previous value and 83.9% of 2017's profit.

3. How was the Sales & Profit Yearly-Quarter wise?



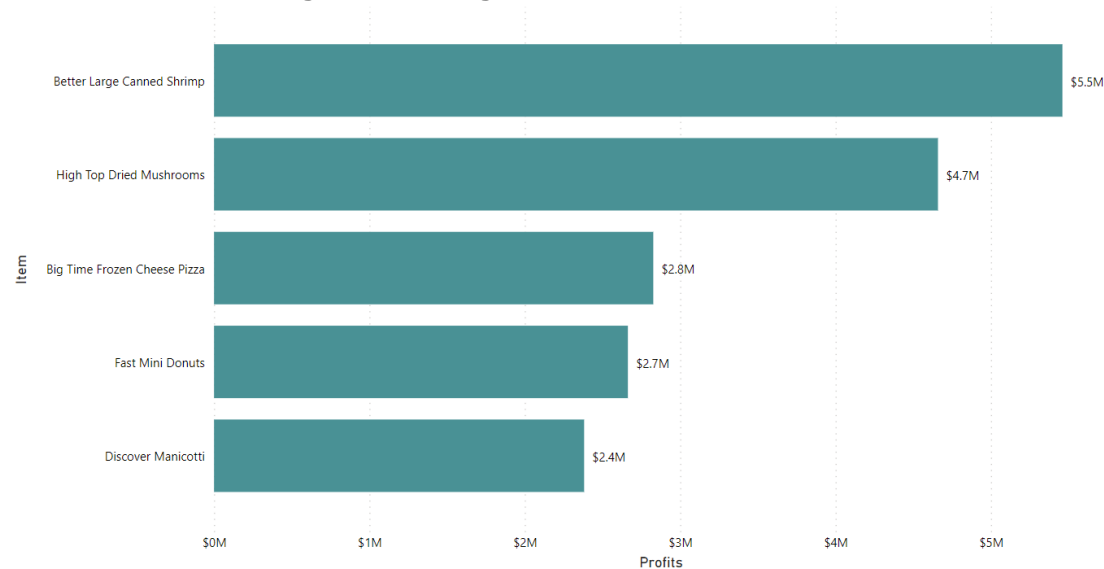
- In the first quarter of 2017, the profit was \$9.57M. Then in the 2nd quarter, it slightly declined by 11.34% to \$8.58M which was only 89.66% of the previous value. Then in 3rd quarter, it was little improved to \$9.60M which was 111.91% of the previous value. Then coming to the 4th quarter of 2017, it was \$8.39M. In the first quarter of 2018, it was \$8.91M which was 106.24% of the previous value which means it was little improved by 6.24%. After that, it got significantly decreased by 22.38% from the 1st quarter of 2018 to 1st quarter of 2019 then after that, it started to improve as profit increased month by month and \$1.68M more profit was collected compared to the profit of 1st quarter of 2019 which was \$6.92M.

4. Which items are the best-selling Item?



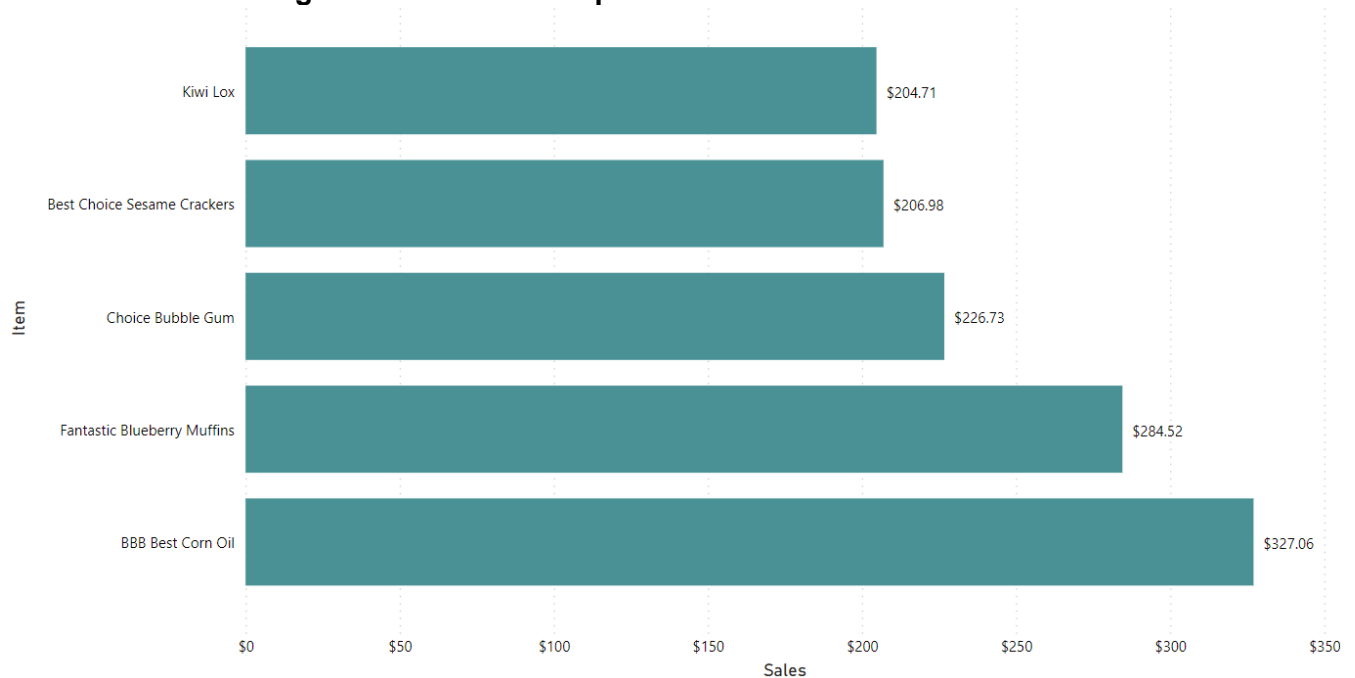
- At \$15,454,172.47, Better Large Canned Shrimp had the highest Sales and was 187.21% higher than Ebony Squash, which had the 5th Highest Sales at \$5,380,727.75. Better Large Canned Shrimp accounted for 33.89% of Sales. Across all 5 Item, Sales ranged from \$5,380,727.75 to \$15,454,172.47.

5. Which Items generated Highest Profit?



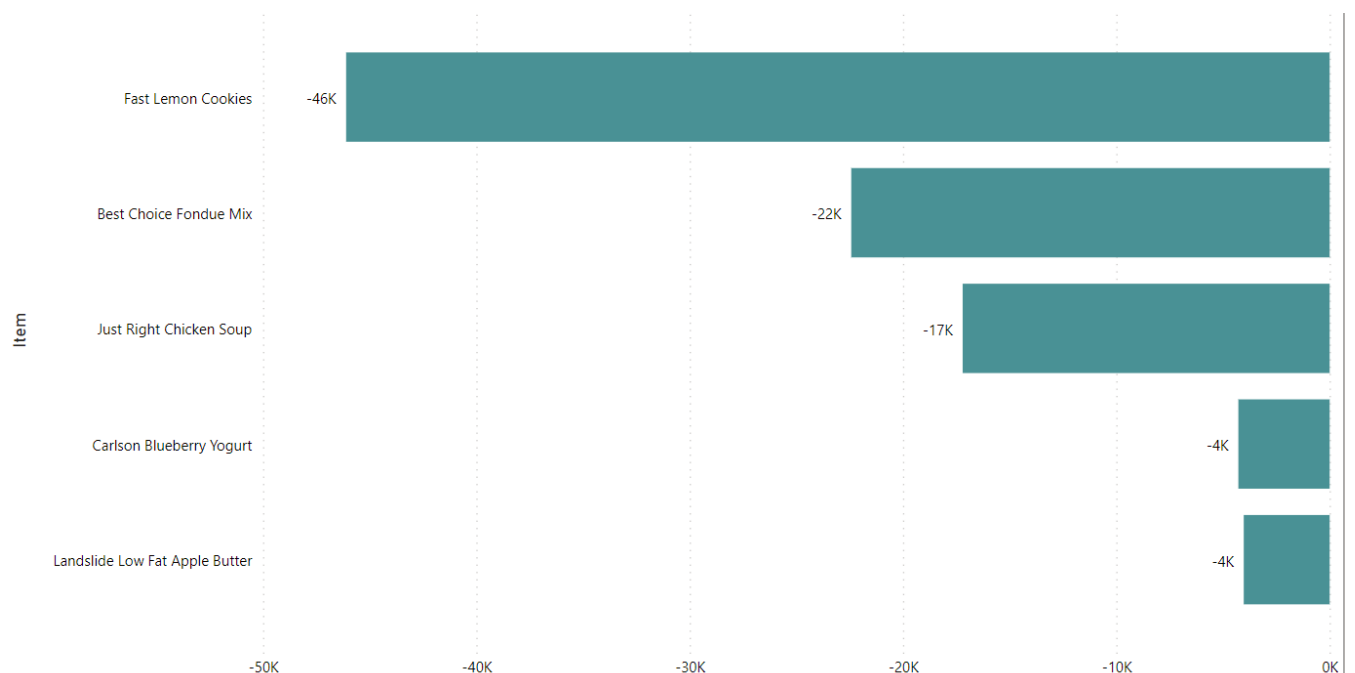
- At \$5,459,826.26, Better Large Canned Shrimp had the highest Profits and was 129.24% higher than Discover Manicotti, which had the 5th highest Profits at \$2,381,667.84. Better Large Canned Shrimp accounted for 30.35% of Profits. Across all 5 Item, Profits ranged from \$2,381,667.84 to \$5,459,826.26.

6. Which Items generated the lowest profits?



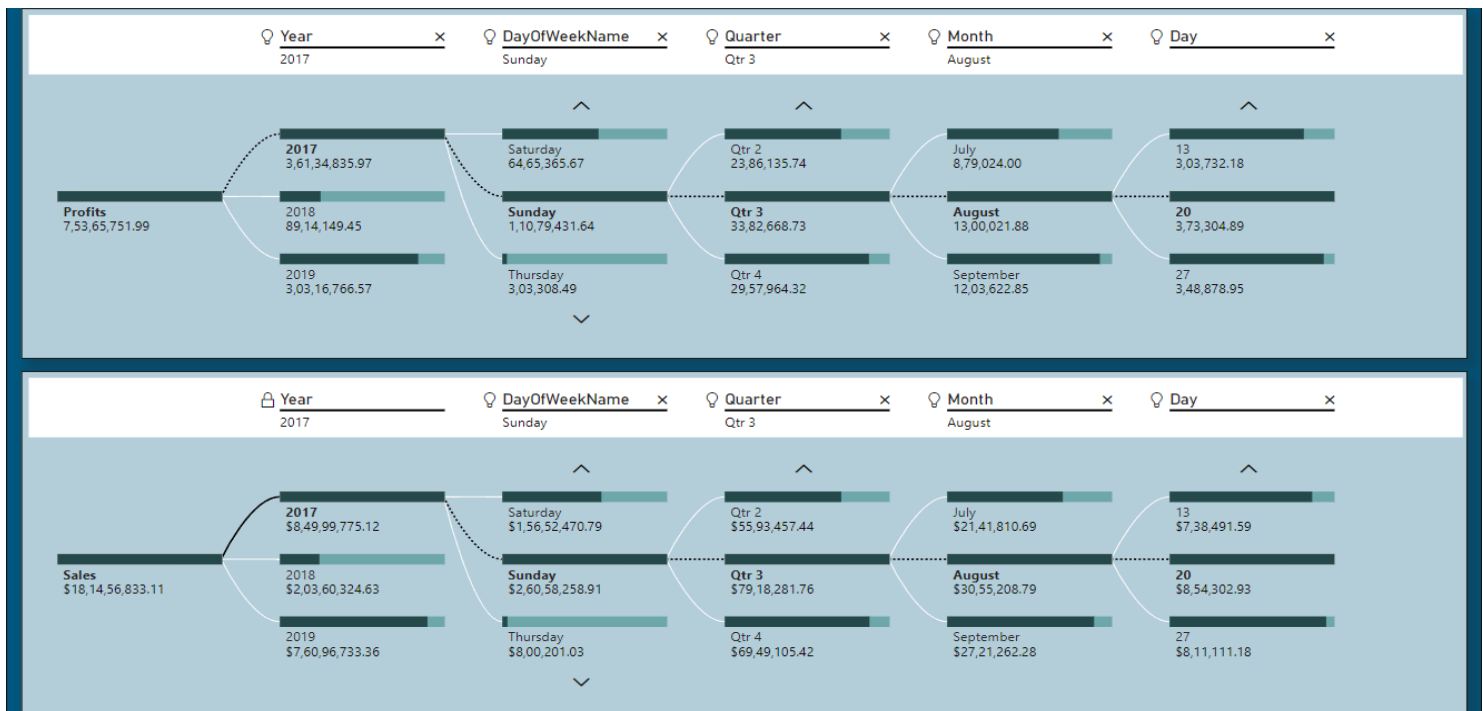
- At \$327.06, BBB Best Corn Oil had the 5th lowest Sales and was 59.77% higher than Kiwi Lox, which had the lowest Sales at \$204.71. BBB Best Corn Oil accounted for 26.16% of Sales. Across all 5 Items, Sales ranged from \$204.71 to \$327.06.

7. What were the items that resulted in a loss?



- At **\$4,026.61**, Landslide Low Fat Apple Butter had the 5th Highest Loss and was 91.27% higher than Fast Lemon Cookies, which had the Highest Loss at **\$46,106.59**. Fast Lemon Cookies accounted for 49.03% of Loss. Across all 5 Item, Loss ranged from (\$46,106.59) to (\$4,026.61).

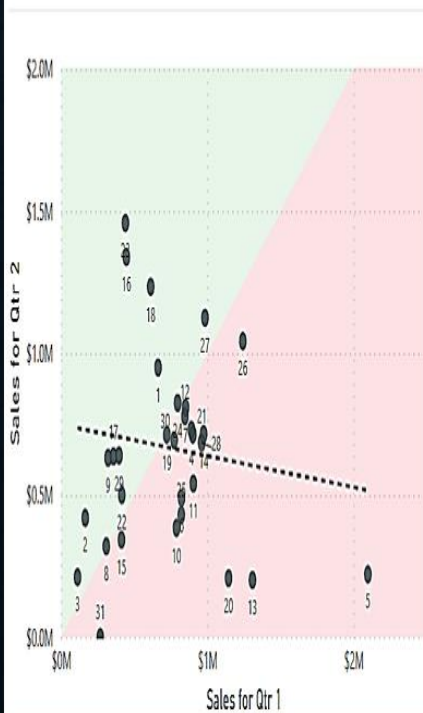
8. Detailed Sales and Profits Analysis.



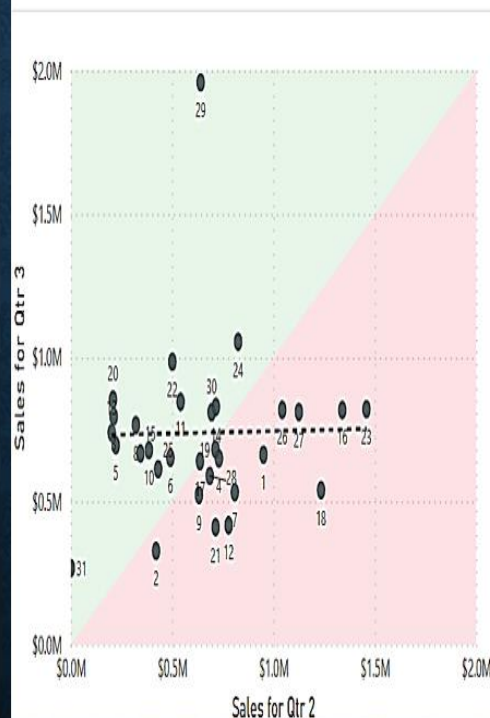
- In this Decomposition Tree visual, we can Analyse how much Sales & Profits were made from 2017 to 2019. Comparing 3 Years, 2017 was the year in which highest Sales & Profits were made, which was \$8,49,99,775.12, \$3,61,34,835.97 and it was most made on Sunday, which was \$2,60,58,258.91, \$1,10,79,431.64. Sales & Profits were very balanced in all 4 Quarters but it was highest in Q3(\$79,18,281.76, \$33,82,668.73). August was the month in which the highest Sales & Profits were recorded, which was \$30,55,208.79, \$13,00,021.88. In that Month Sales & Profits were generated on the 6th, 13th, 20th, 27th.

- At \$1,13,97,206.36, 10021485 had generated highest Sales and was 383.63% higher than 10025241, which had the 5th highest Sales at \$23,56,595.66. 10021485 accounted for 18.16% of Sales. Across all 10 CustKey, Sales ranged from \$23,56,595.66 to \$1,13,97,206.36.
 - At \$52,15,559.07, 10021485 had generated highest Profits and was 312.11% higher than 10019194, which had the 5th highest Profits at \$12,65,561.04. Across all 10 CustKey, Profits ranged from \$1265561.04 to \$5215559.07.
- 9. Comparing Sales for Q1, Q2, Q3 by Sales for Q2, Q3, Q4 of 2017 on which Day Sales Changed the most?**

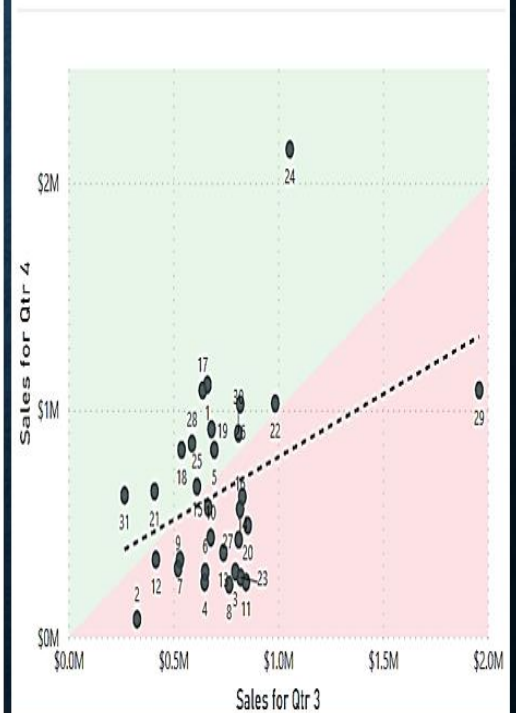
5, 13, and 20 accounted for the majority of the decrease among DayOfMonth, offsetting the increase of 23. The relative contributions made by 5, 23, and 13 changed the most.



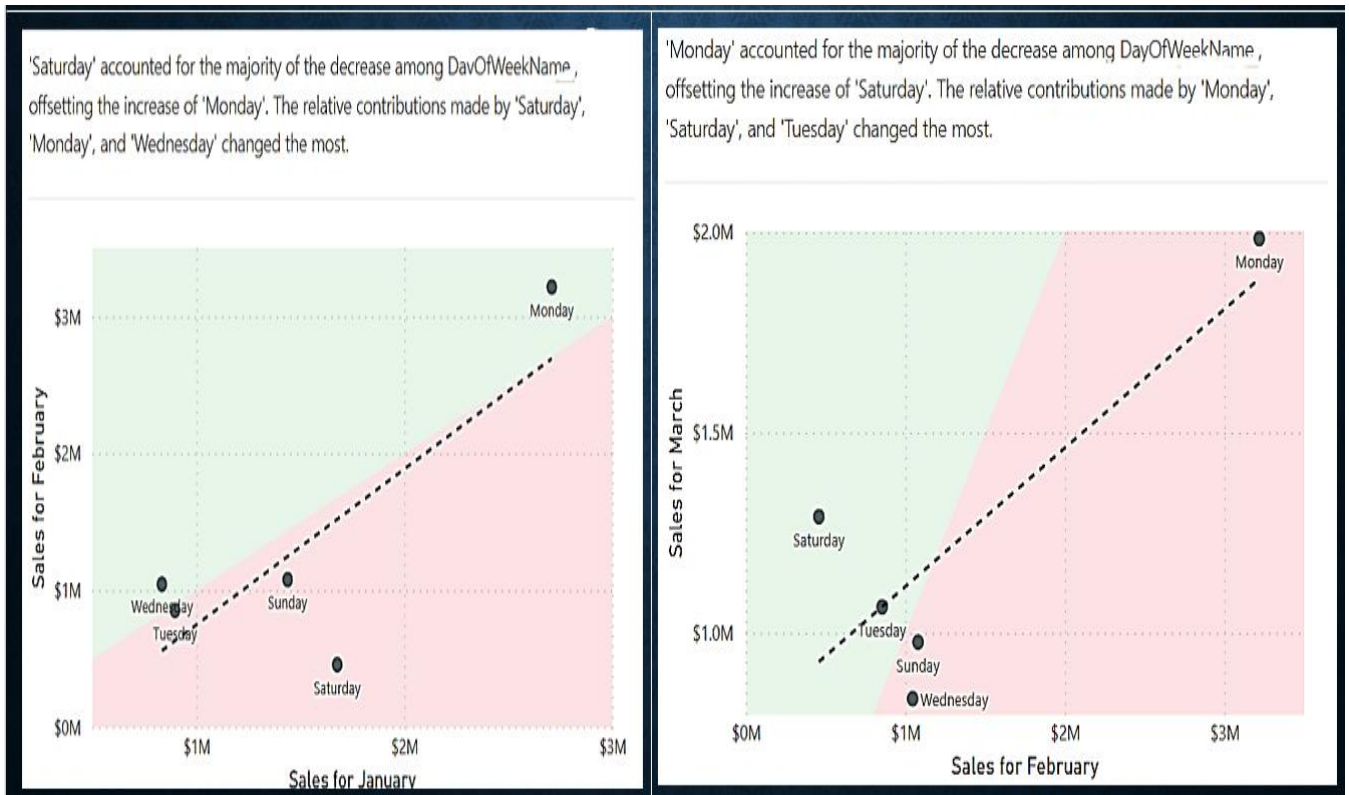
29, 20, and 3 had the largest increase among DayOfMonth, offsetting the decrease of 18. The relative contributions made by 29, 18, and 23 changed the most.



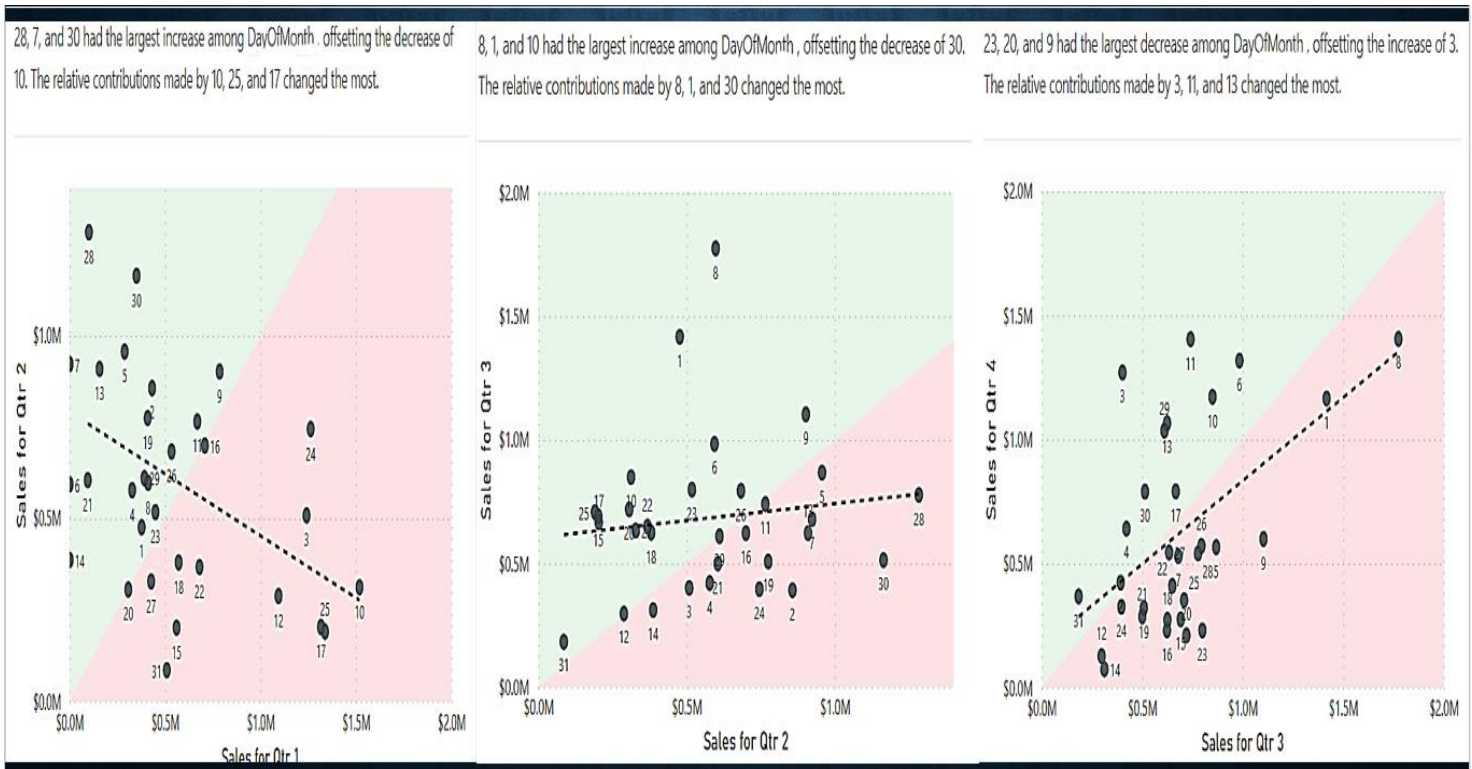
29, 11, and 23 had the largest decrease among DayOfMonth, offsetting the increase of 24. The relative contributions made by 24, 29, and 1 changed the most.



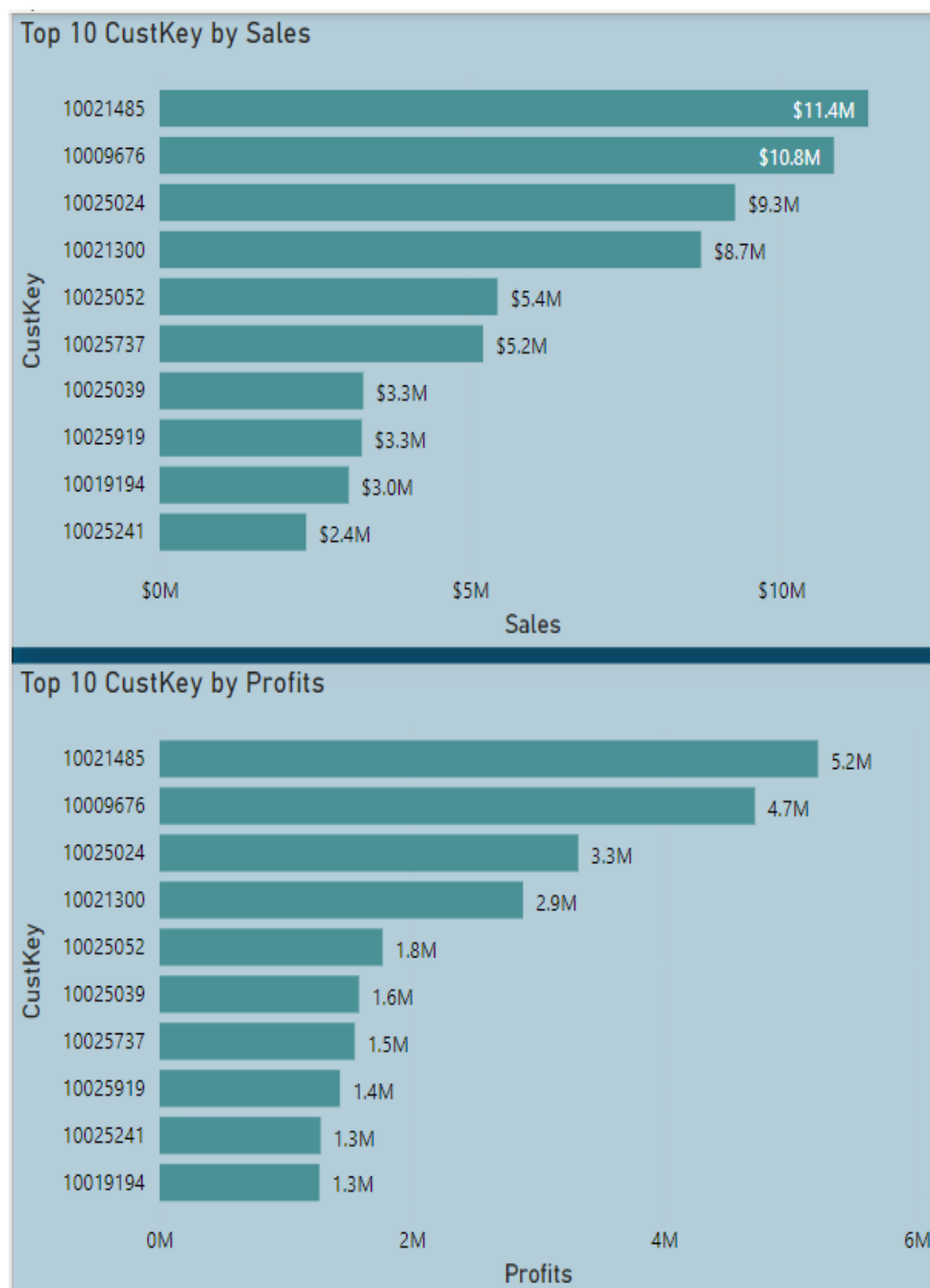
10. Comparing Sales for January, February by Sales for February, March of 2018 on which weekday Sales Changed the most?



11. Comparing Sales for Q1, Q2, Q3 by Sales for Q2, Q3, Q4 of 2019 on which Day Sales Changed the most?



12. Who were the Top 10 Customers?



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