

# **Analysis of AMAZON SALES DATASET**

**SQL- Capstone Project**

**By**

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**Aim:**

To gain insight into the sales data of Amazon to understand the different factors that affect sales of the different branches.

**About Data:**

This dataset contains sales transactions from three different branches of Amazon, respectively located in **Mandalay, Yangon and Naypyitaw**. The data contains 17 columns and 1000 rows:

**Analysis List**

- 1.Product Analysis
- 2.Sales Analysis
- 3.Customer Analysis

# Product Analysis:

## Insights:

There are 6 distinct product lines in the dataset and they are

Health and beauty  
Electronic accessories  
Home and lifestyle  
Sports and travel  
Food and beverages  
Fashion accessories

- Best Performing in sales: Electronic Accessories with 971 units sold(51,750 Revenue) and followed by Food and beverages with 952(53,471Revenue).
- Highest Revenue: Food & Beverages with 53,471 net revenue, Sports and travel(52,498 Revenue)
- Underperforming sales: Health & Beauty with 854 units sold.
- Lowest Revenue: Health and beauty with 46,851.18 net revenue

## Recommendations:

- Offer **bundle deals** (e.g., skincare combo, fitness kits) to increase the average order value.
- Improve **seasonal targeting** (e.g., summer skincare, winter wellness products).
- Optimize stock availability to **meet high demand** consistently.

# Sales Analysis:

## Insights:

	Highest	Lowest
City	Naypyitaw (1,05,303 revenue)	Mandalay(1,01,140)
Month	January (1,10,754 / 1965 units)	February (92,590/1654)
Weekday,	Saturday ( 53,448/ 919 units)	Monday (36,094/638 units)
Time of day	afternoon (1,64,255/2946 units)	Morning (58,856/1038 units)

## • Recommendations:

- Conduct a market analysis in **Mandalay** to understand customer preferences and launch targeted **promotions or discounts** in this region.
- Introduce **specific offers** (e.g., "Monday Saver Deals", early purchase discounts).
- Expand product offerings in Naypyitaw, as it has strong **customer demand**.
- Increase **inventory & staffing** for Saturday afternoons.
- Replicate successful **January marketing strategies** in other months.

## Customer Analysis:

### Insights:

- Member type customers made 1,56,403 revenue, normal customers made 1,51,184 revenue and both are very closer.
- Dominant Gender : Females with 1,59,888 revenue/ 2869 units sold.
- Products associated with gender: Female (Fashion accessories) with 530 units sold.  
and Male (Health and beauty) with 511 units sold also nearer to it
- Preferred Payment: E-Wallet (345 transactions) out of 1000 transactions.

### Recommendations:

- **Run gender-focused marketing campaigns** (e.g., seasonal fashion promotions for women, grooming bundles for men).
- Offer **bundles** with cross-category products (e.g., Fashion + Beauty packages).
- Offer **exclusive cashback or discounts** for E-Wallet users to encourage repeat purchases