ANALYZING AMAZON SALES DATA

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Objective

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.

Benefits

This analysis helps to make better business decisions, understand customer behavior and their order habits. We can have a view of Sales Trend.

It helps to manage resources easier.

Problem Statement

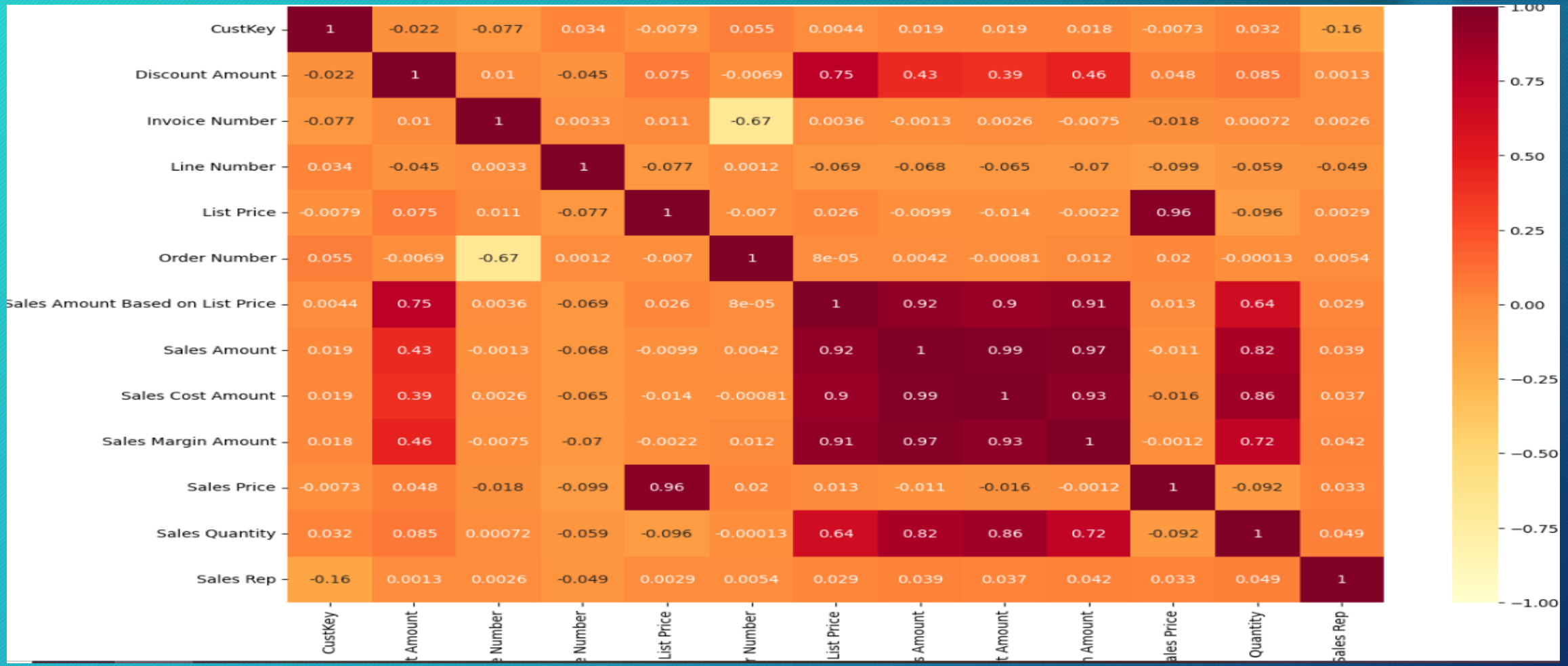
Developing a report by Extracting-Transforming-Loading of data which contains sales trend with respect to year and month.

Finding relationships through data to understand and analyze the information.

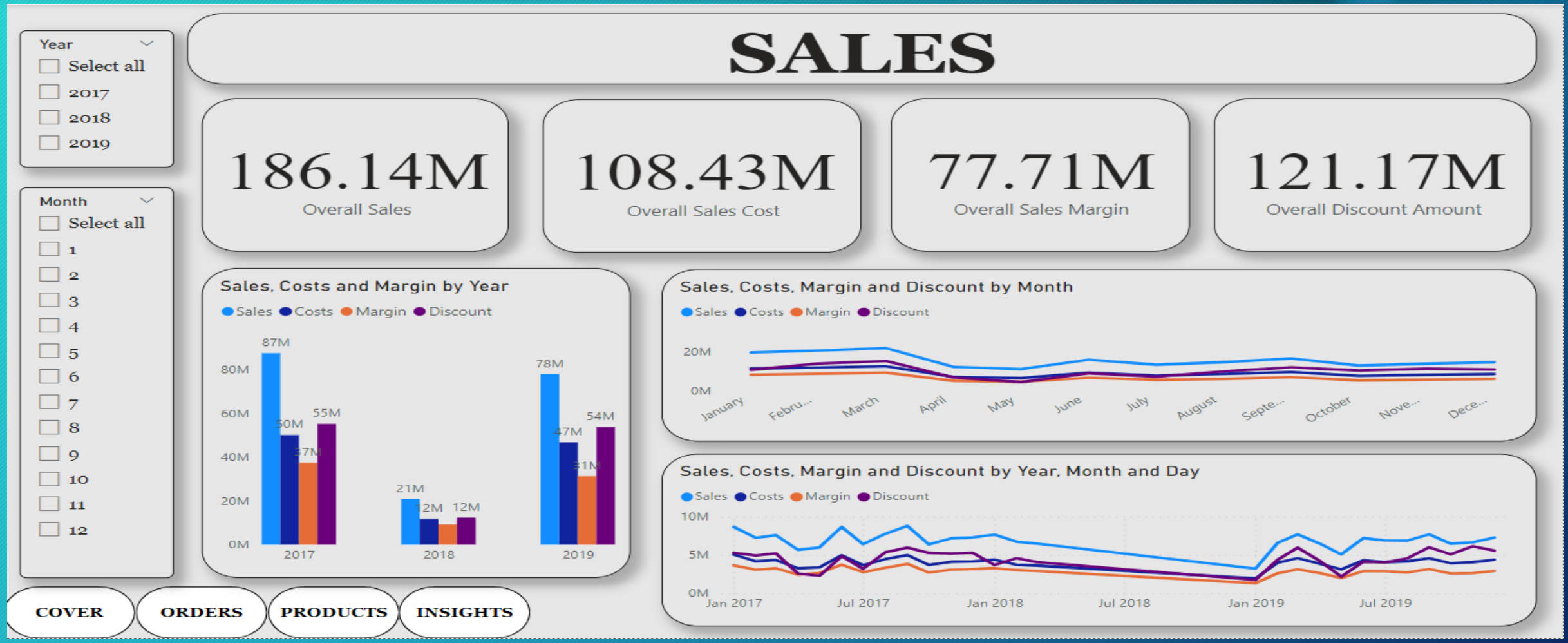
Data Pre-Processing

The raw dataset was loaded into Pandas dataframe. The dataset was explored, organized and cleaned. The missing values were removed / replaced. New, required columns were created. The correlation between the features were checked. The cleaned dataset was loaded into Power BI and the analysis were continued.

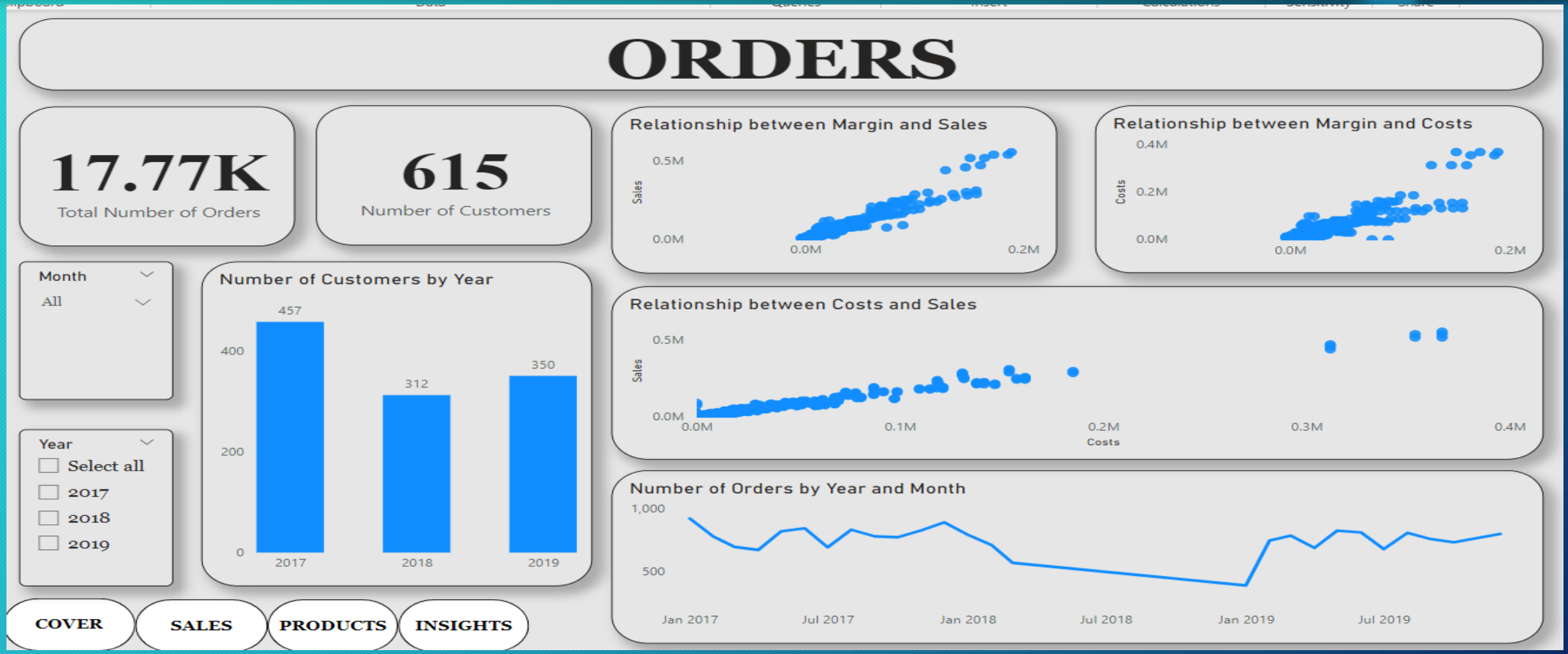
Correlation



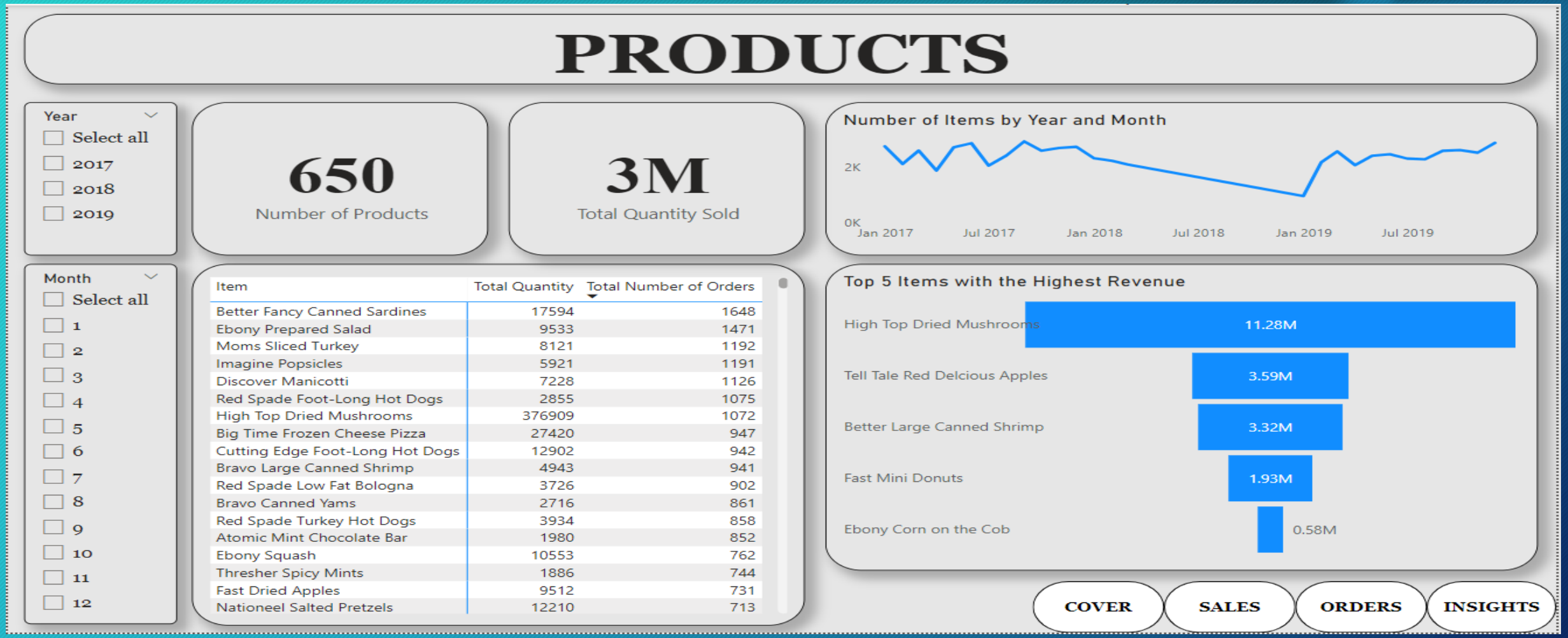
Sales Report



Orders Report



Products Report



Insights

- Total Sales: 186M, Total Costs: 108.4M, Total Margin: 77.7 M, Total Discount: 121M, Total Number of Orders: 17.7K, Number of Customers: 615, Number of Products: 650, Total Quantity: 3M
- The Highest Revenue (8.66M) was generated in January 2017, the Lowest Revenue (3.1M) was generated in January, 2019
- March (22M) and February (20M) have Higher Sales than other months
- 2017 has the Highest Number of Customers: 457
- Biggest Amount of Orders (924) was in January 2017
- Positive Correlation was found between: Sales - Cost, Sales - Margin, Cost - Margin, Quantity - Margin, Quantity - Cost, Quantity Sales

Insights

- The Most Number of Items were sold in September 2017: 2946
- The Item with Biggest Sold Quantity: Better Large Canned Shrimp, 590343
- The Item Which was Ordered the Most: Better Fancy Canned Sardines, 1648
- Top 5 Items which Generated the Highest Revenue: High Top Dried Mushrooms (11.3M), Tell Tale Red Delcious Apples (3.6M), Better Large Canned Shrimp (3.32M), Fast Mini Donuts (2M), Ebony Corn on the Cob (0.6M)