

# Amazon Food Sales Data Analysis Report



iNeuron

Internship Project  
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# Amazon Food Sales Insight

2017 2018 2019



92.87M

Revenue

552.5K

Order Quantity

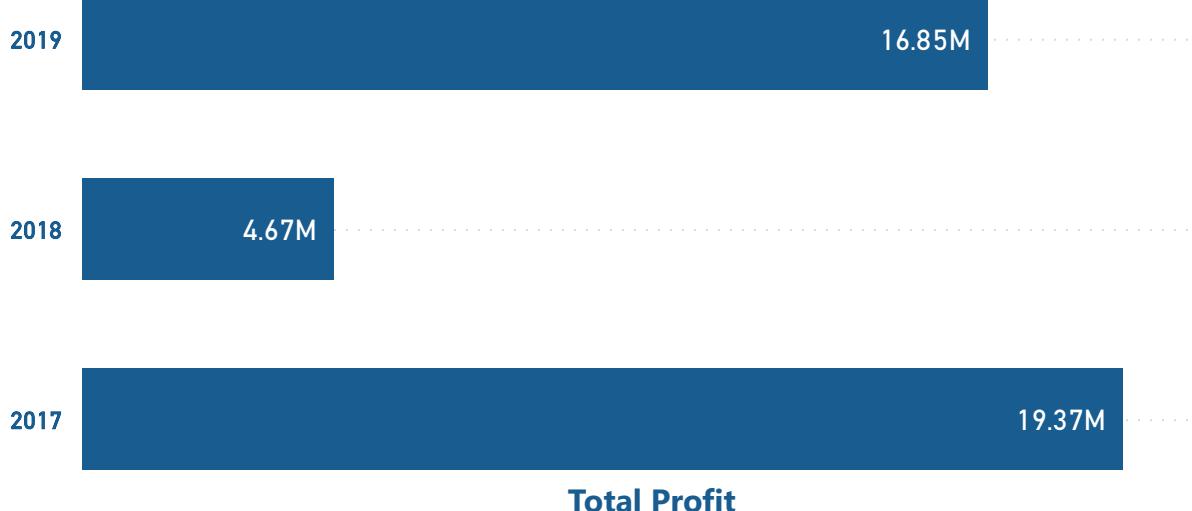
56.33K

Total Orders

40.93M

Total Profit

## Total Profit by Year

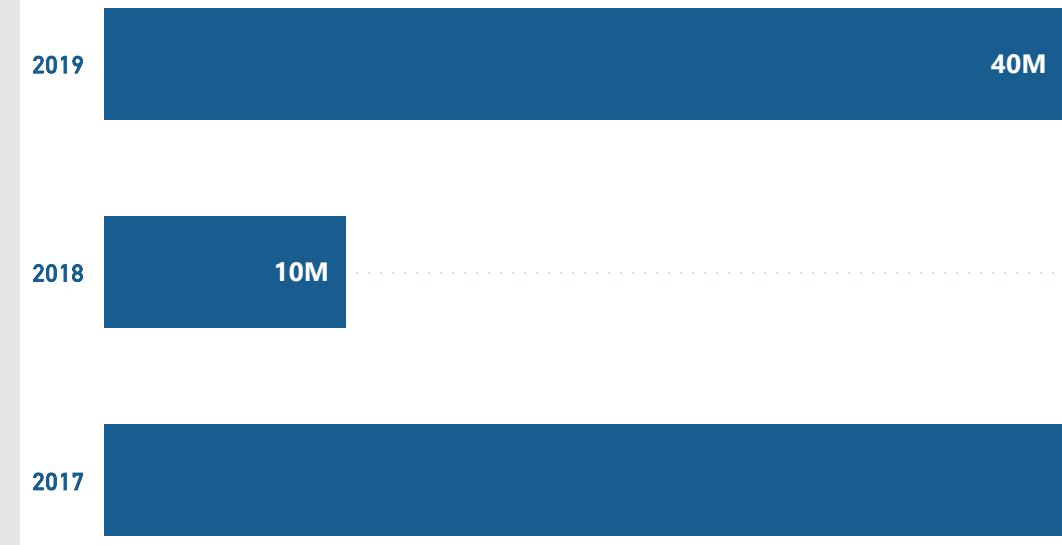


## Highest grossing Products

Year Item Name

Year	Item Name	Gross Profit
2017	Big Time Frozen C...	12,57,131.62
2019	Discover Manicotti	10,73,781.42
2018	Ebony Squash	10,43,147.19
Total Profit		4,09,31,657.22

## Total Yearly Sales



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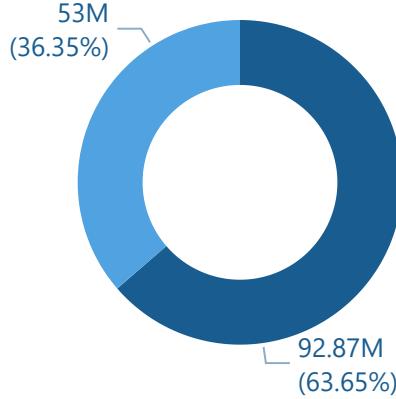
2017 2018 2019



**604**  
Product

## Comparison of Sales Amount

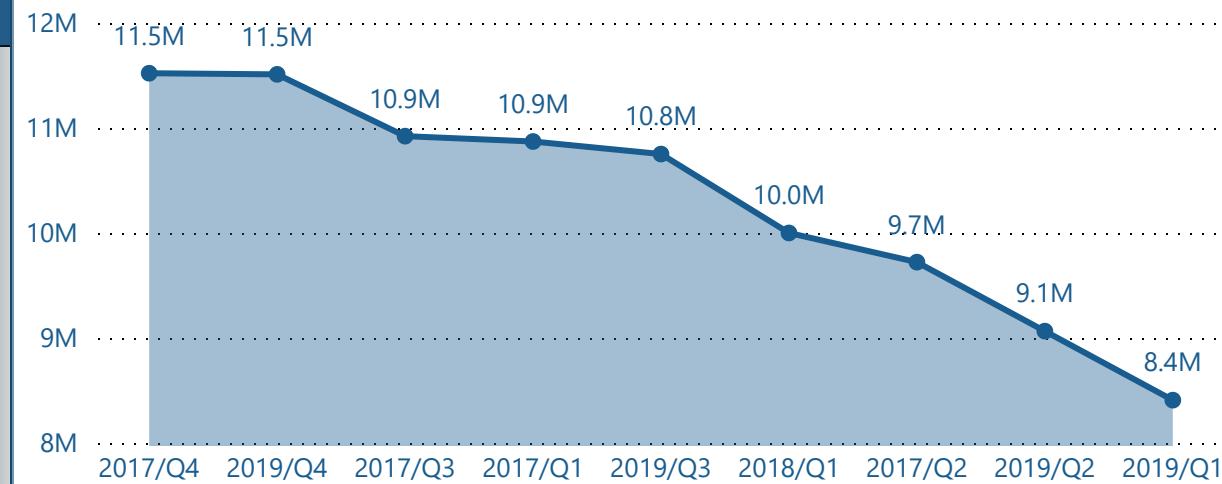
● Sales Amount ● SalesAmt LastYear



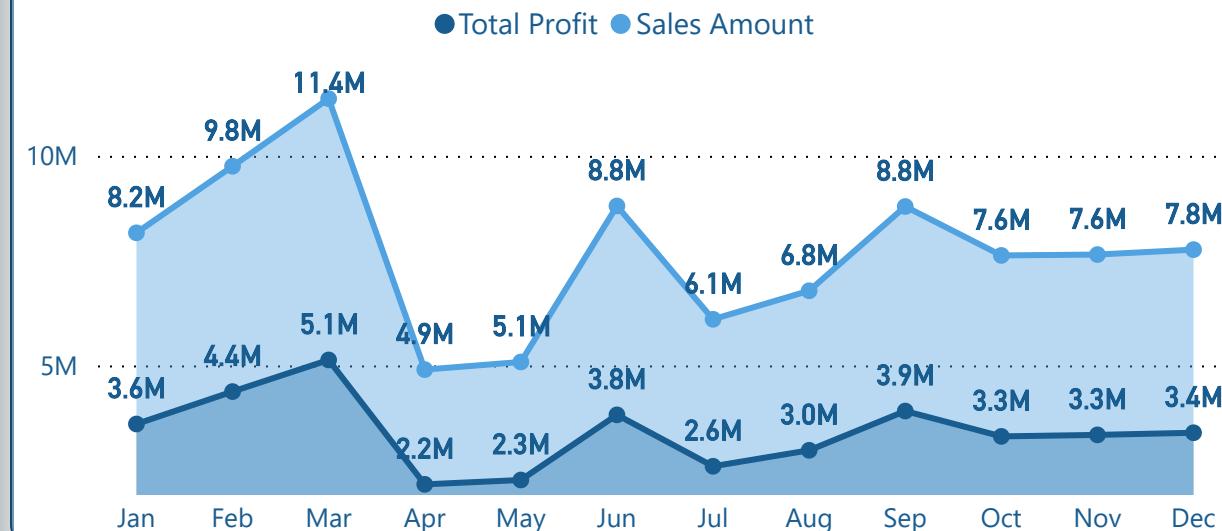
## Top 20 Products by Revenue

Product	Revenue	Year
High Top Dried Mushrooms	474.88	2018
Bravo Large Canned Shrimp	927.91	2018
Atomic Mint Chocolate Bar	1238.62	2018
Moms Sliced Turkey	3681.35	2018
Moms Sliced Ham	3989.85	2018
Red Spade Foot-Long Hot Dogs	4019.08	2018
Imagine Popsicles	6801.71	2018
Red Spade Turkey Hot Dogs	6877.75	2018
Ebony Prepared Salad	7635.54	2018
Better Fancy Canned Sardines	9387.38	2018
Atomic Mint Chocolate Bar	126240.07	2018
High Top Dried Mushrooms	137969.94	2018
Moms Sliced Ham	144101.42	2018
Fabulous Mango Drink	144656.31	2018
Red Spade Low Fat Bologna	153988.36	2018
Golden Frozen Corn	193561.16	2018
BBB Best Apple Preserves	198940.40	2018
Red Spade Foot-Long Hot Dogs	217883.45	2018
Bravo Large Canned Shrimp	229051.84	2018
Walrus White Zinfandel Wine	234437.54	2018
Red Spade Turkey Hot Dogs	252316.67	2018
Ebony Prepared Salad	254469.95	2018
Big Time Frozen Peas	272540.60	2018
Moms Sliced Turkey	321651.45	2018
<b>Total</b>	<b>55188408.48</b>	

## Total Sales Quarterly



## Total Profit and Sales by Month



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2017 2018 2019



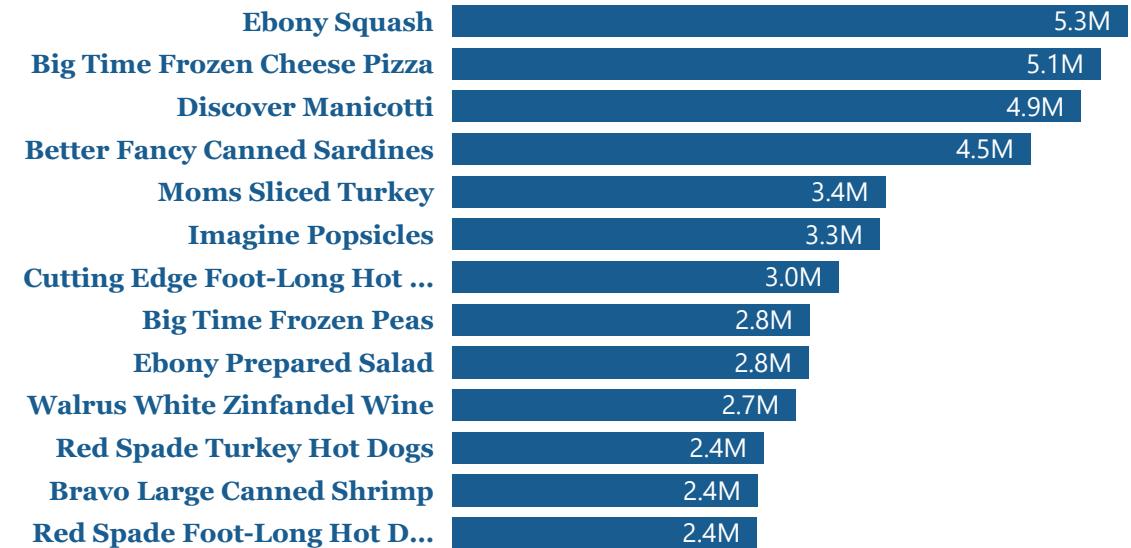
## KEY TRENDS AND INSIGHTS

- Across all 9 Year Quarter, Sales Amounts ranged from 8.4 M to 11.5 M.
- 2017/Q4 accounted for 12.42% of Sales Amount. 2017/Q4 had the highest Sales Amount at 11.5 M and was 37.03% higher than 2019/Q1, which had the lowest Sales Amount at 8.4M.
- Total Profit and total Sales Amount are positively correlated. Sales Amount and Total Profit diverged the most after March when the Sales Amount was 6.3 M higher than Total Profit.
- At 5.1 M, March had the highest Total Profit and was 137.17% higher than April, which had the lowest Total Profit at 2.2 M. March accounted for 12.55% of the Total Profit.
- The products Ebony Squash, Big Time Frozen Cheese Pizza and Manicotti gained maximum Revenue and profit.

## Product Analysis

- From Product Analysis and sales analysis it is clear that Ebony Squash, Big Time Frozen Cheese Pizza and Manicotti are top selling food products for three consecutive years.

## Most Demanding Products



## Recommendations

- Establishing an effective distribution strategy can help companies reach a wider audience of potential consumers and reduce the costs associated with marketing and delivering their products.
- **Improving customer experience:** Establishing an effective distribution strategy can help you determine where and how your consumers prefer to purchase products.
- **Increasing sales:** Establishing an effective distribution strategy can help you scale your company faster and increase sales by providing you with access to a larger target audience of potential customers.
- Closely monitoring inventory levels of products in demand to meet customer needs.