EXCEL CASE STUDY: AMAZON ORDERS

Overview

The attached dataset contains ecommerce orders of Amazon from multiple countries in 2023. It is an ecommerce company with a global footprint. The company is headquartered in Bangalore in India. The supply chain of the company is very strong: customers are located in 14 countries and they receive orders within a week. The category for which most of these orders was placed is mobile accessories.

There are various ways in which a customer can order. An order can be placed using the company's app, its website, using Whatsapp and also via other sources (for example: dialing in the 24*7 support helpline number). Customers are divided into 5 categories: A, B, C, D, E.

The sales team in the company is structured into 5 teams: Alpha, Beta, Gamma, Delta and Epsilon. Every team has multiple Sales Managers and a few Sales POCs, typically 3-4. Every sales POC is given individual targets and the sum of the targets of the sales POCs is the target of the Sales Manager.

Datasets

There are 3 tables within the Excel file: Orders, Customers and Sales Targets.
  a. **Orders:** it contains data corresponding to orders in 14 countries. The *Order ID* is unique for every order. One customer can place more than one order. The *Order Datetime* specifies the timestamp (GMT) when the order was placed. The *Order Source* specifies the source of the order: App, Website, Whatsapp or Other. Every order has a *Sales POC* associated with it. The *Order Value* is in rupees.
  b. **Customers:** The *Customer ID* is a unique ID for each customer. The age, gender, country and category which the customer is classified into is given in this table.
  c. **Sales Targets:** this table contains the *Sales POC → Sales Manager* mapping as well as the *Sales Team* of every *Sales POC* (Point of Contact) and hence *Sales Manager*. It also contains the targets that each Sales POC has been given.

Note that Sales POCs are not limited to any customer or country. This means that a Sales POC can be responsible for orders placed by Customer A in Country X as well as for orders placed by Customer B in Country Y.

Problem Statement

As an analyst, your goal is to help the company derive insights from the data. These insights will help the company take decisions w.r.t. Orders. Eventually it will help the company increase the number of orders,

value of orders and hence revenue. Your manager asks you to perform a few operations and get answers to key questions.