

# DATA SCIENCE

# AMAZON SALES



29/01/2024

NAME: VAISHNAV KRISHNA P

# Introduction

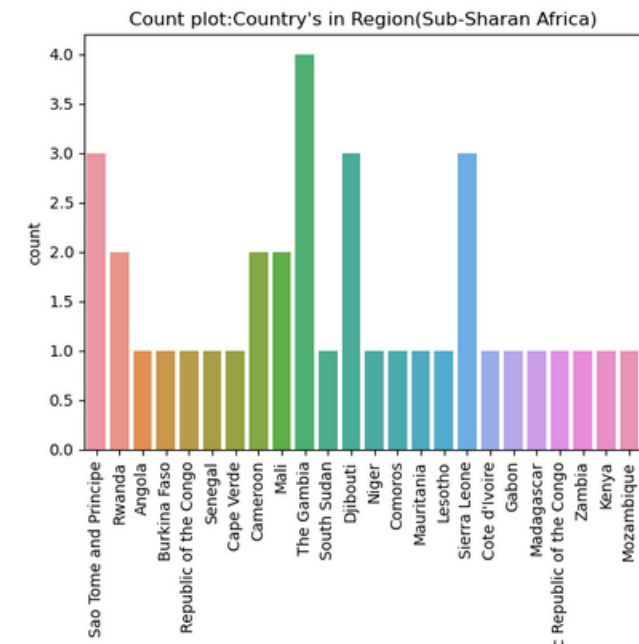
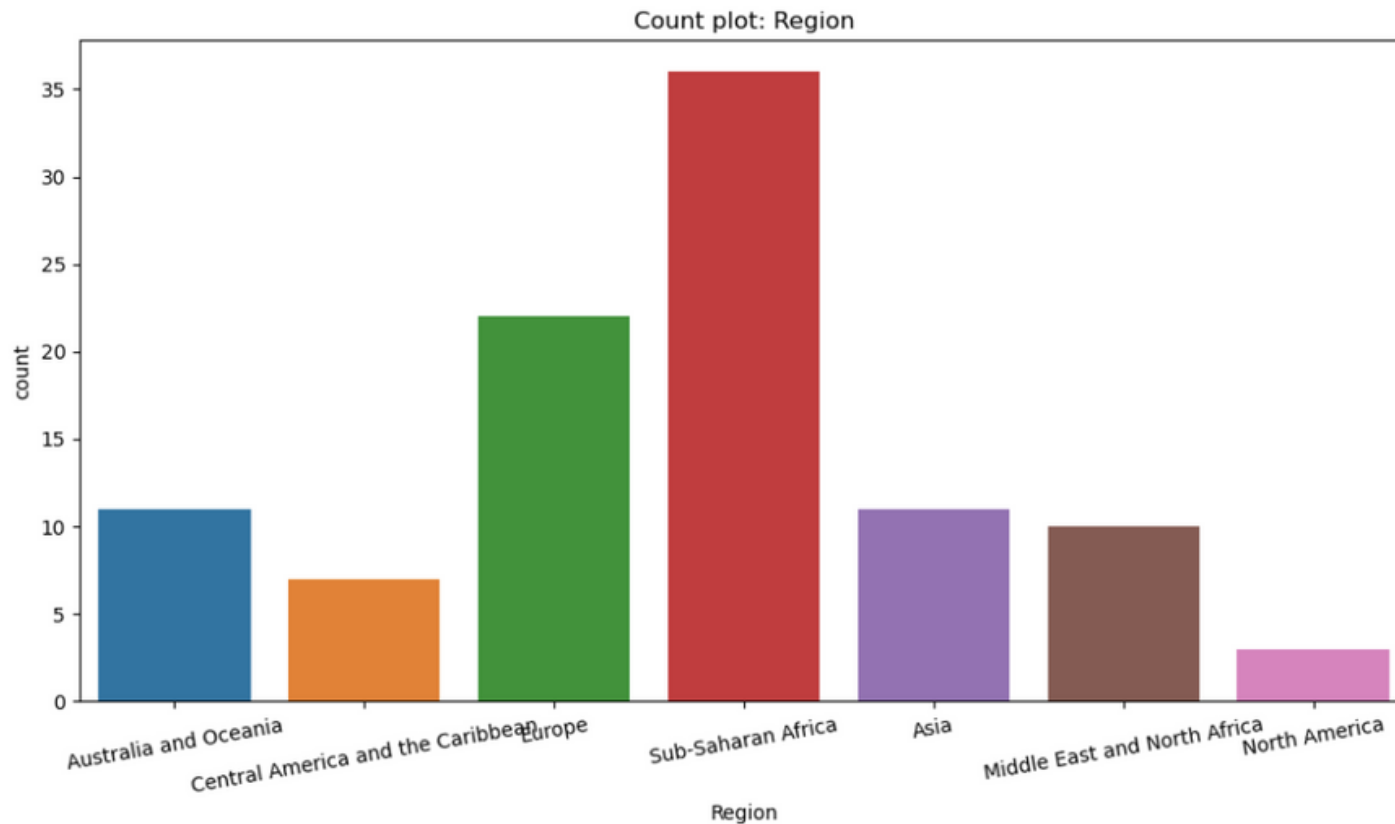
- Sales management plays a crucial role in today's competitive business landscape, where effective distribution methods and cost reduction strategies are essential for maximizing profits. With the increasing competition in the market, optimizing sales processes has become paramount for commercial enterprises. In this project, we focus on analyzing sales trends within the context of an Amazon dataset. By performing Extract-Transform-Load (ETL) operations on the dataset, we aim to uncover insights into sales trends on a month-wise, year-wise, and yearly-month-wise basis.

# Details of Data

- Region
- Country
- Item Type
- Sales Channel
- Order Priority
- Order Date
- Order ID
- Ship Date
- Units Sold
- Unit Price
- Unit Cost
- Total Revenue
- Total Cost
- Total Profit

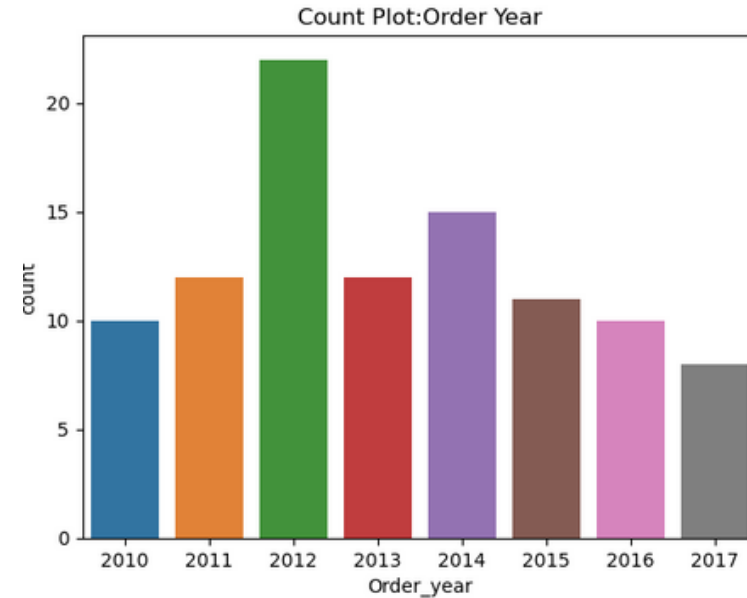
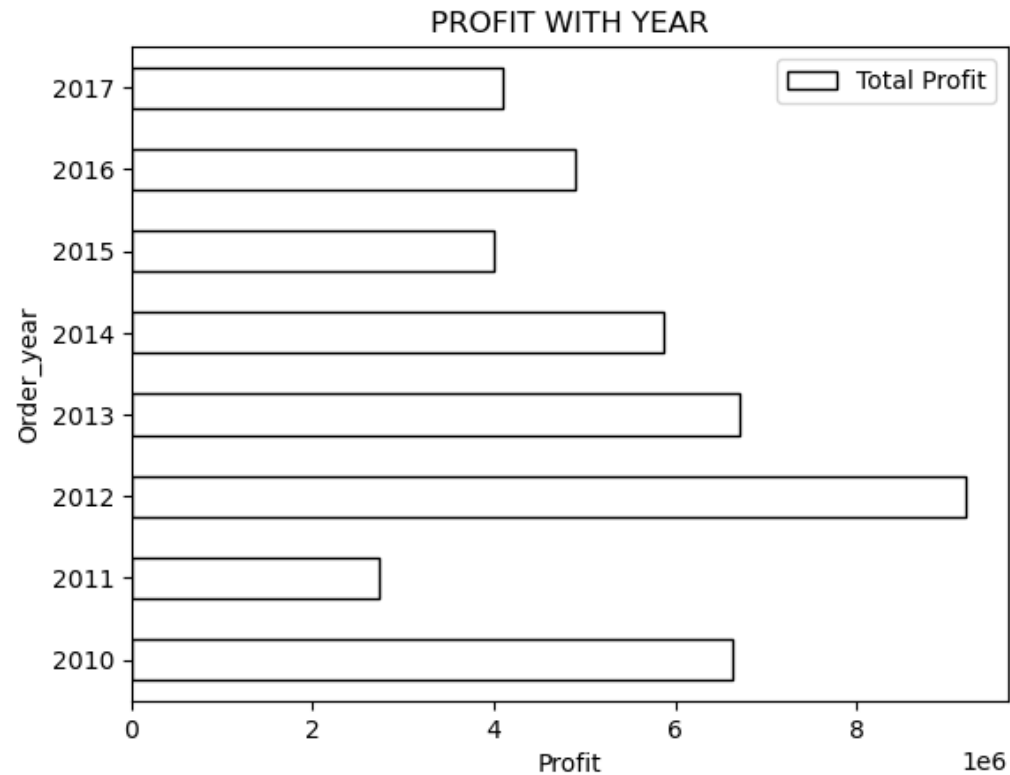
# Main Insights

- The majority of orders originate from the Sub-Saharan Africa region, followed by Europe.



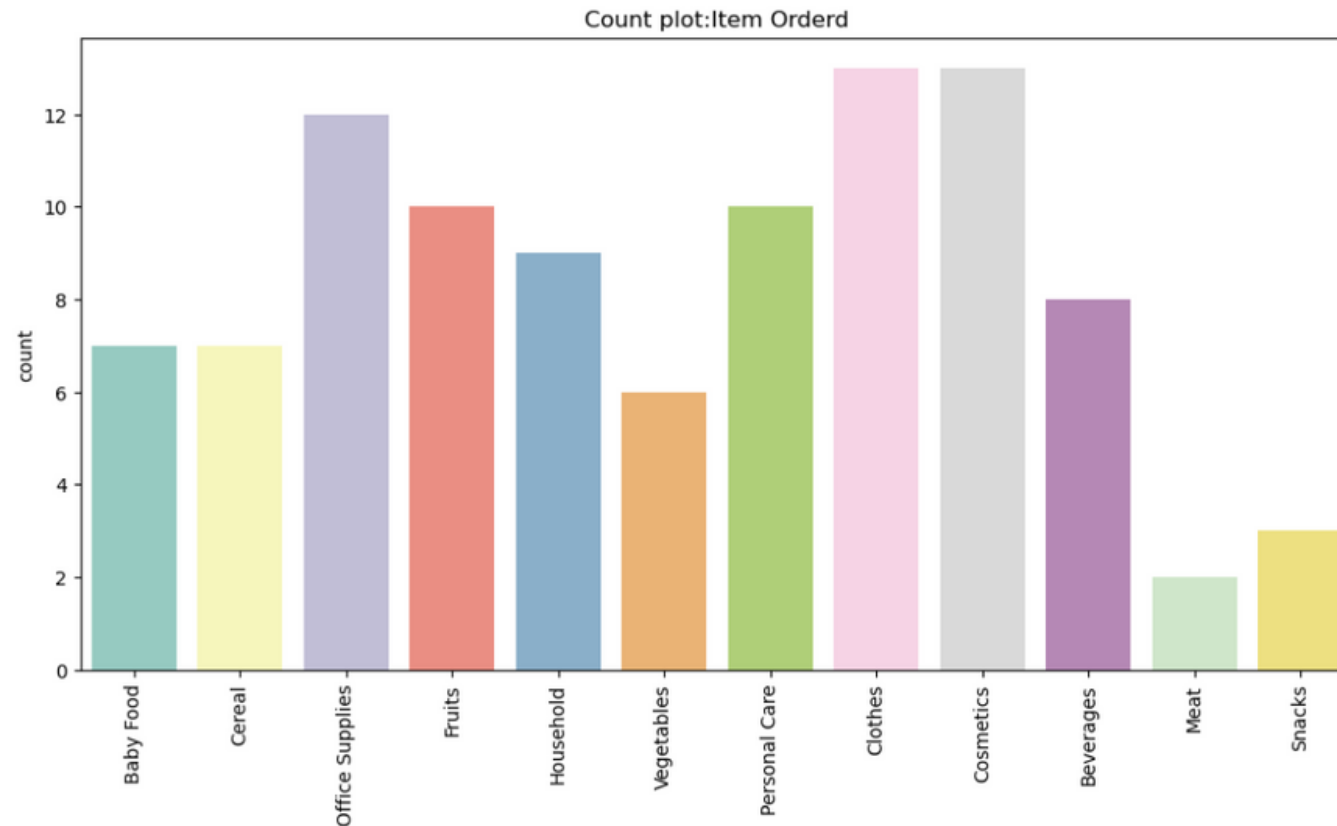
# Main Insights

- Profit reaches its maximum in the year 2012, with a downward trend observed in subsequent years.



# Main Insights

The most frequently ordered items belong to categories such as personal care, clothing, and office supplies.



# Insights AMAZON SALES

- 1. The majority of orders originate from the Sub-Saharan Africa region, followed by Europe.**
- 2. High-order countries in the Sub-Saharan African region include Gambia, Djibouti, Sao Tome and Principe, and Sierra Leone. In Europe, Bulgaria, Norway, and Switzerland exhibit high order frequency.**
- 3. The most frequently ordered items belong to categories such as personal care, clothing, and office supplies.**
- 4. Both offline and online sales channels show similar frequencies in terms of order volume.**
- 5. Orders predominantly fall under high or low priority categories, with fewer orders categorized as critical or medium priority.**
- 6. Analysis indicates a peak in orders during the year 2012, with a decline in subsequent years.**
- 7. Monthly order volumes are comparatively lower in March, August, September, and December.**
- 8. Profit reaches its maximum in the year 2012, with a downward trend observed in subsequent years.**



Thank you