



AMAZON SALES DATA ANALYSIS REPORT

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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.

Find Sales and Profit trend month wise, year wise and yearly month wise.

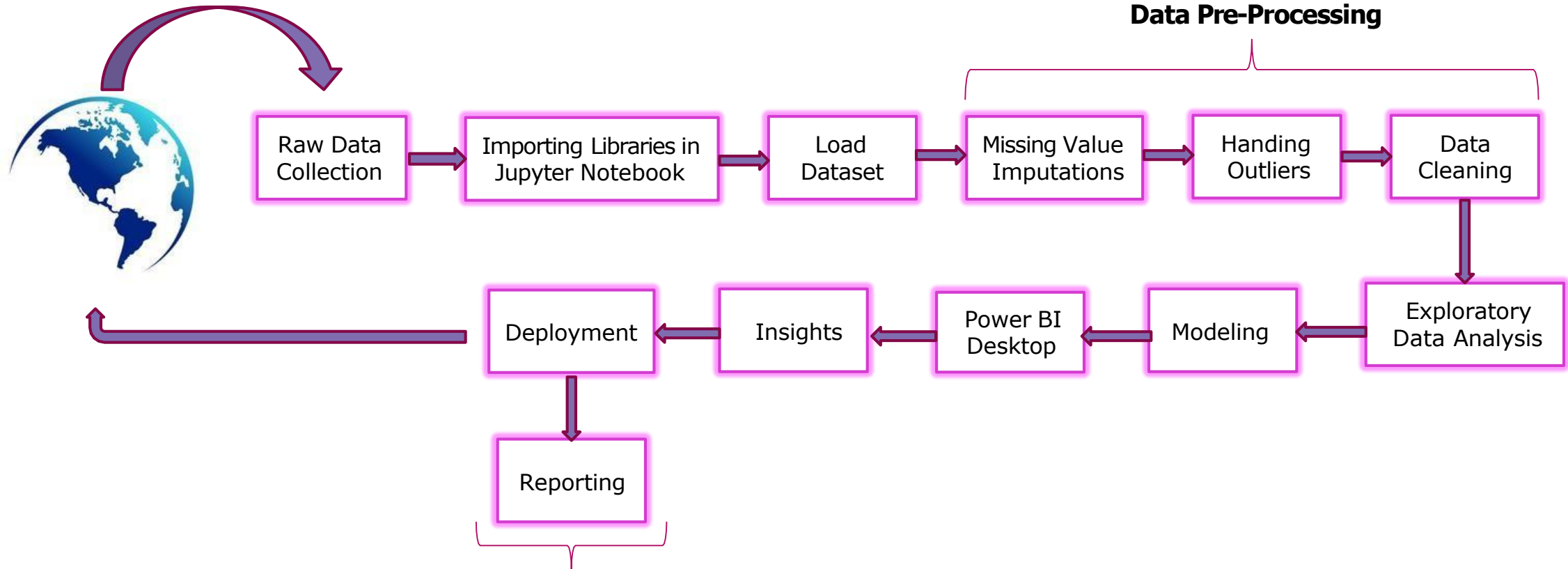
Benefits

- Help out to make better business decisions.
- Help analyze customer trends and satisfaction, which can lead to new and better products and services.
- Gives better insight of customers base.
- Helps in easy flow for managing resources.

Problem Statement

Develop a Report by Extracting-Transforming-Loading of data which contains Sales trend with respect to Year, Month, Quarter and find Some relationships through data to understand and Analyze the Facts.

ARCHITECTURE



- ✓ Lower-Level Design Document
- ✓ High-Level Design Document
- ✓ Architecture Document
- ✓ Wireframe Document
- ✓ Detailed Project Report

Quick Insight

A quick insight for 2017 | 2018 | 2019 amazon sales.

181.18M

Total Sales

2.943M

Sales Quantity

77.75M

Total Profit

639

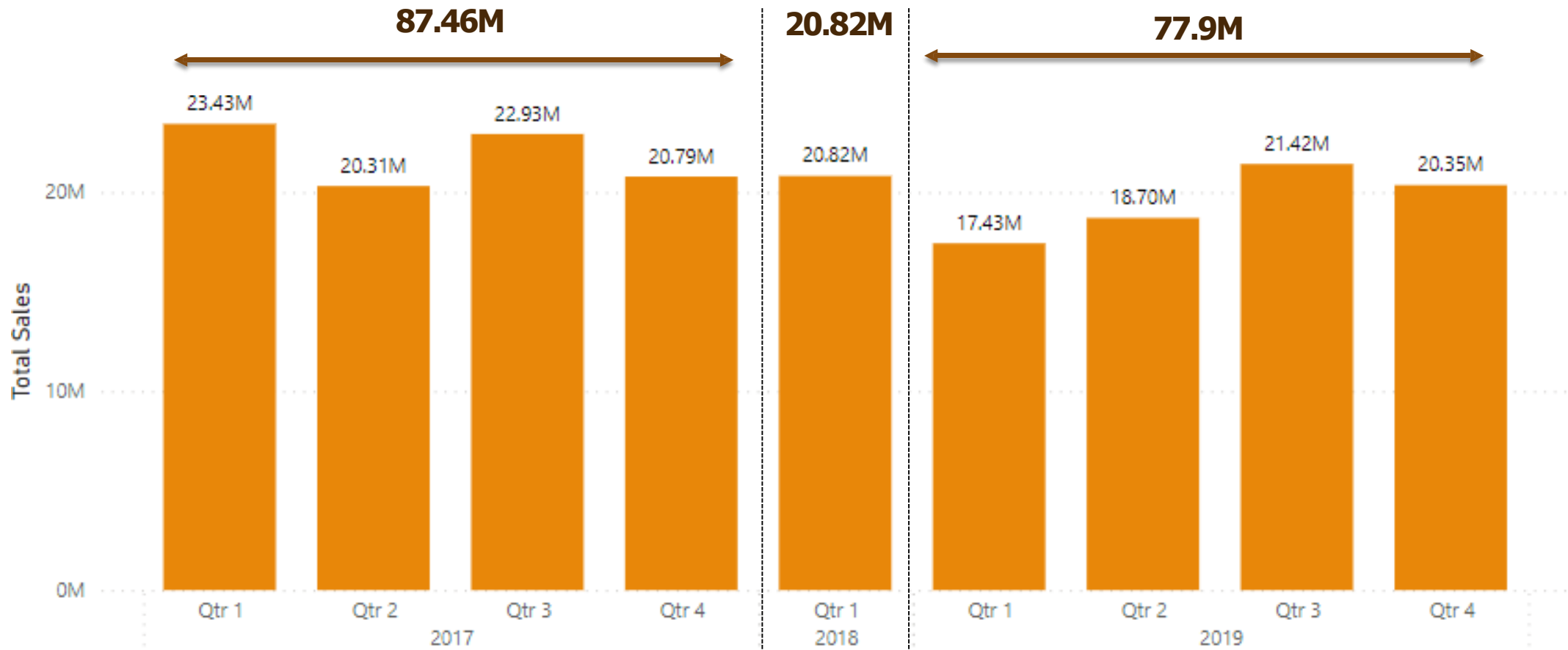
Products

615

CustKey

Total Sales for all the quarters

2017 had the highest Revenue at 87.46M, followed by 2019 at 77.9M and 2018 at 20.82M



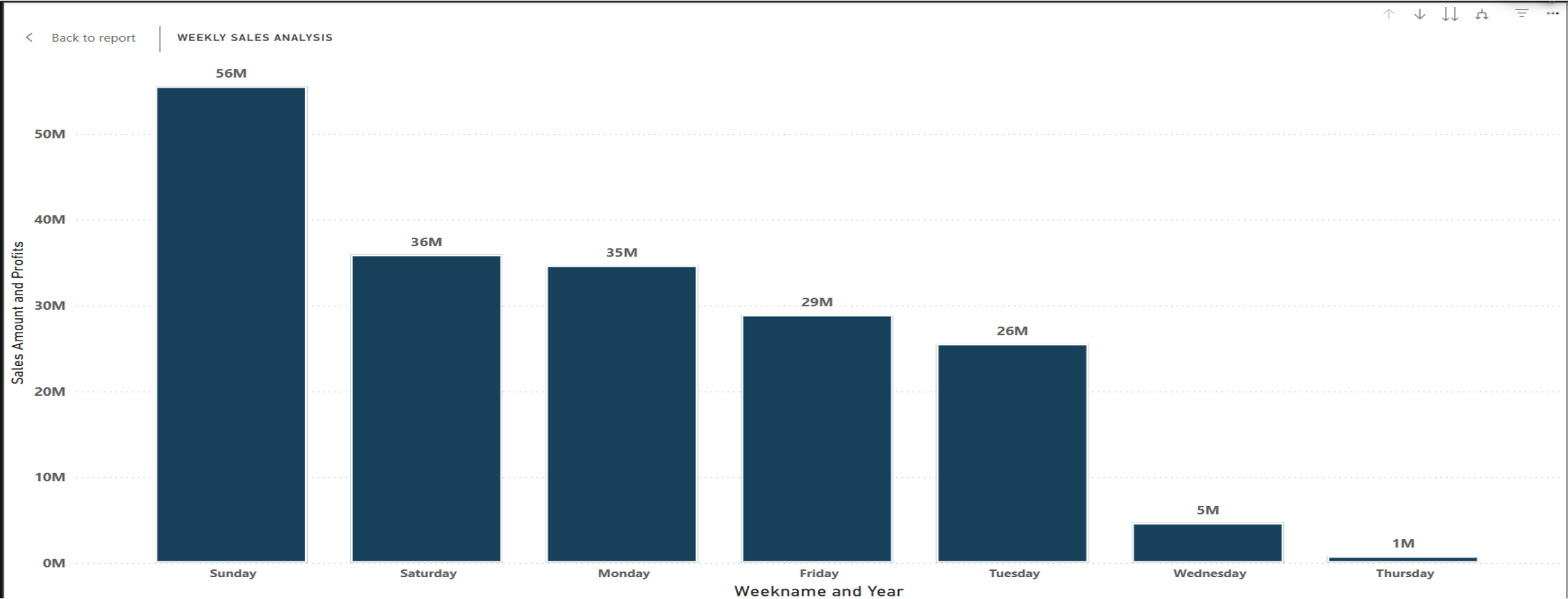
Monthly Sales Comparison

The sales in June and September for 2017, March and September for 2019 is high when compared and we can observe for October the sales of 2017 & 2019 drops.

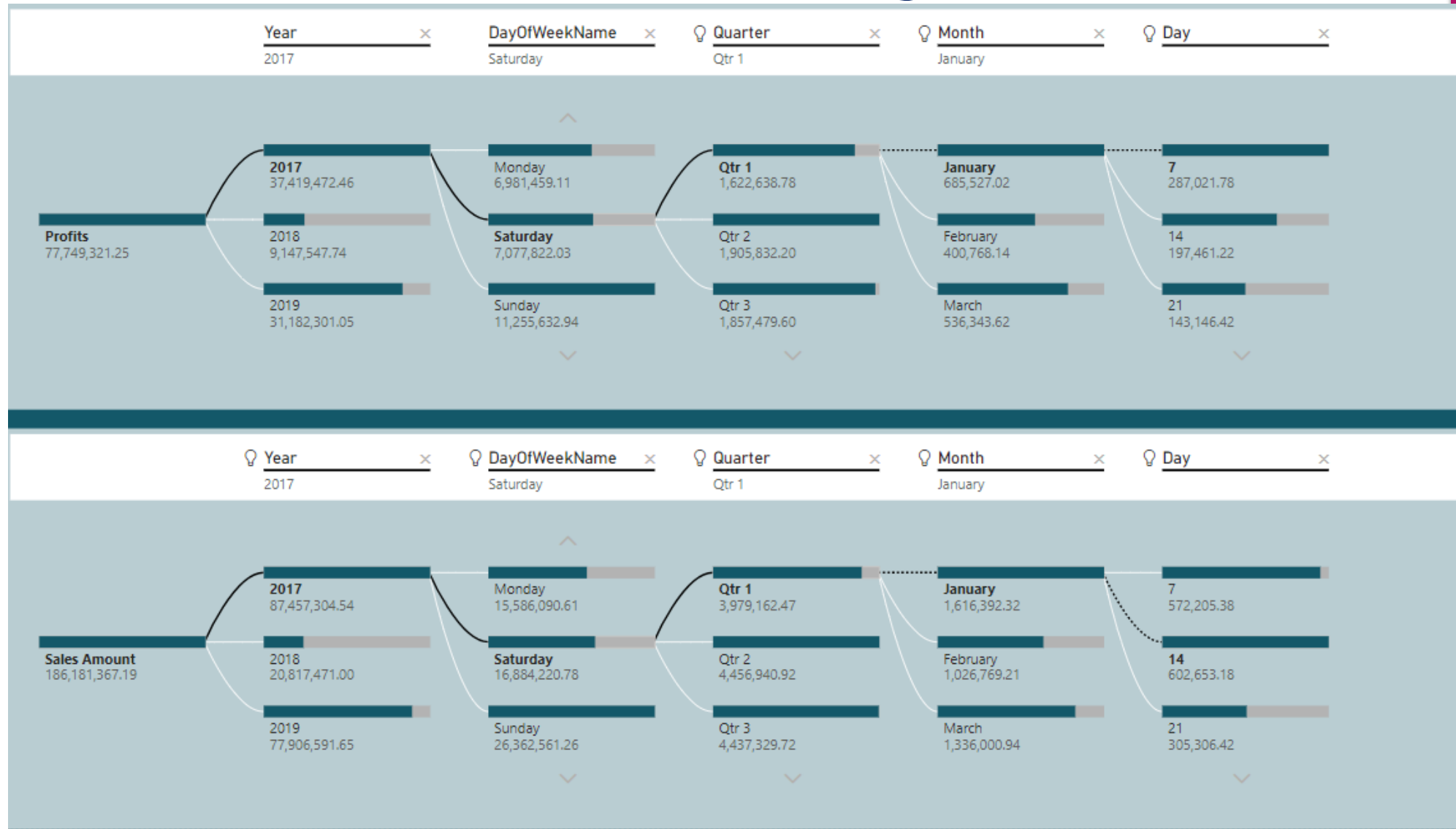


Weekly Sales Comparison

The **weekly sales analysis** shows that **Sunday (56M)**, **Saturday (36M)**, and **Monday (35M)** have the highest sales, while **Wednesday (5M)** and **Thursday (1M)** have the lowest. This indicates strong weekend shopping trends but a significant midweek drop.

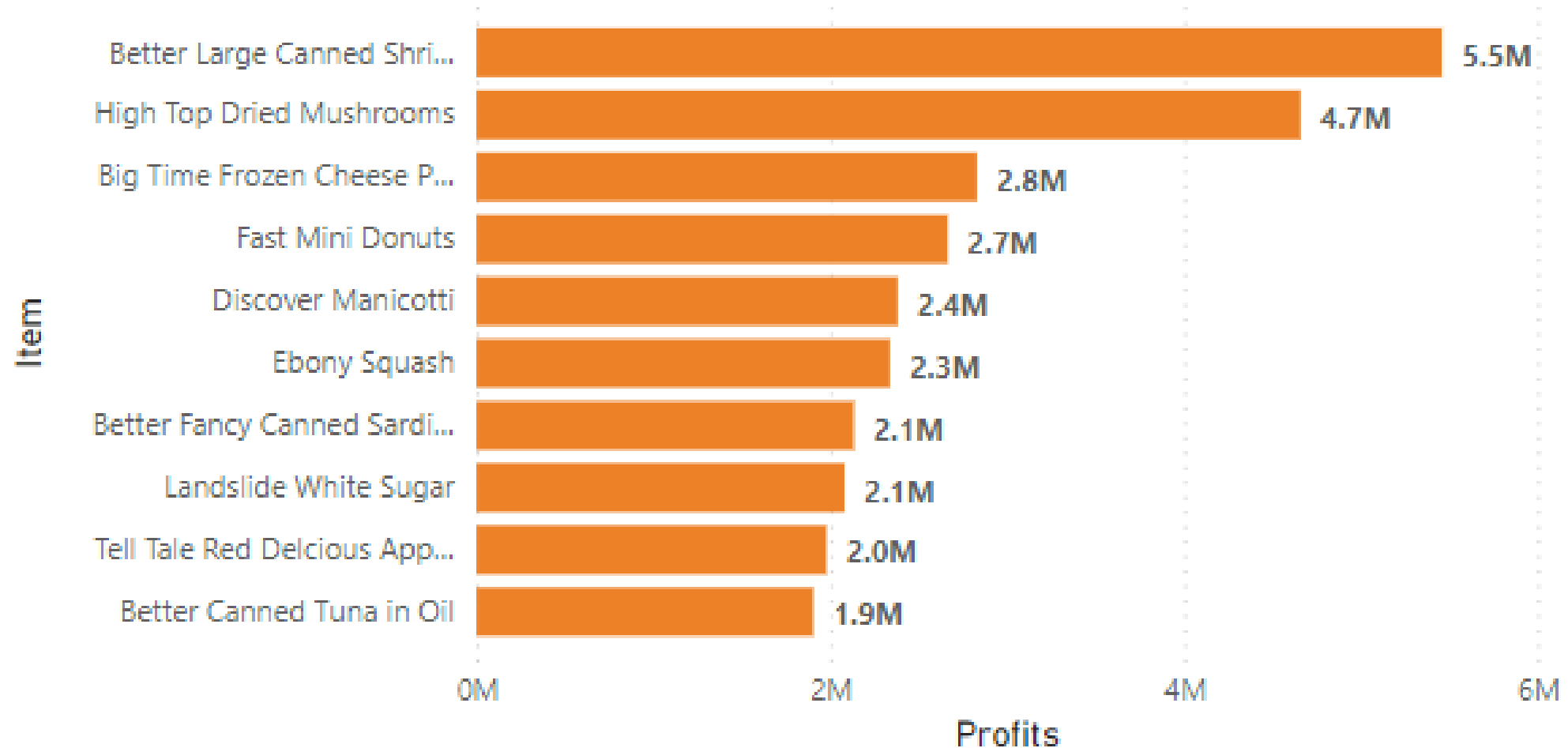


Detailed Profit Analysis



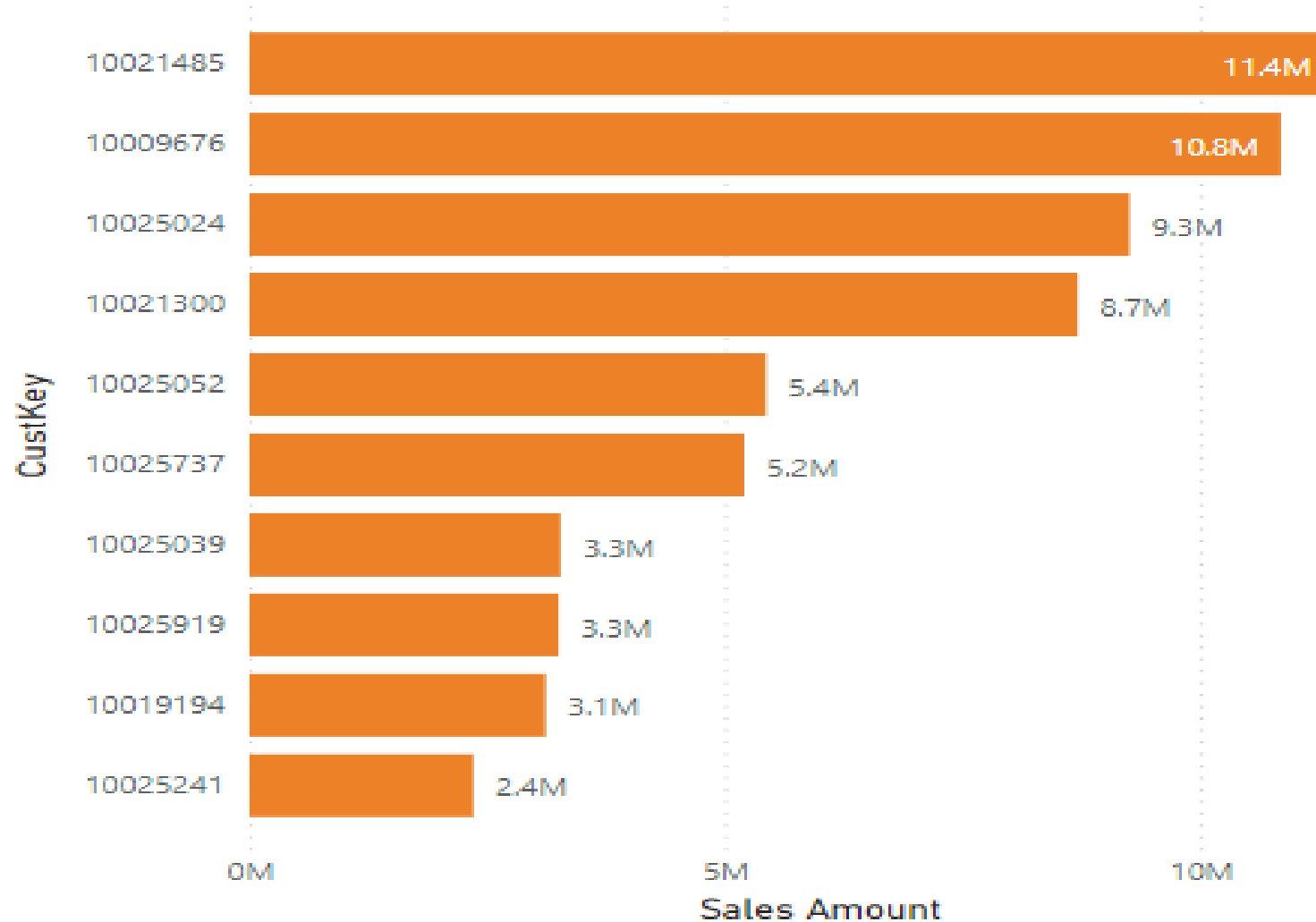
Top 10 Items Sold w.r.t Profit

The Better Large Canned shrimp and High top dried mushrooms are the products with highest sales from all 639 products.



Top 10 CustKey w.r.t Sales

Top 10 CustKey by Sales



Conclusion

In the years **2017, 2018, and 2019**, the highest revenue was recorded in **2017 at 87.46 million**, followed by **2019 at 77.9 million** and **2018 at 20.82 million**.

Analyzing the **monthly trends** of these years, sales reached their **peak in March, June, and September**, while the **lowest sales occurred in April, May, and October**. To boost revenue, Amazon can introduce **discounts and special offers** during low-performing months.

Weekend sales peak on **Sunday (56M), Saturday (36M), and Monday (35M)**, while midweek sales drop, with **Wednesday (5M) and Thursday (1M) at the lowest**. Businesses should **boost weekend promotions and introduce midweek discounts** to balance revenue.

The **top three customers** are **10021485 (11.4M), 10009676 (10.8M), and 10025024 (9.3M)**, contributing the highest sales. Targeted marketing can enhance their loyalty and boost revenue.

The **Better Large Canned Shrimp** and **High Top Dried Mushrooms** emerged as the **top-selling products** in both domestic and international markets.