

AMAZON SALES DATA ANALYSIS

By Vinotha



Project Title	Analyzing Amazon Sales data
Technologies	Data Science
Domain	E-commerce
Project Difficulties level	Advanced



PROBLEM STATEMENT:

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.

Do ETL: Extract-Transform-Load some Amazon dataset and find for me Sales-trend -> month-wise, year-wise, yearly_month-wise

Find key metrics and factors and show the meaningful relationships between attributes.

Do your own research and come up with your findings.



STEPS INVOLVED:

1. Connecting Database(Excel)
2. Analyzing tables and relations
3. Data cleaning- power query editor DAX
4. Developing visualisation models –
slicers,cards,pie chart,donut chart,etc
5. Creating a report and pin to dashboard

DATASET:

You can find the dataset on the given link:

https://drive.google.com/file/d/10sofXyF6NjwN6ngLyFfiPI-CUDpeqaN_/view



TOOLS USED:

Excel Sheet

Power BI

MAIN KPIs

UNITS SOLD

SALES REVENUE

SALES PROFIT

DELIVERY DAYS

SALES IN COUNTRIES

REVENUE IN REGIONS

YEARLY-MONTHLY REVENUE

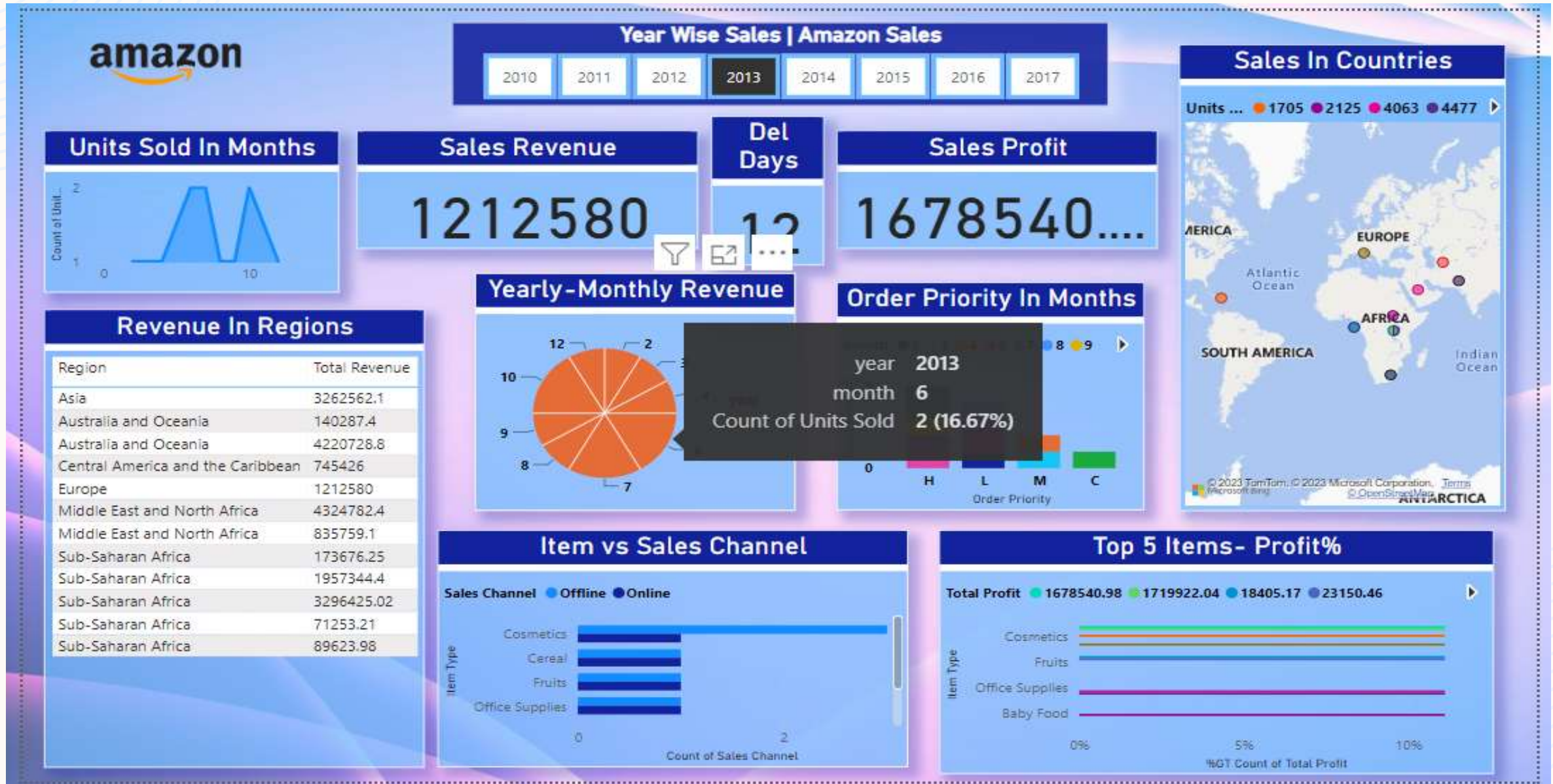
ITEM VS SALES CHANNEL

TOP 5 ITEMS- PROFIT%

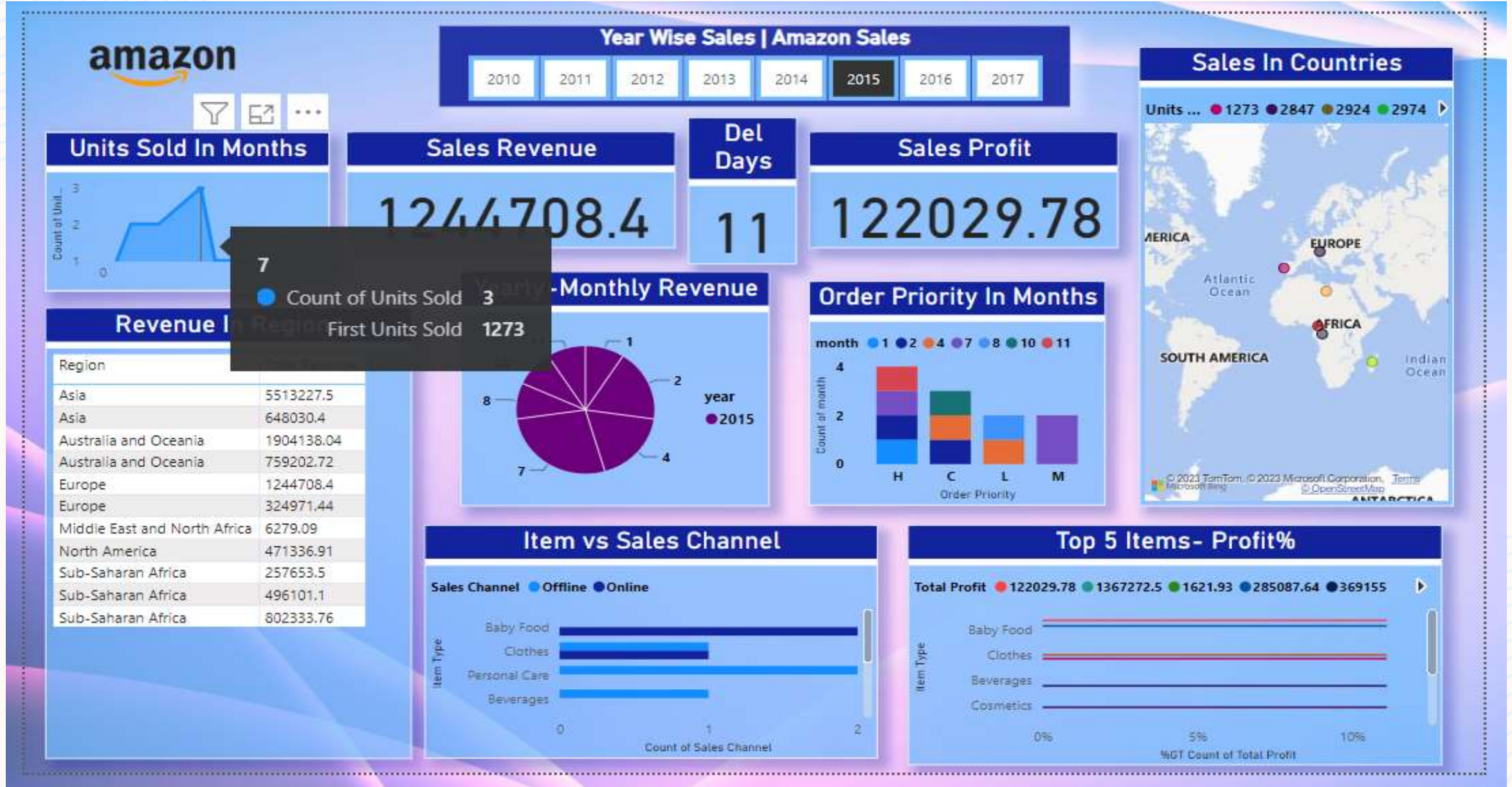
The background features a large white circle in the center, partially overlapping a light blue area on the left and a light pink area on the right. A large, dark blue shape is at the bottom, also overlapping the white circle. The text is centered within the white circle.

POWER BI DASHBOARD OUTLOOK

POWER BI DASHBOARD



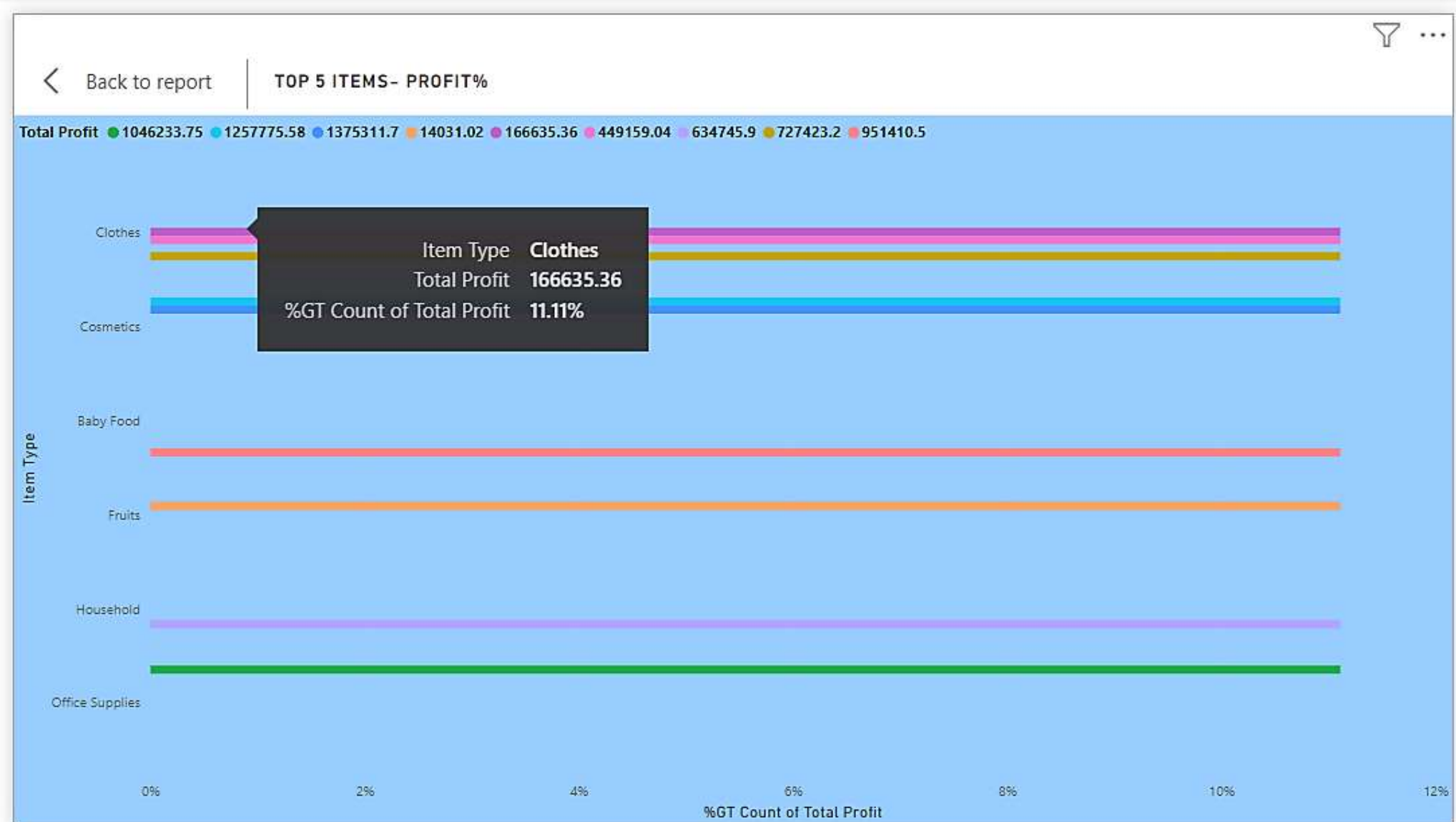
POWER BI DASHBOARD



POWER BI DASHBOARD



POWER BI DASHBOARD



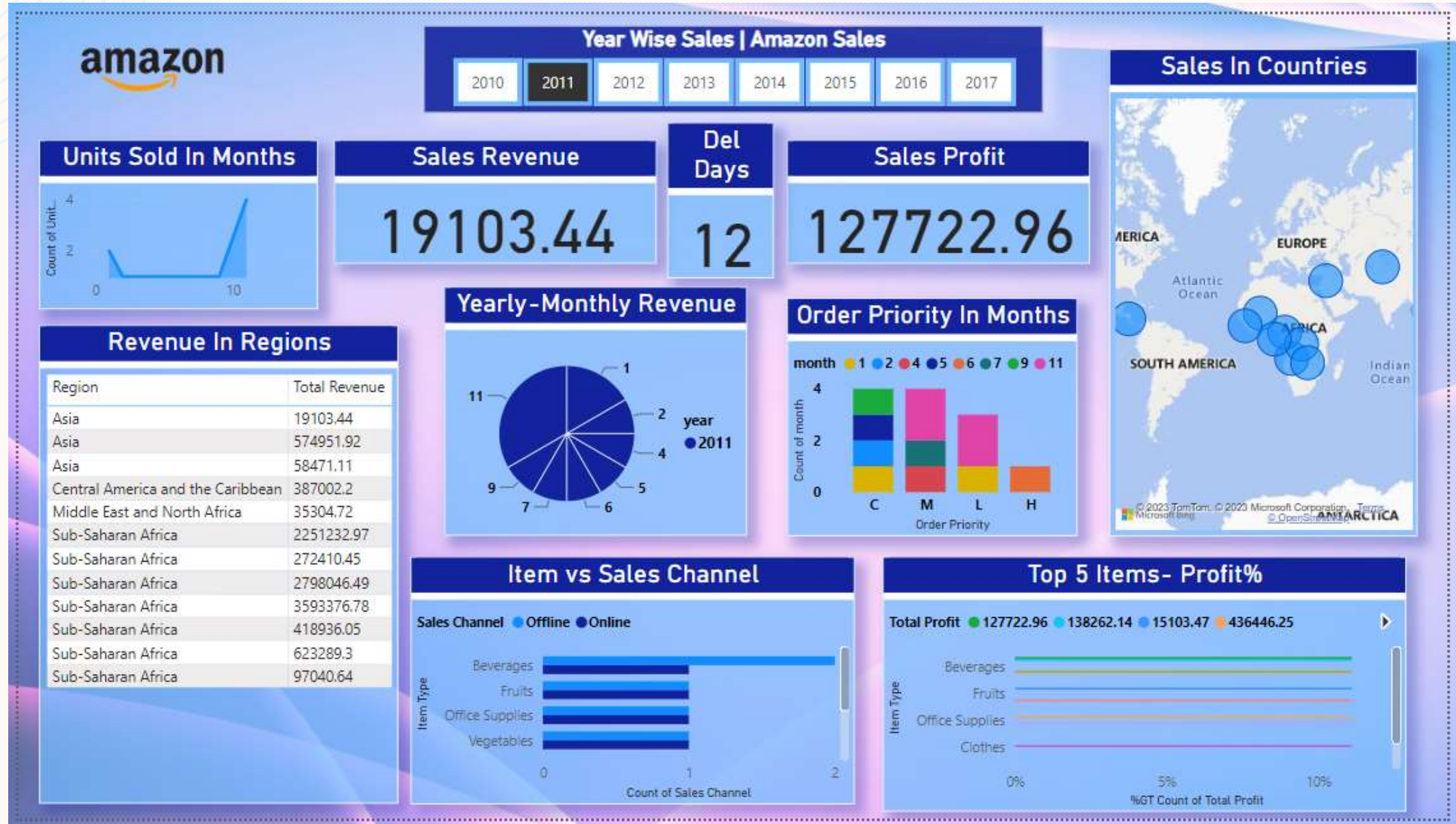
The background features a large white circle on the left and a large pink circle on the right, both partially overlapping a dark blue background. The pink circle contains several thin, white, concentric circular lines.

YEARLY REPORTS

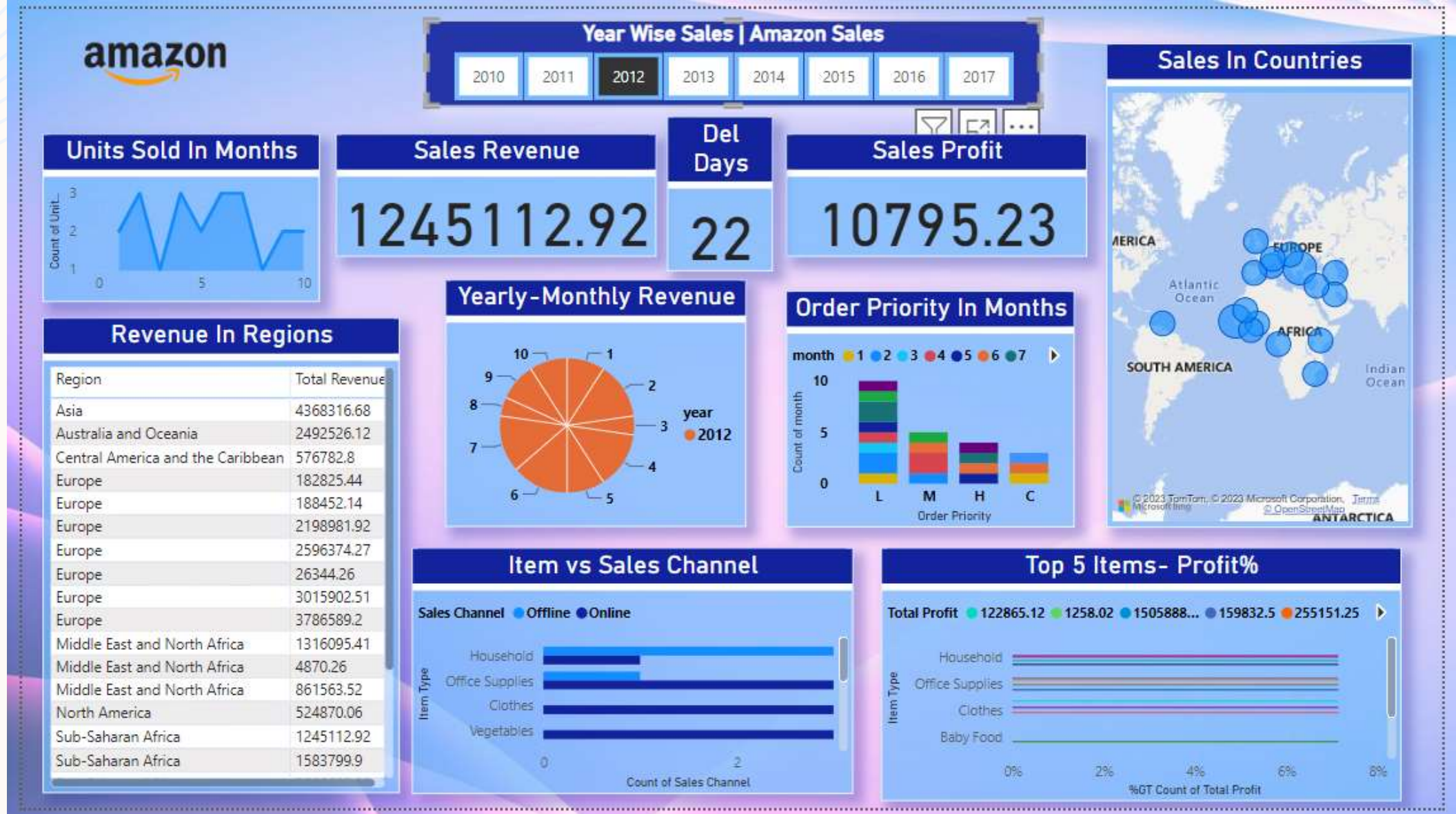
2010 REPORT



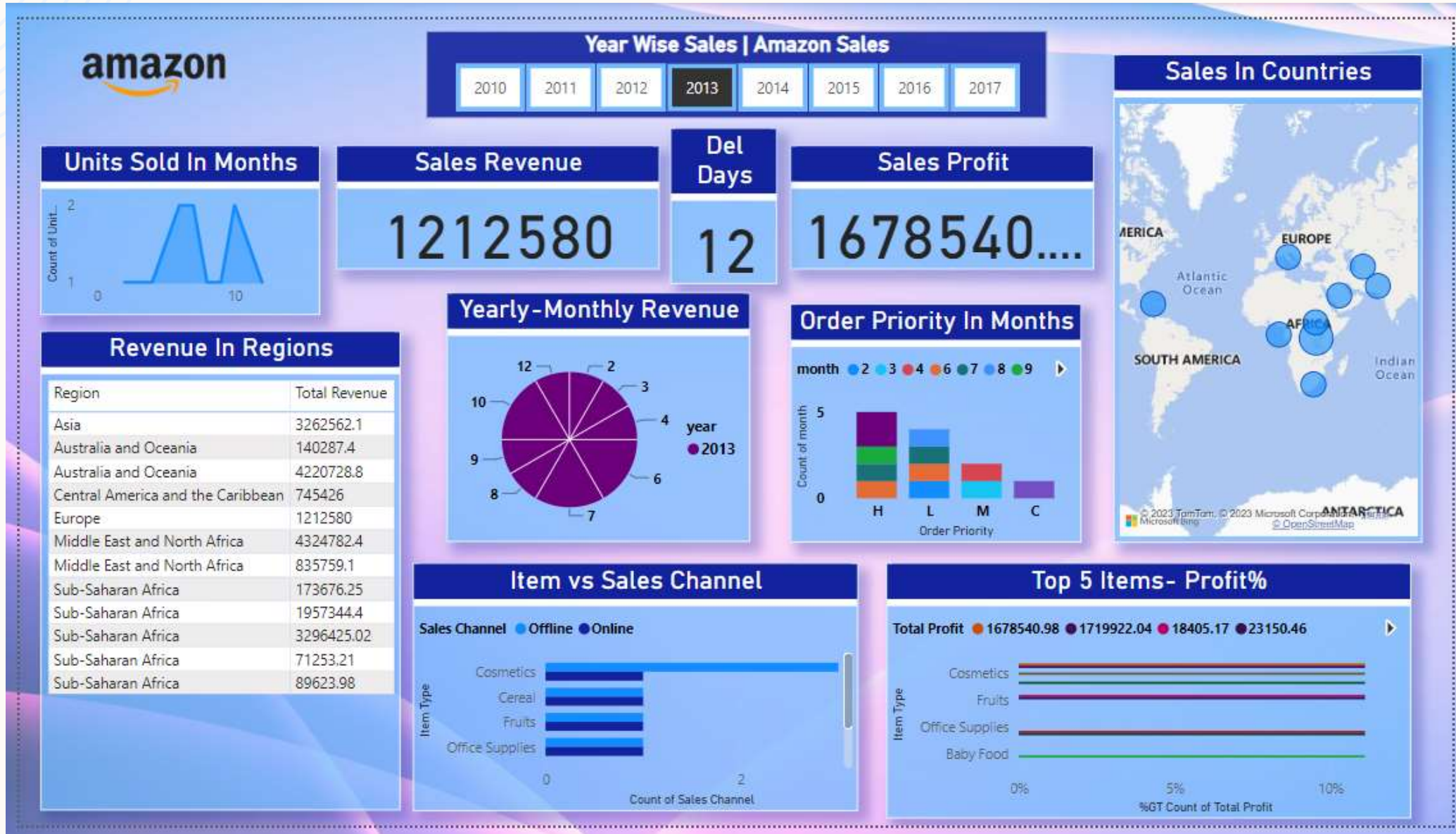
2011 REPORT



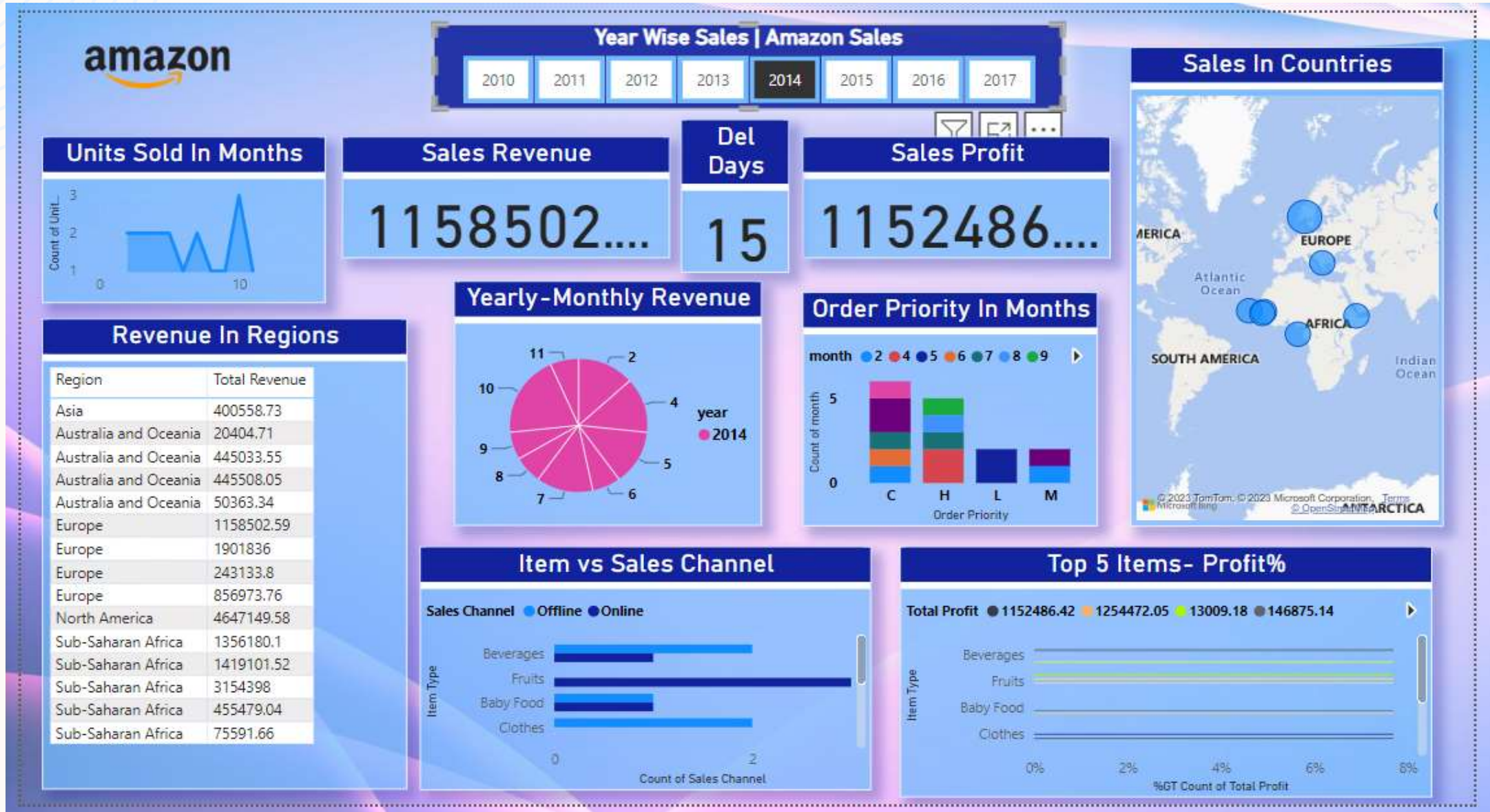
2012 REPORT



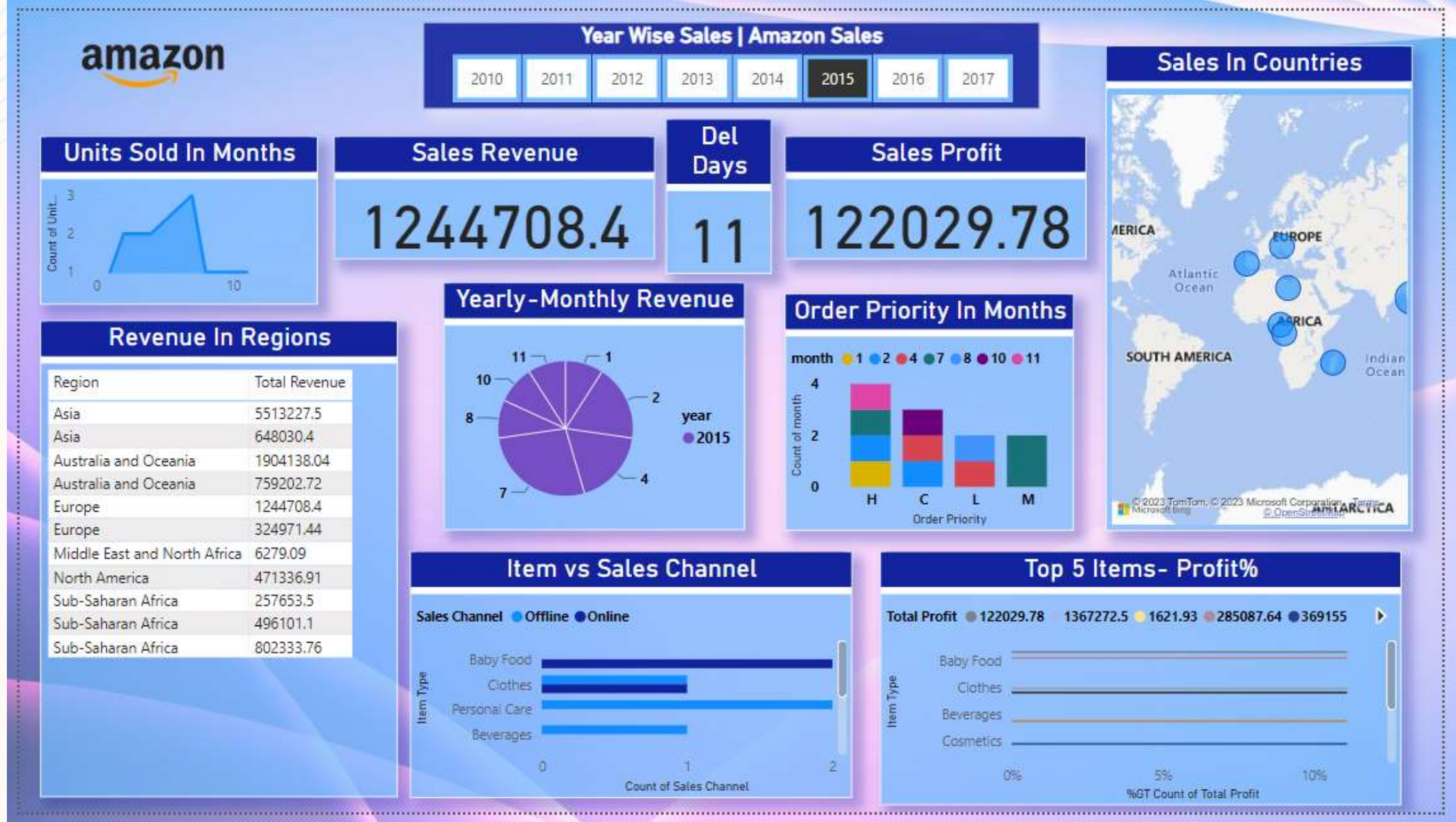
2013 REPORT



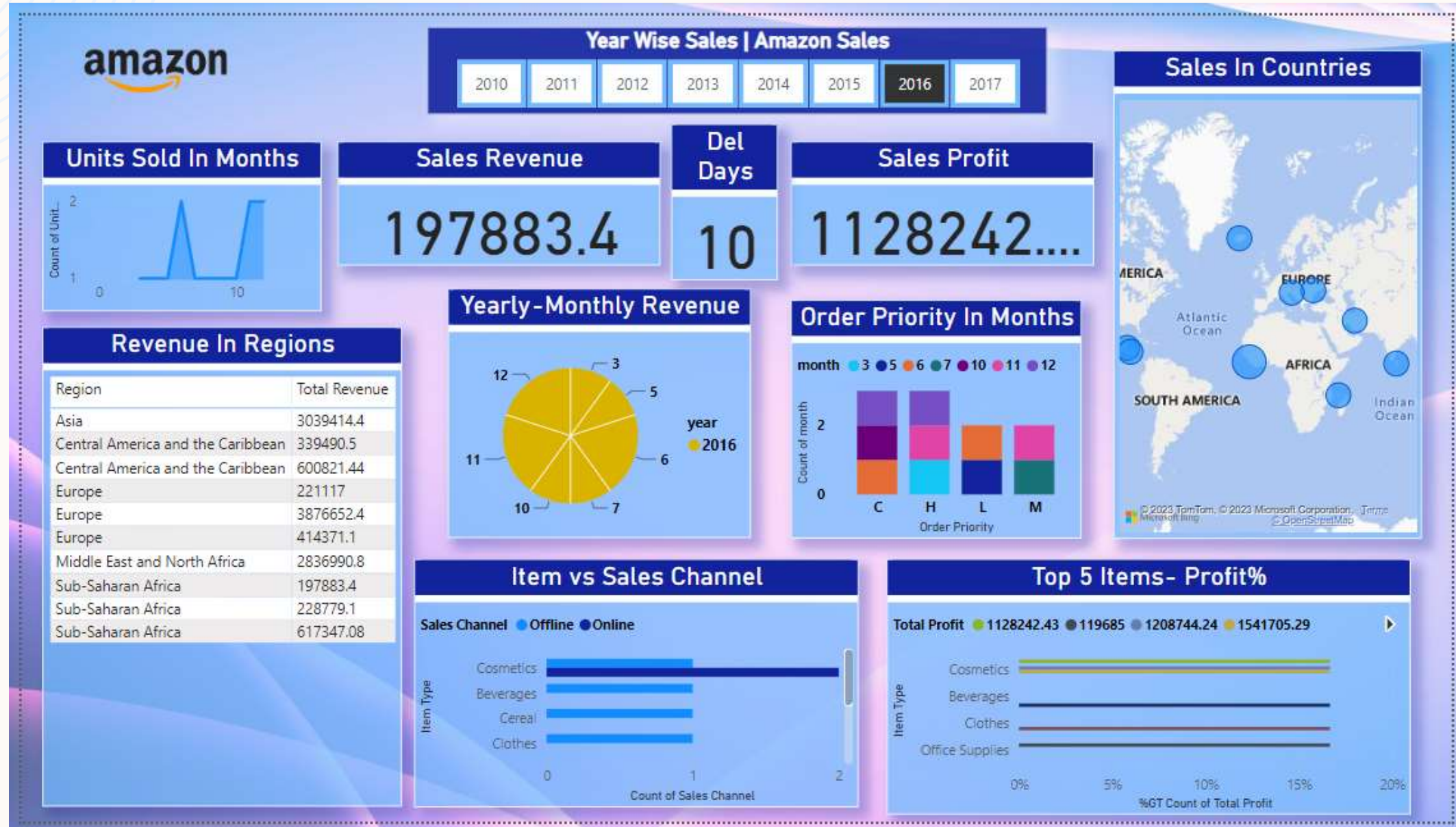
2014 REPORT



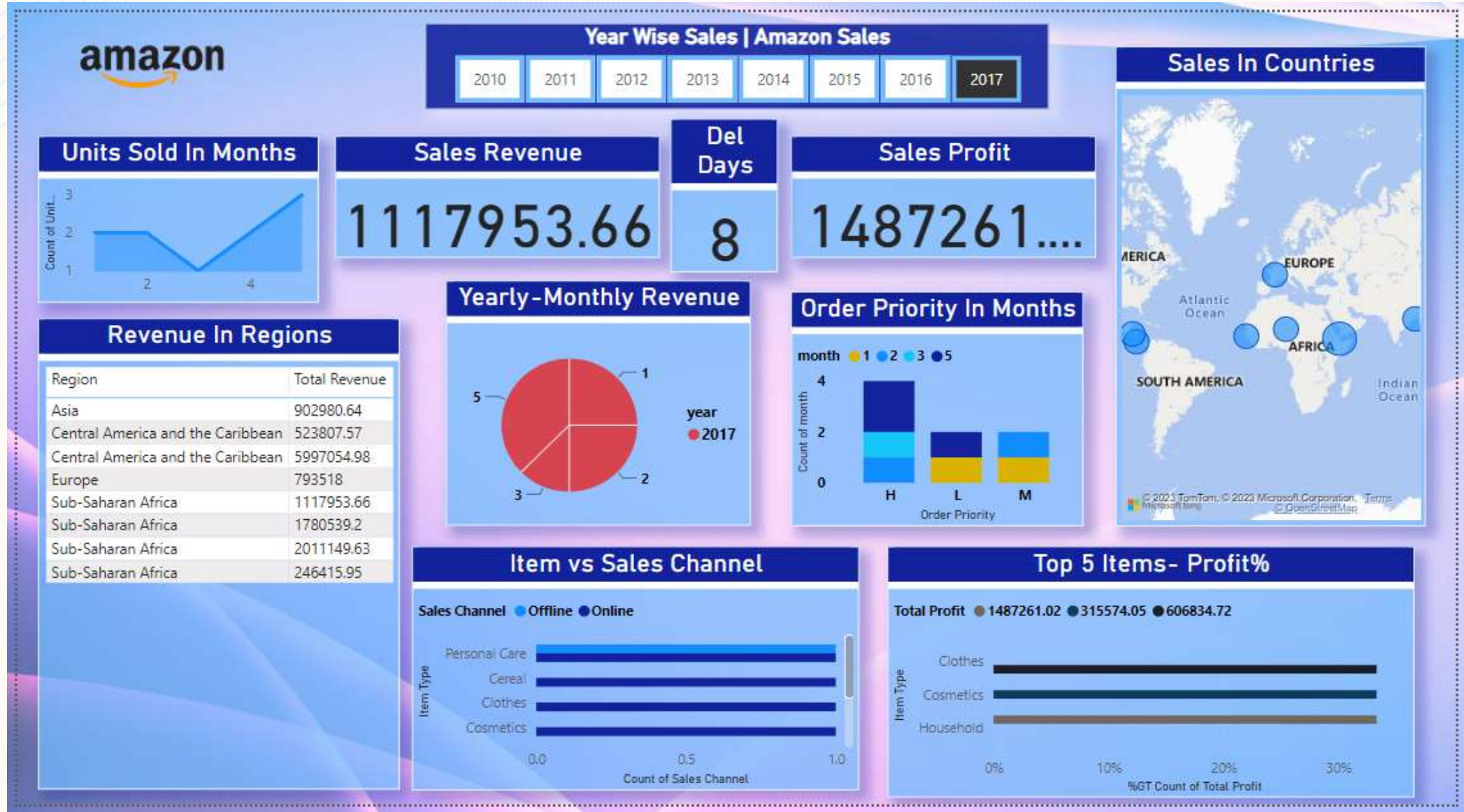
2015 REPORT



2016 REPORT



2017 REPORT



POWER BI DASHBOARD

- Dashboard is dynamic in nature.

Dynamic Dashboard is a type of dashboard that allows users to personalize their view by interacting with dashboard components.

It enables users to modify filters, date ranges, and other parameters to view real-time data and make data-driven decisions.

- Each chart can be enlarged and viewed clearly

CONCLUSION:

2010: Clothes have been sold the most in offline mode

2011: Highest count of units sold is in 11th month

2012: L has the highest order priority throughout the year

2013: Rwanda has sold the most units

2014: Highest revenue obtained in sub Saharan Africa

2015: Clothes made the highest profit among all items

2016: sales revenue: Rs.197883

2017: minimum no. of days for delivery of item is 8 which is the least



THANK YOU