Analyzing Amazon Sales data

Objective: -

- The goal of this project is to solve the problems of various details of sales.
- Development of the reports and the Dashboards from which one can simply understand about the details of sales.

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.

Benefits

- Better understanding of sales items.
- Better understanding of Production of sales.
- Better understanding of the sales amount.

Data Sharing Agreement:

- Main File name (sales Data)
- No of files under main file (0)
- Length of date stamp (8 digits)
- Length of time stamp (6 digits)
- No. of column names (20)
- Column data type (Integer, Decimal, Date and String)

Data Description: -

► Amazon sales data contains CustKey, DateKey, Discount Amount, Invoice Date, Invoice Number, Item Class, Item Number, Item, Line Number, List Price, Order Number, Promised Delivery Date, Sales Amount, Sales Amount Based on List Price, Sales Cost Amount, Sales Margin Amount, Sales Price, Sales Quantity, Sales Rep, U/M.

Tableau Architecture
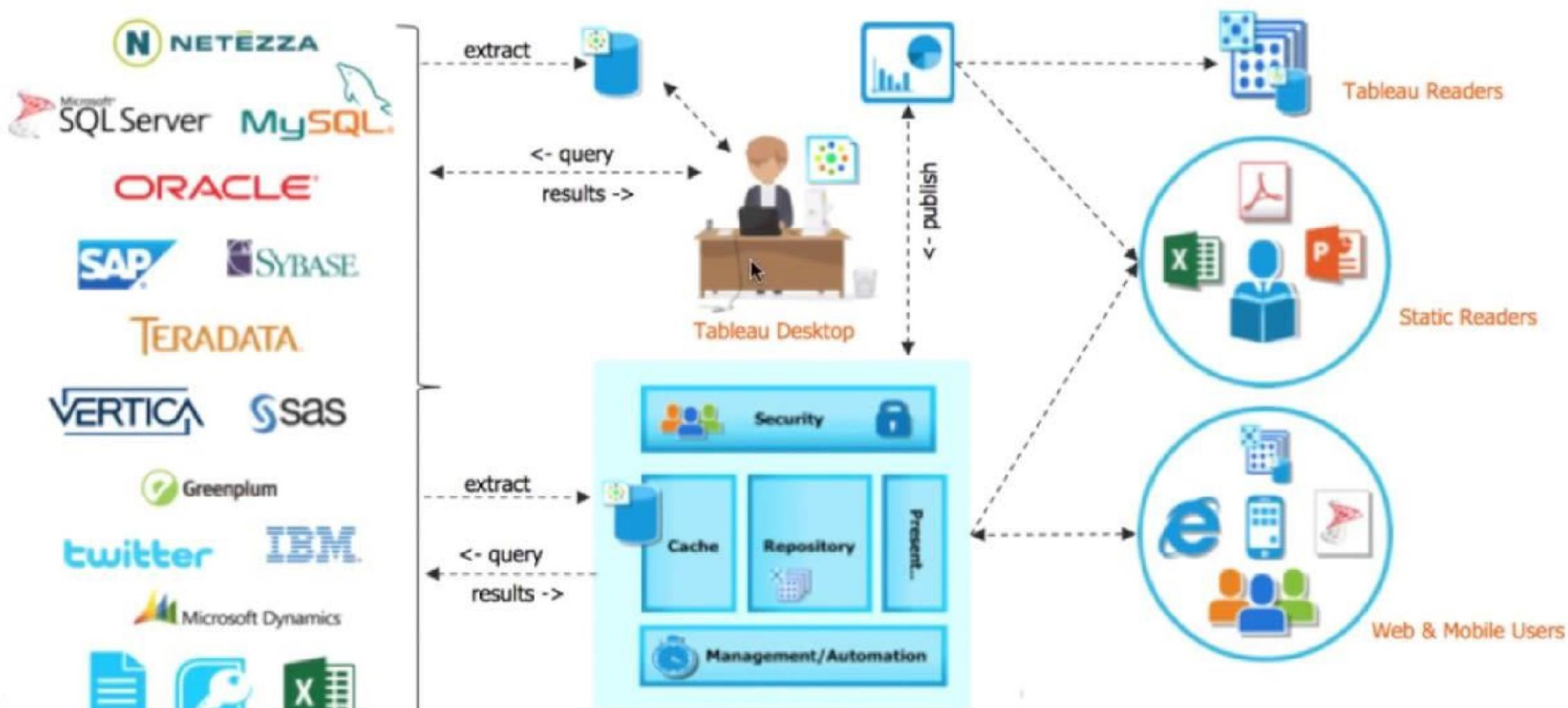
Data Insertion in Tableau:

➢ All the files of Amazon data were in .xls format. So, after opening the Tableau, I have imported all the files in the tableau.

➢ Data was unstructured so I have to convert into structure format.

Data Validation and Data Transformation:

➢ First I have done some basic transformation of the data such as- removing error, removing null values.

➢ The data was so messy so I have extracted the important data from the files and transformed it according to the requirement.

➢ In the transformation process I have done different transformation such columns, removing error, removing null values, creation of new tables.

Report and dashboard:

I have made some report and dashboard according to the requirement-
1. Month Wise Sales Amount of Amazon Sales.
2. year Wise Sales Amount of Amazon Sales.
3. Yearly Month Wise Sales Amount of Amazon Sales.
4. Top -10 Item A/C to Sales Amount of Amazon Sales
5. Bottom- 10 Item A/C to Sales Amount of Amazon Sales
6. Top 10 Item A/C to Sales Quantity of Amazon Sales
7. bottom- 10 Item A/C to Sales Quantity of Amazon Sales
8. Relationship Matrix OF Amazon Sales.
9. Amazon Sales Dashboard
10. Key Factor of Amazon Sales

Deployment: -

After making the Report and dashboards I have published it on the Tableau.

Insights: -
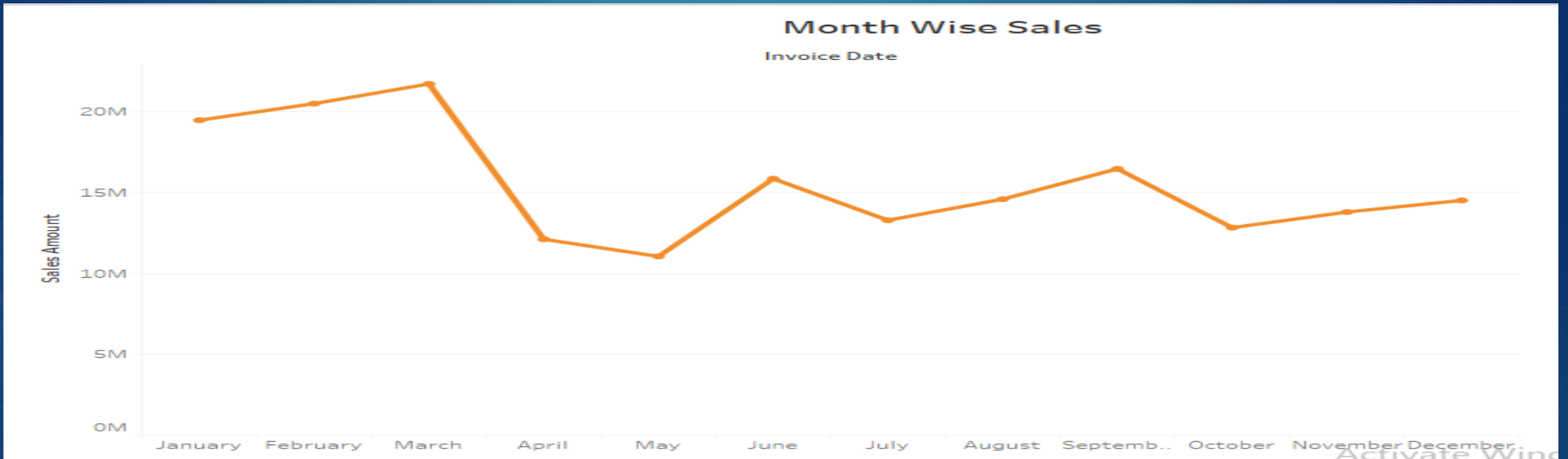
In this graph we are trying to find sales amount according to months, which help us to find which months is better for sales and which months is not better for sales.
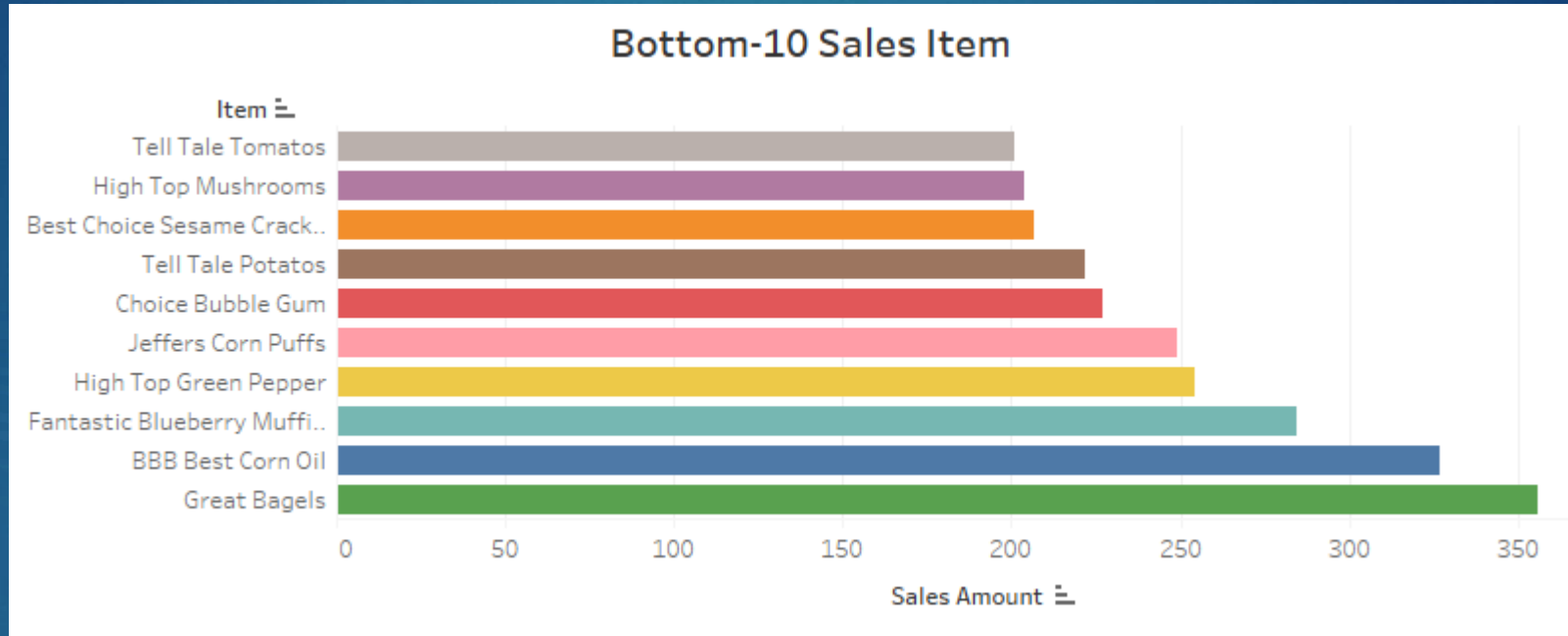
In this graph we are trying to find sales amount according to Years, which help us to find which Year is better for sales and which Year is not better for sales. And according to this we can recover our business in future.

Yearly_Month Wise Sales
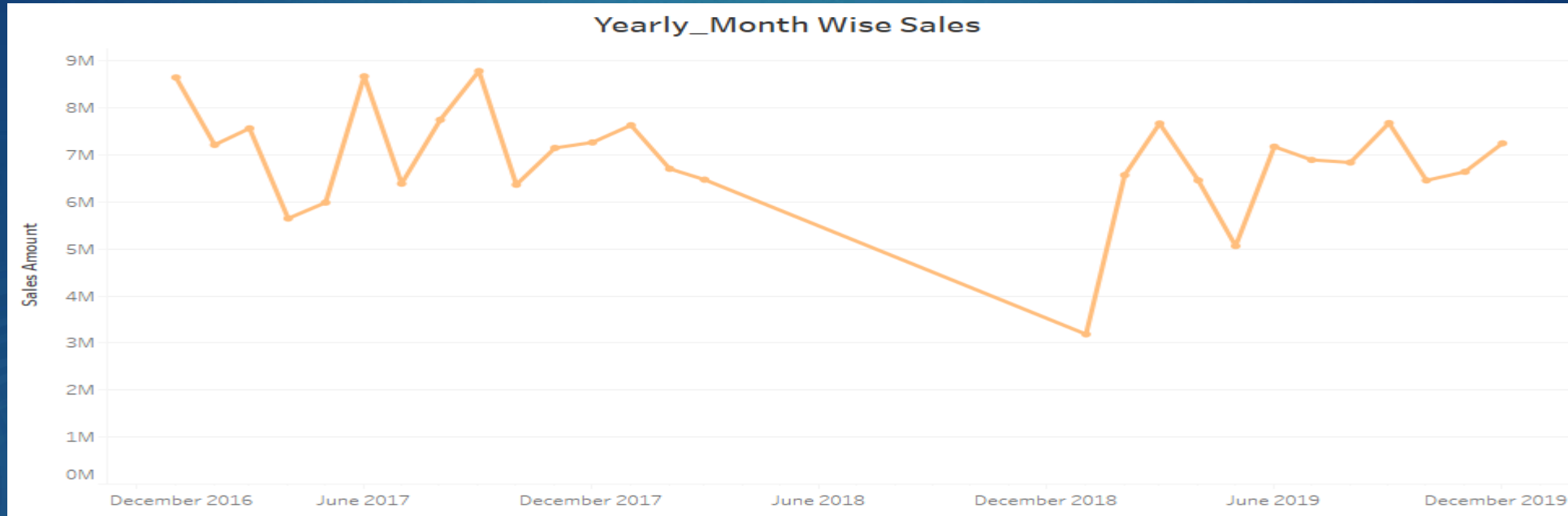
In this graph we are trying to find sales amount according to monthly Yearly, which help us to find which months and Year is better for sales and which monthly Yearly is not better for sales. And according to this we can recover our business in future.
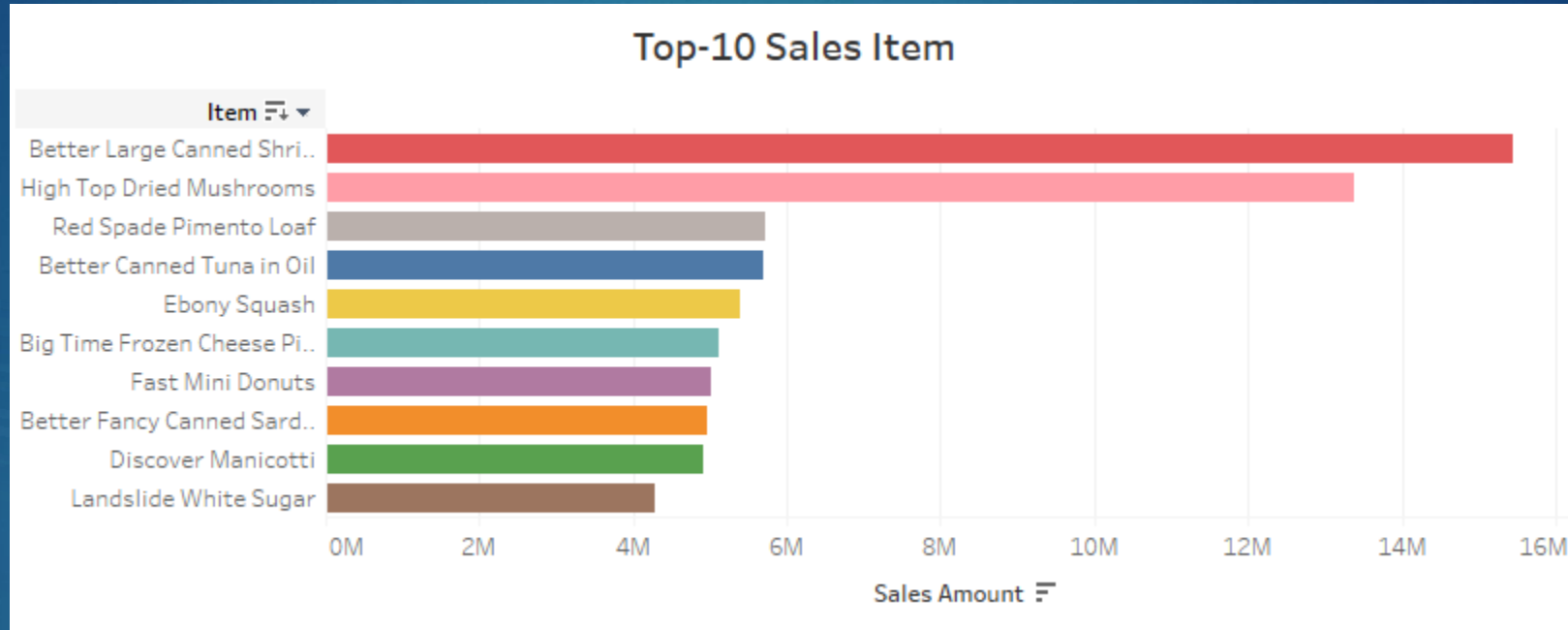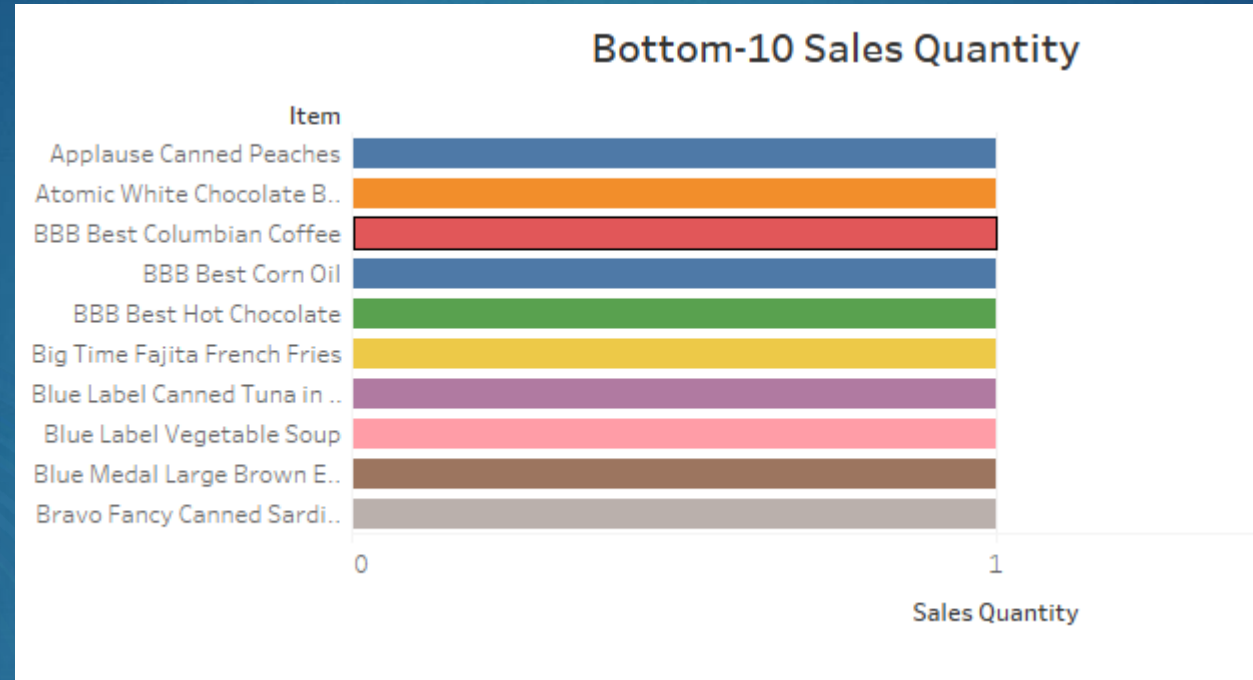
Top-10 Sales Item

In this graph we are trying to find top – 10 sales item according to sales amount, which help us to find which item gives more sales amount and according to this we can recover our business in future.

Bottom-10 Sales Item

In this graph we are trying to find bottom – 10 sales item according to sales amount, which help us to find which item gives less sales amount and according to this we can recover our business in future.
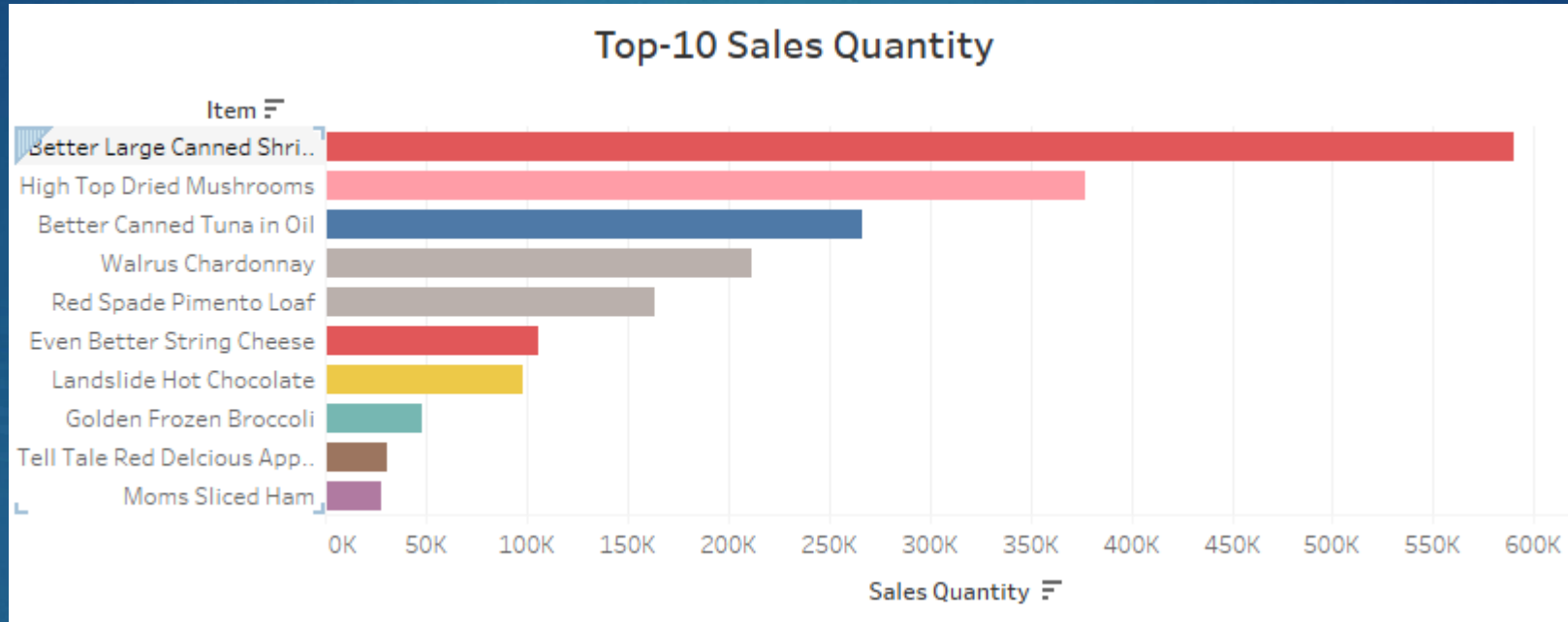
In this graph we are trying to find top – 10 sales item according to sales quantity, which help us to find which item gives information about demanding item and according to this we can recover our business in future.

Bottom-10 Sales Quantity

In this graph we are trying to find bottom – 10 sales item according to sales quantity, which help us to find which item gives information about less-demanding item and according to this we can recover our business in future.

Relationship Matrix Of Amzon Sales
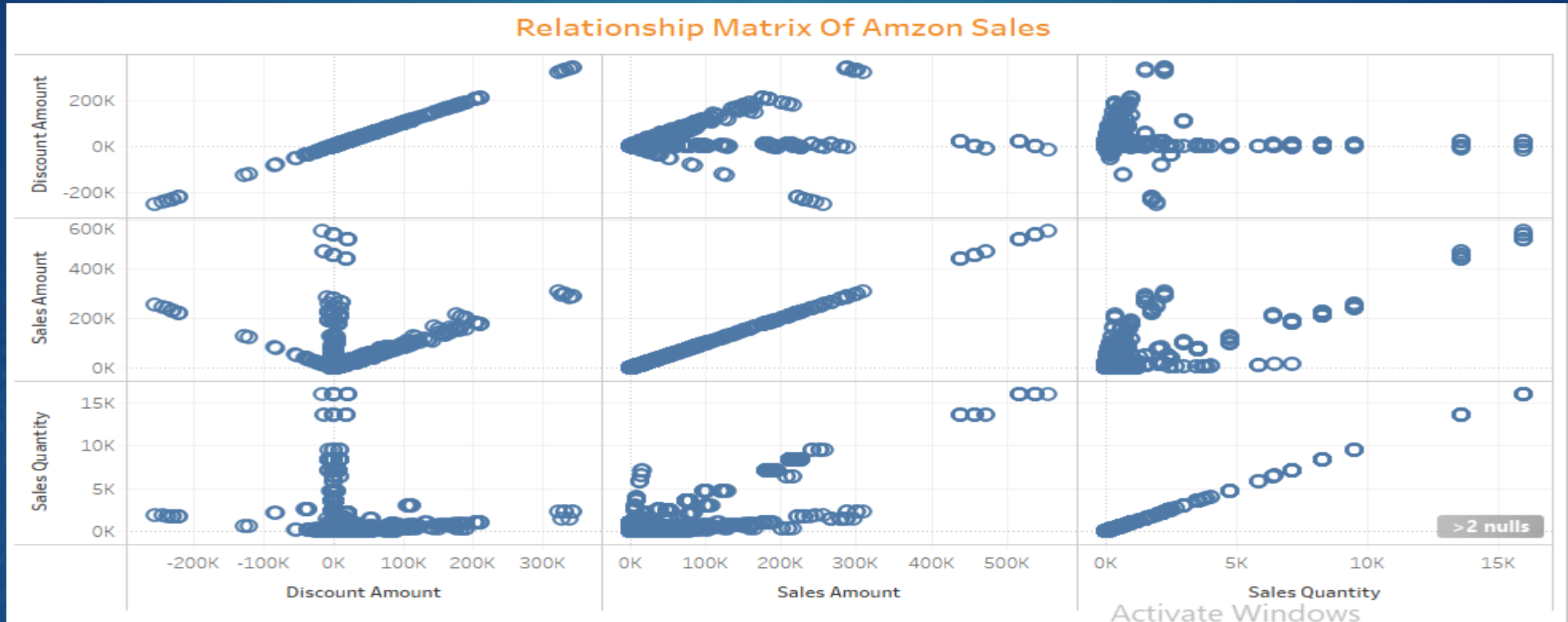
In this graph we are trying to find relationship between measureable value by which we can decide on discount sales amount sales quantity etc.

Q & A:

Q1) What's the source of data?

The data is provided by the Ineuron in the format of google drive link.

Q 2) What was the type of data?

The data was the combination of numerical and Categorical values.

Q 3) What's the complete flow you followed in this Project?

Refer dashboard for better Understanding

Q 4) After the File validation what you do with incompatible file or files which didn't pass the validation?

Files like these are moved to the Achieve Folder and a list of these files has been

shared with the client and we removed the bad data folder.

Q 5) What techniques were you using for data pre-processing?

➤ Removing unwanted attributes

Q 6) What are the different stages of deployment? I have deployed

it on the Tableau.

Thankyou