The background features a dark blue textured surface with large, light blue geometric shapes, including a prominent zigzag line. Several thin white lines are scattered across the right side of the image.

AMAZON SALES ANALYSIS

Presented by: Anju Abraham

ID: S8044

Introduction

- This dataset contains sales transactions from three different branches of Amazon, respectively located in Mandalay, Yangon and Naypyitaw. The data contains 17 columns and 1000 rows.
- The major aim of this project is to gain insight into the sales data of Amazon to understand the different factors that affect sales of the different branches.
- The queries were performed on MySQL and Excel was used to visualize the query results.

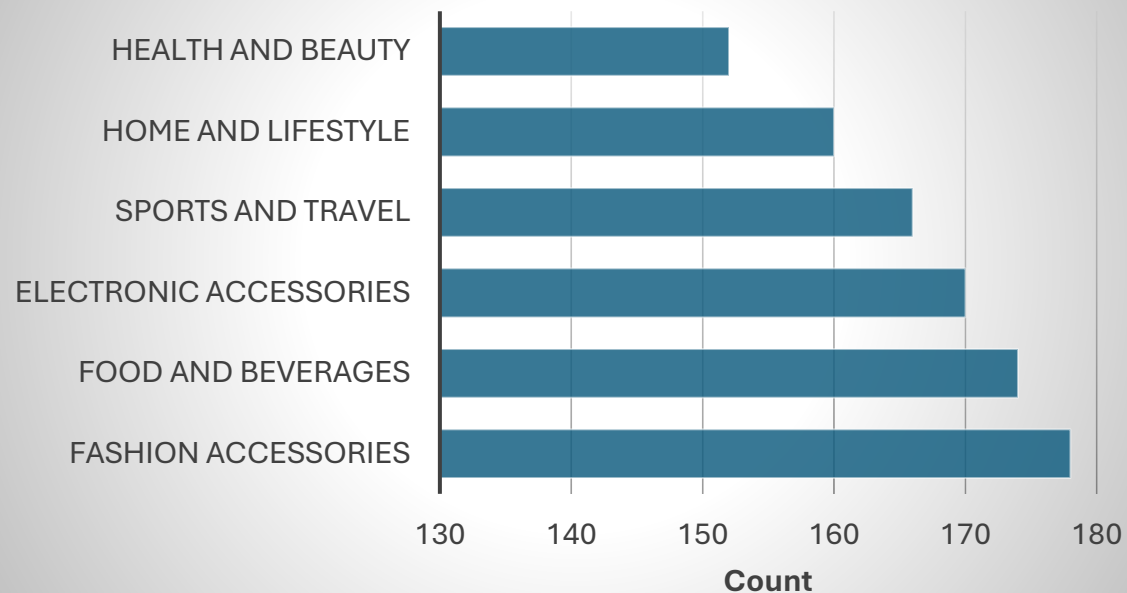
Objectives

The major aim of this project is to gain insight into the sales data of Amazon to understand the different factors that affect sales of the different branches. For this, the list of analysis conducted are:

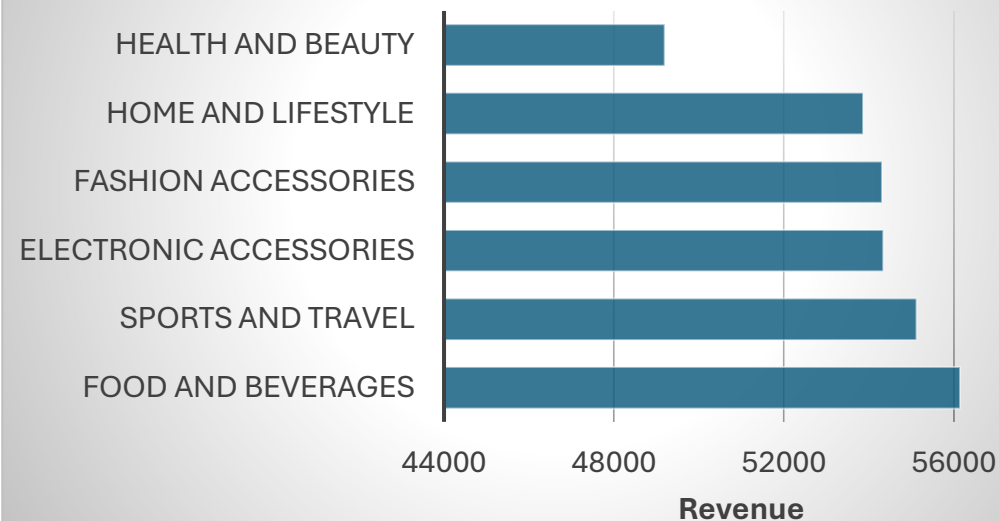
- 1) **Product analysis** - to understand the different product lines, the products lines performing best and the product lines that need to be improved.
- 2) **Sales analysis** - to answer the question of the sales trends of product. The result of this can help us measure the effectiveness of each sales strategy the business applies and what modifications are needed to gain more sales.
- 3) **Customer analysis** - to uncover the different customer segments, purchase trends and the profitability of each customer segment.

Product Analysis

Count of distinct product lines

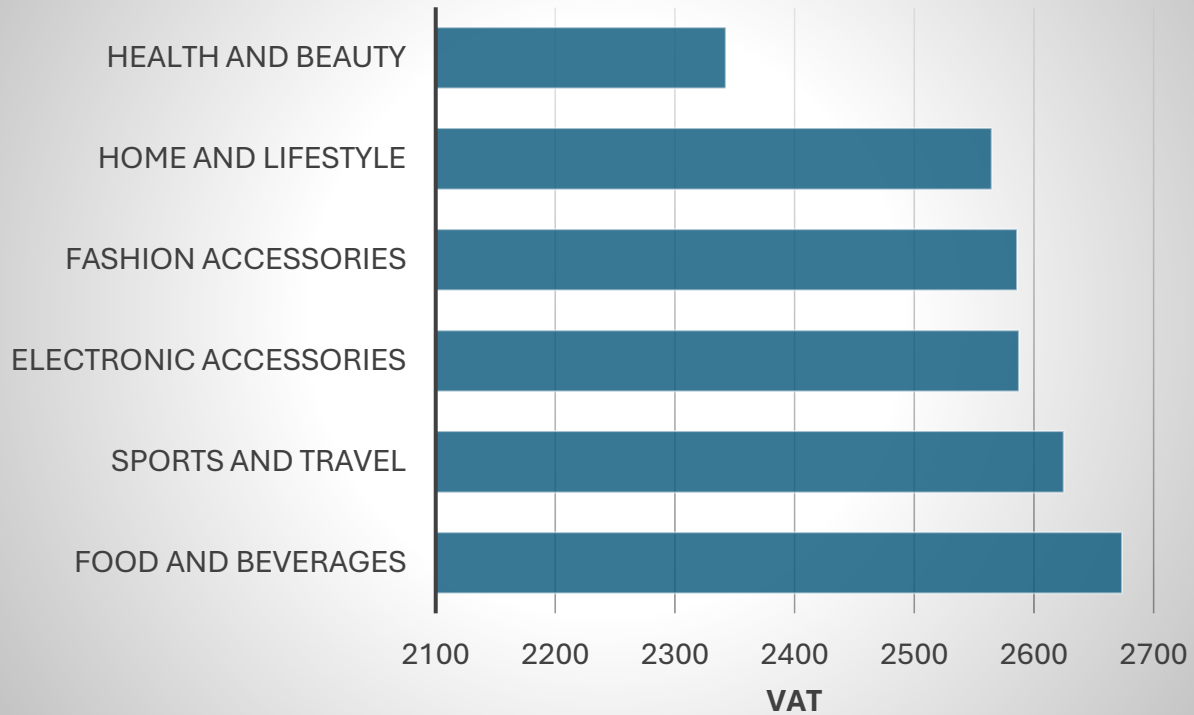


Product line vs Revenue generated

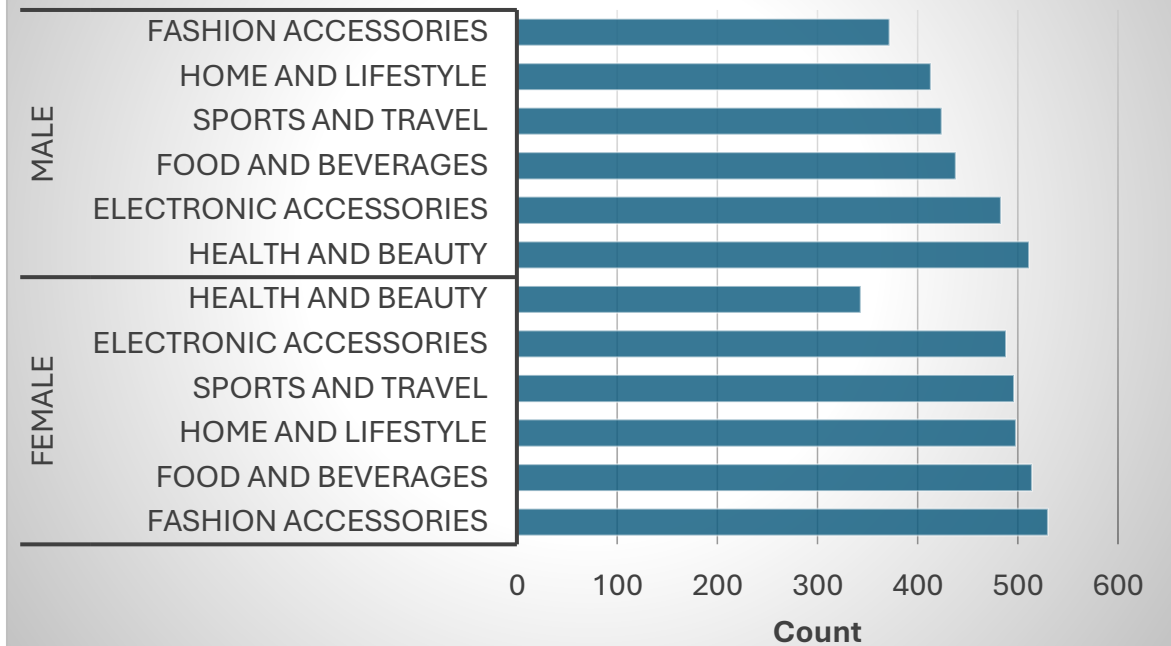


Product Analysis

Product line vs VAT incurred

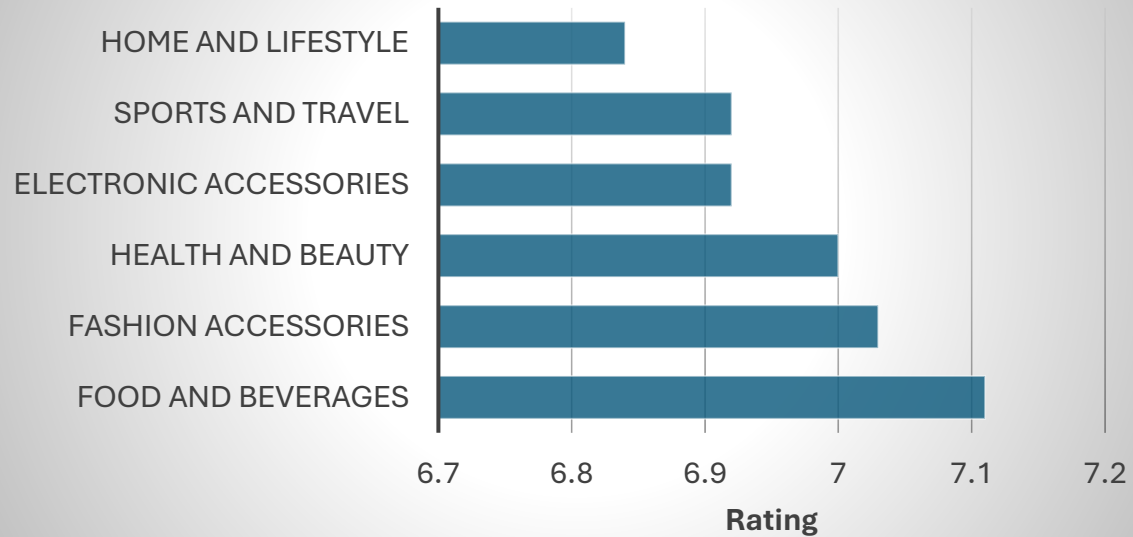


Product line count based on gender

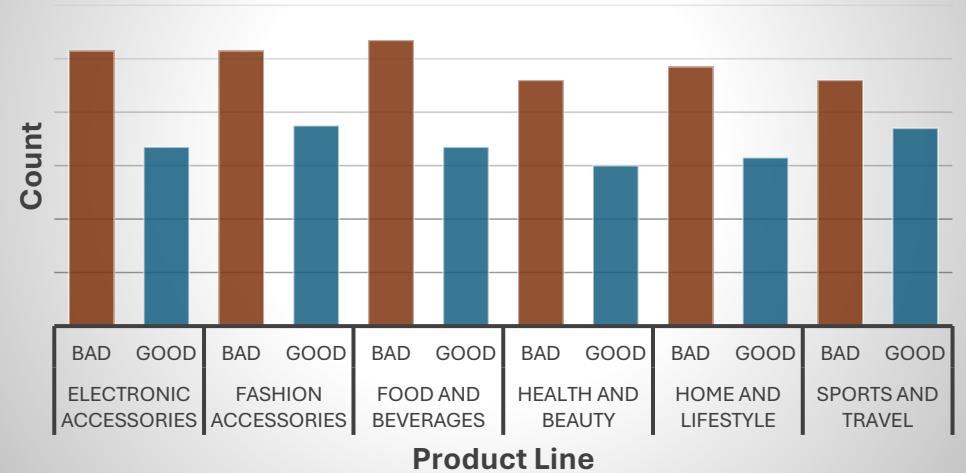


Product Analysis

Average product rating



Sales rating based on product line

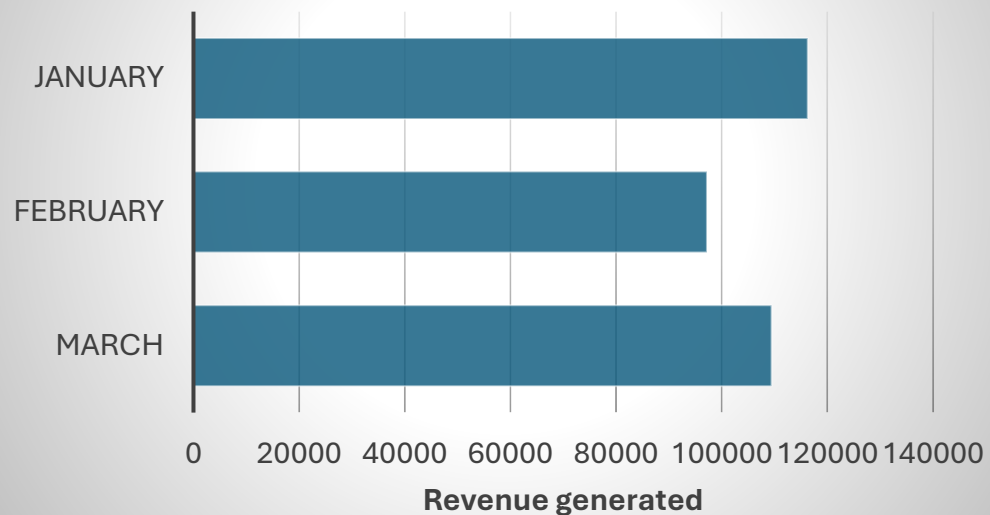


Product Analysis - Summary

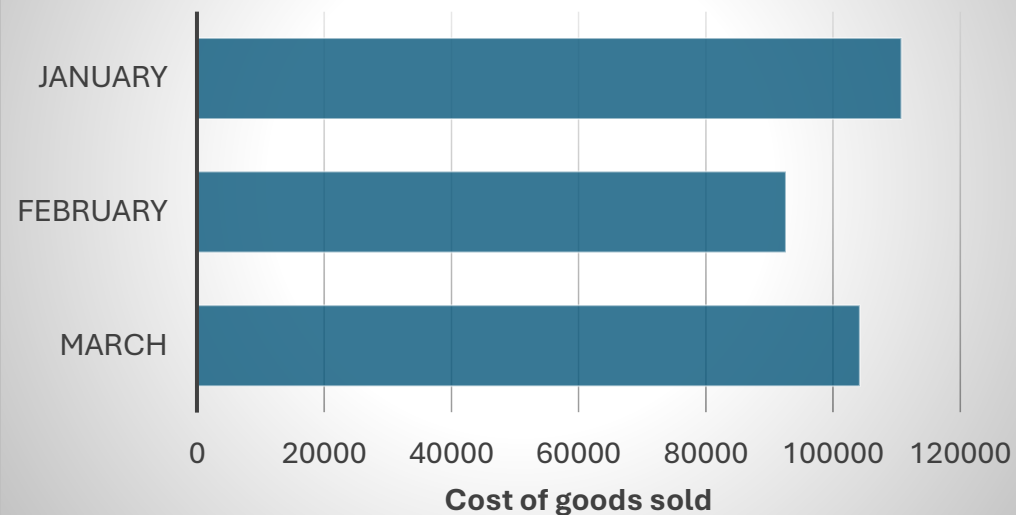
Parameter	Highest	Lowest
Count	Fashion accessories	Health & Beauty
Revenue generated	Food & Beverages	Health & Beauty
VAT incurred	Food & Beverages	Health & Beauty
Gender(Female)	Fashion accessories	Health & Beauty
Gender(Male)	Health & Beauty	Fashion accessories
Average rating	Food & Beverages	Home & Lifestyle

Sales Analysis

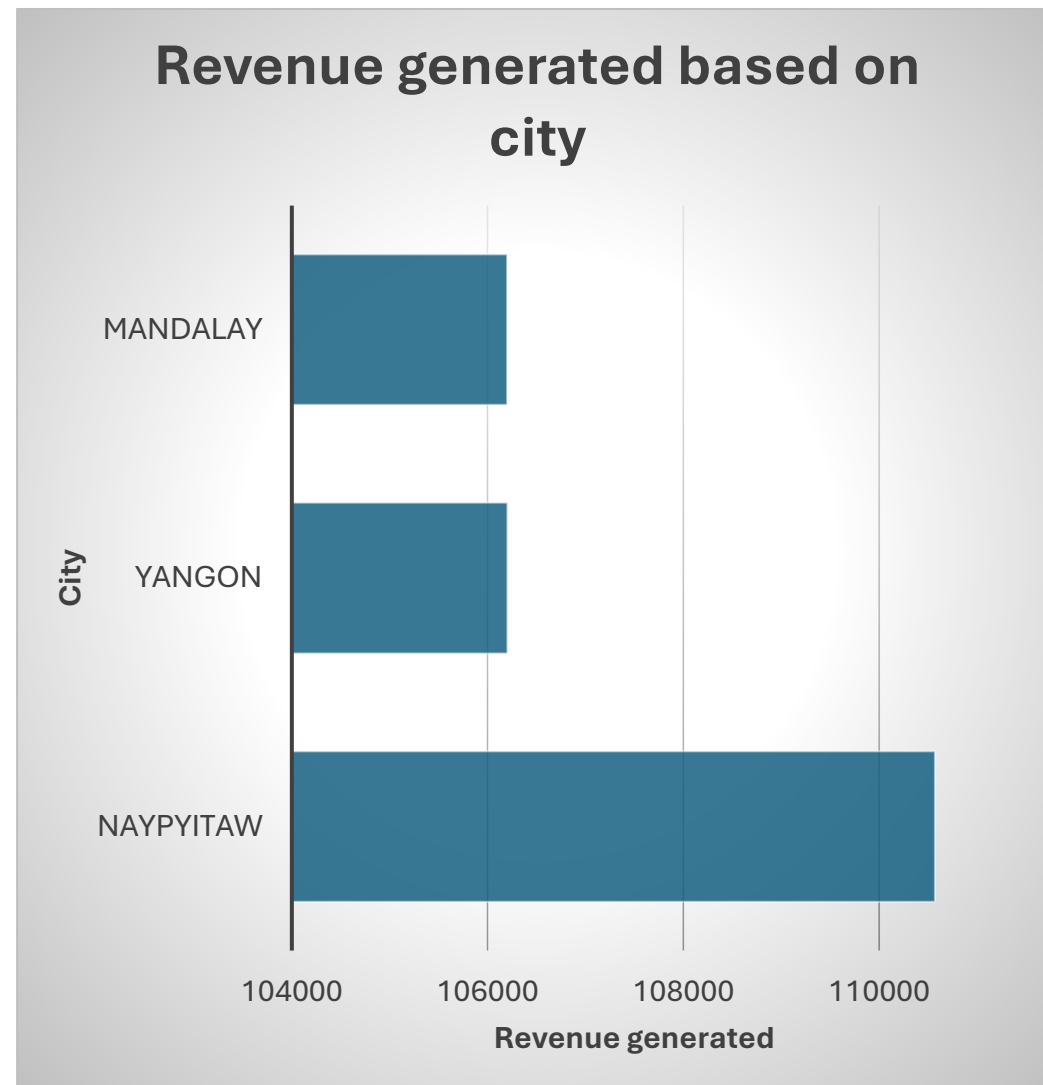
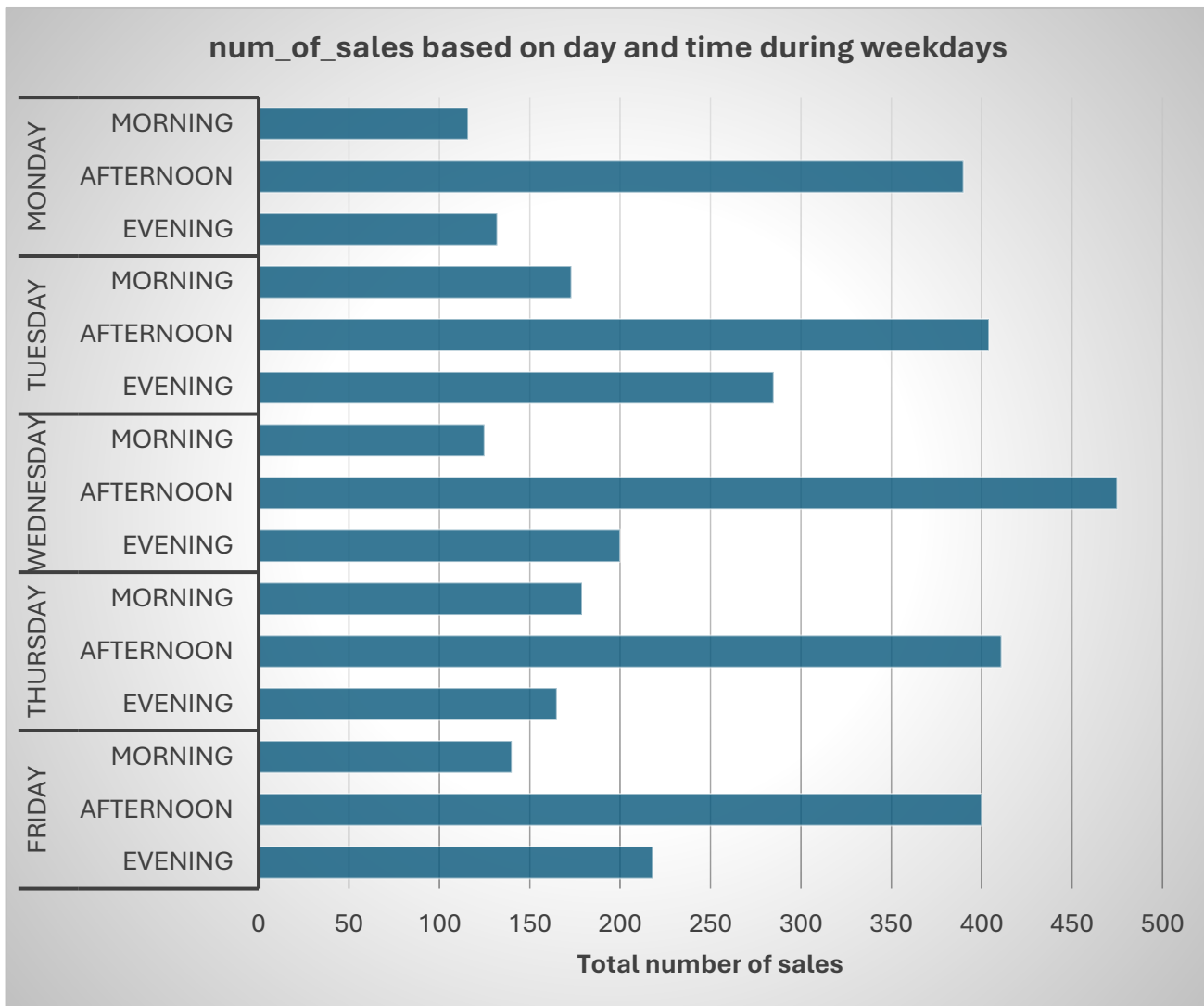
Total_Revenue based on month



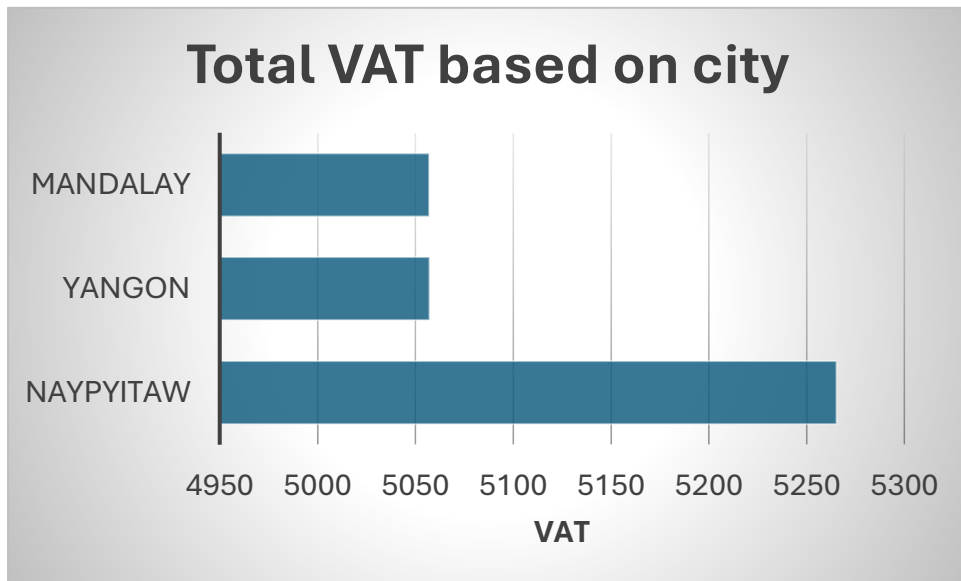
Cost_of_goods_sold based on month



Sales Analysis



Sales Analysis

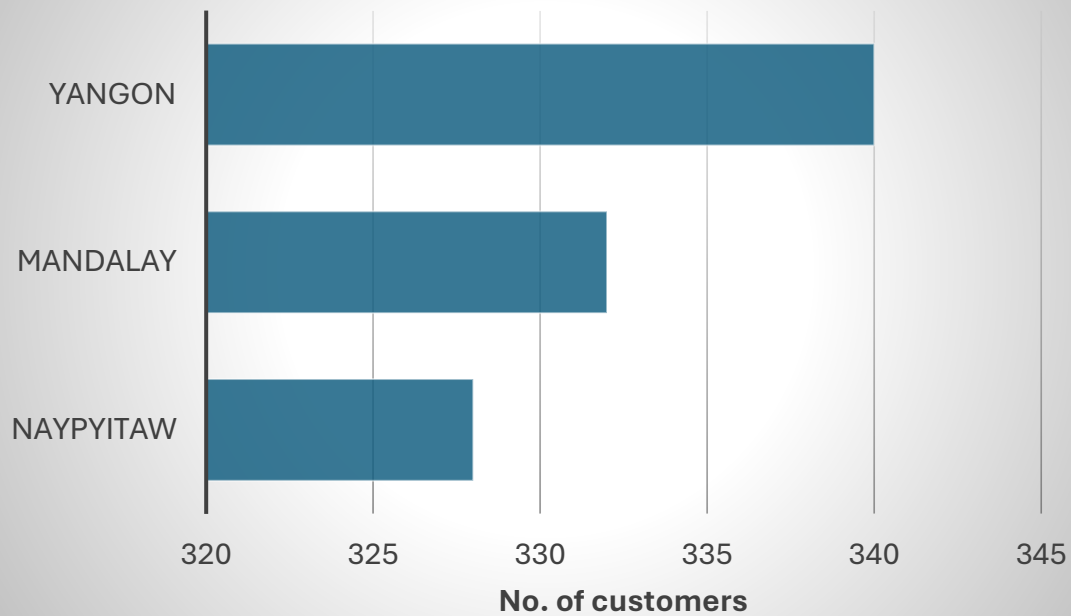


Sales Analysis - Summary

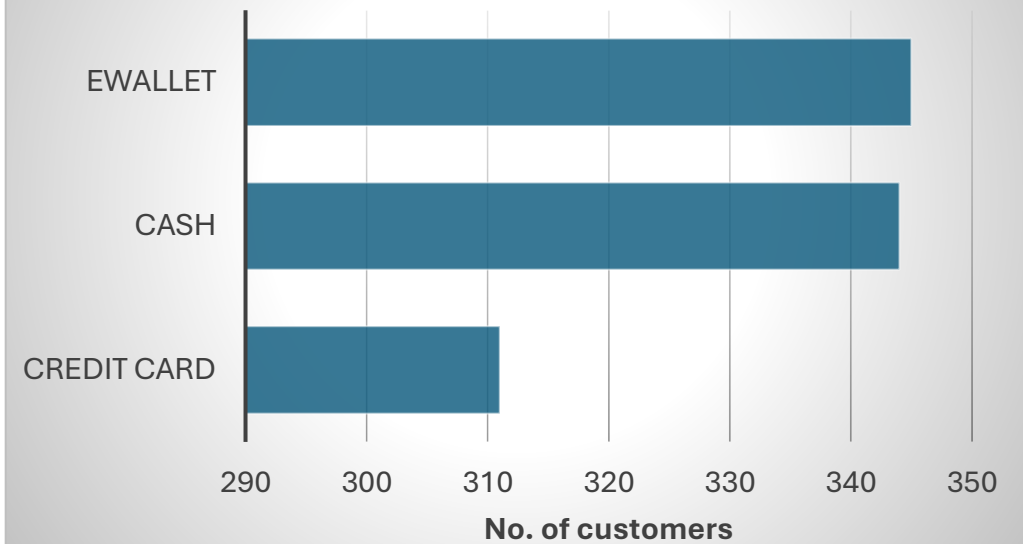
Parameter	Highest	Lowest
Month	January	February
Day	Saturday	Monday
Time of day	Afternoon	Morning
City	Naypyitaw	Yangon, Mandalay

Customer Analysis

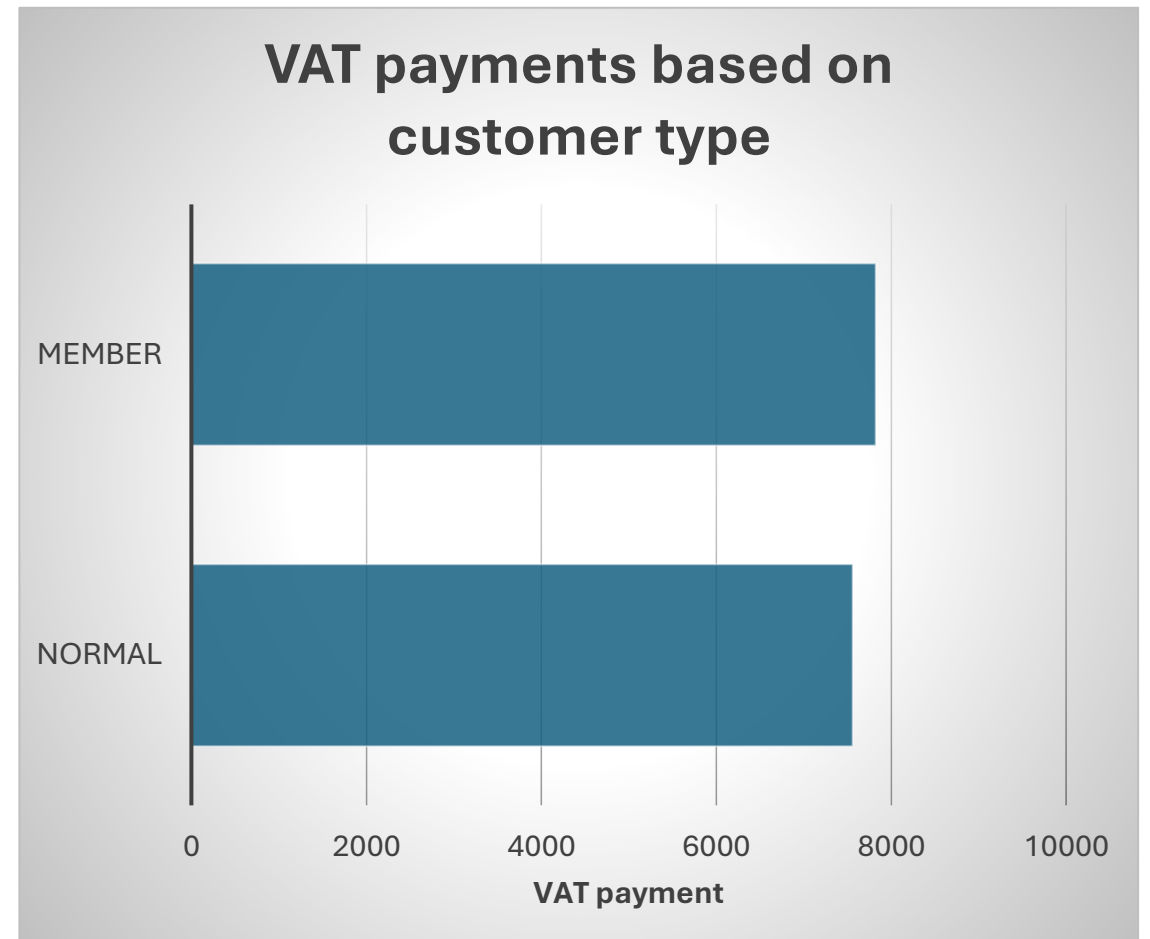
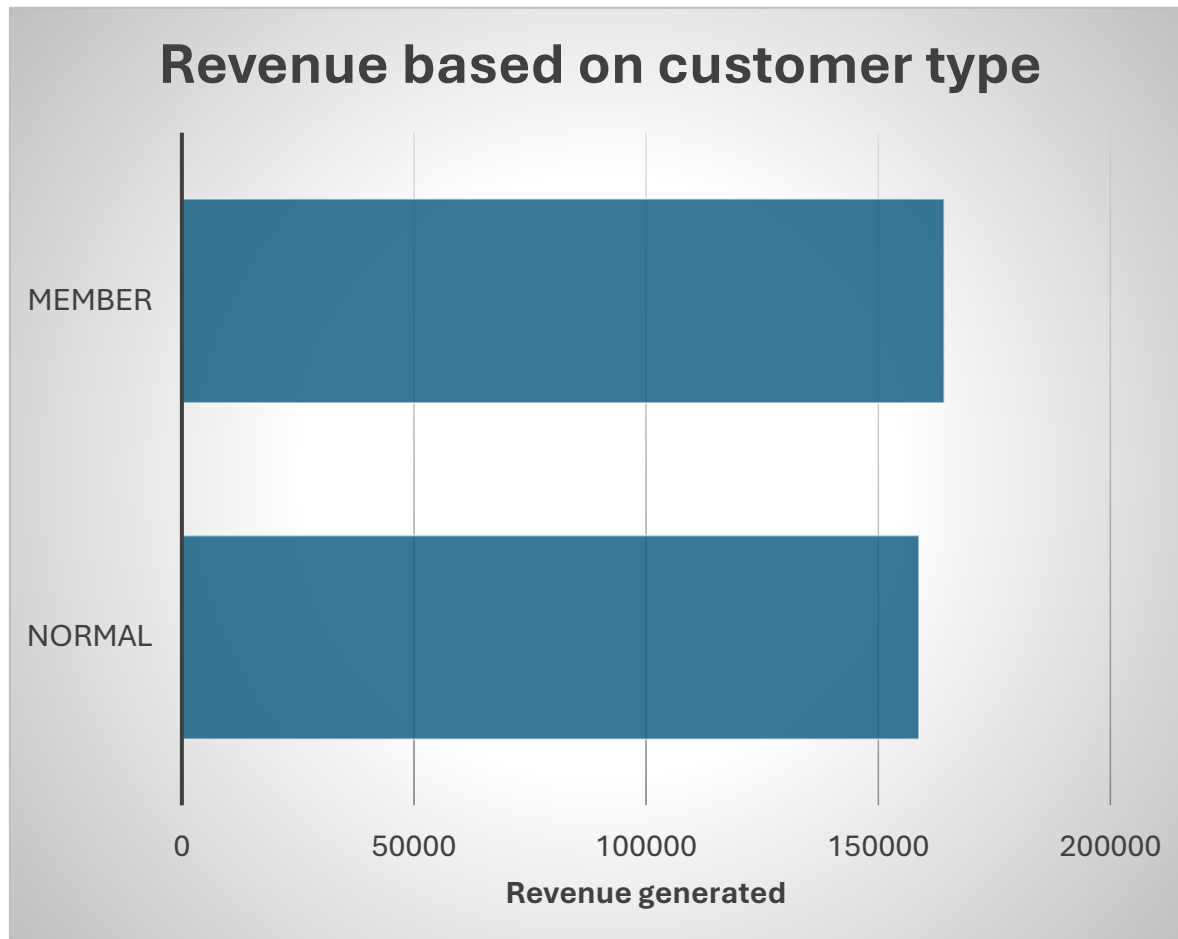
Customers based on city



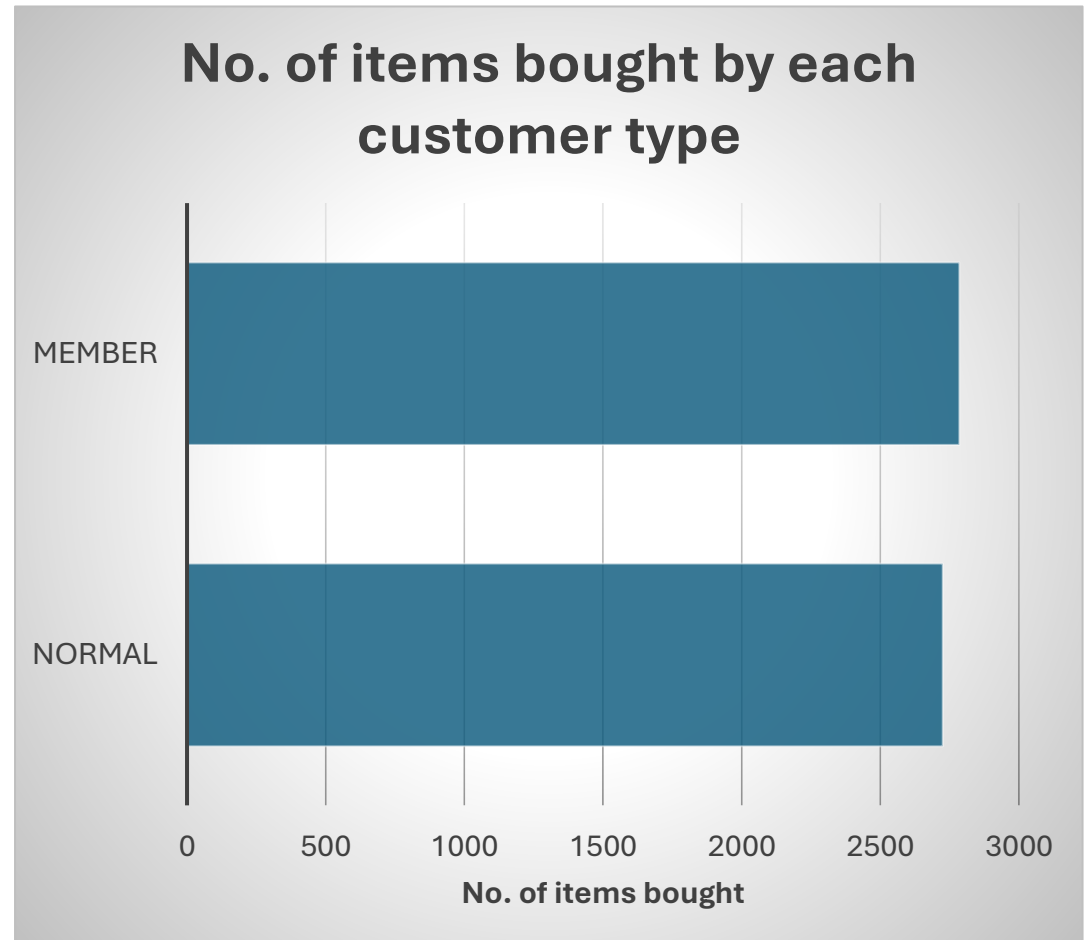
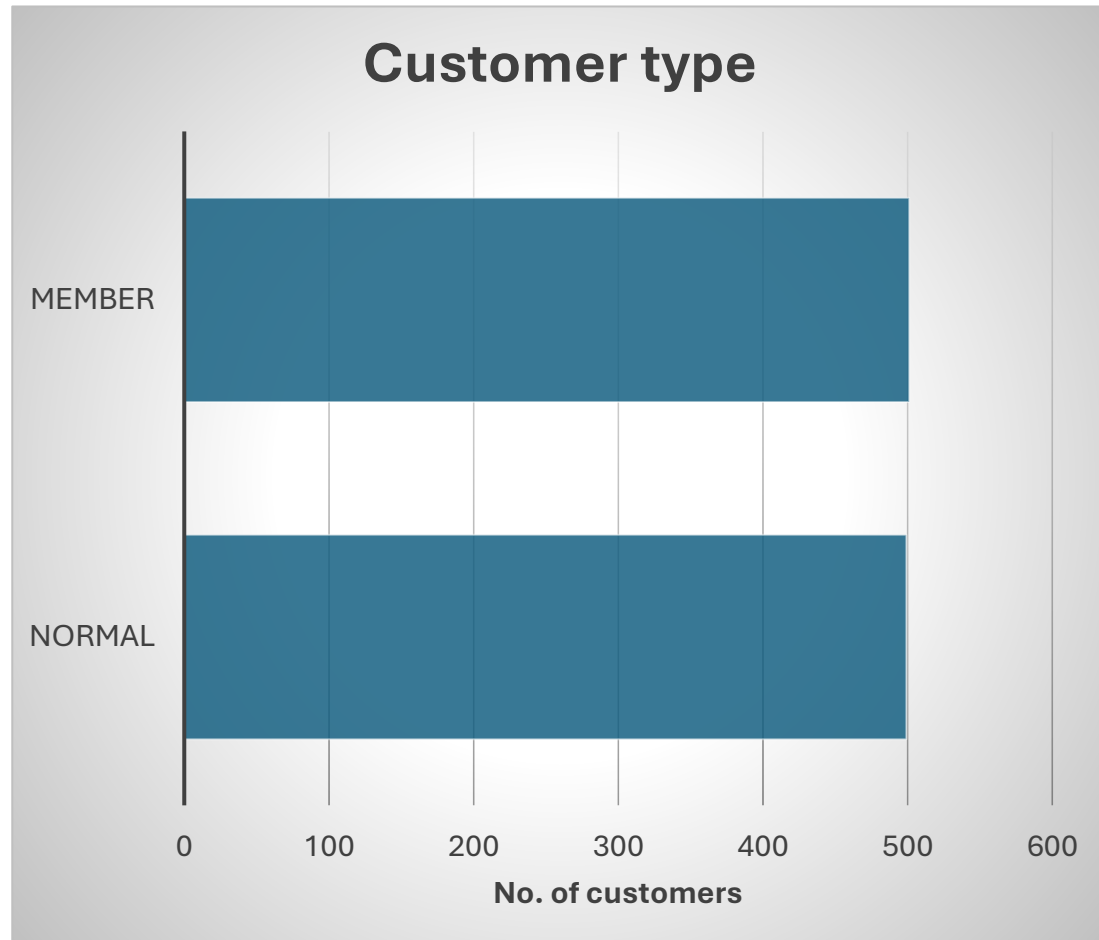
Customers based on payment method



Customer Analysis

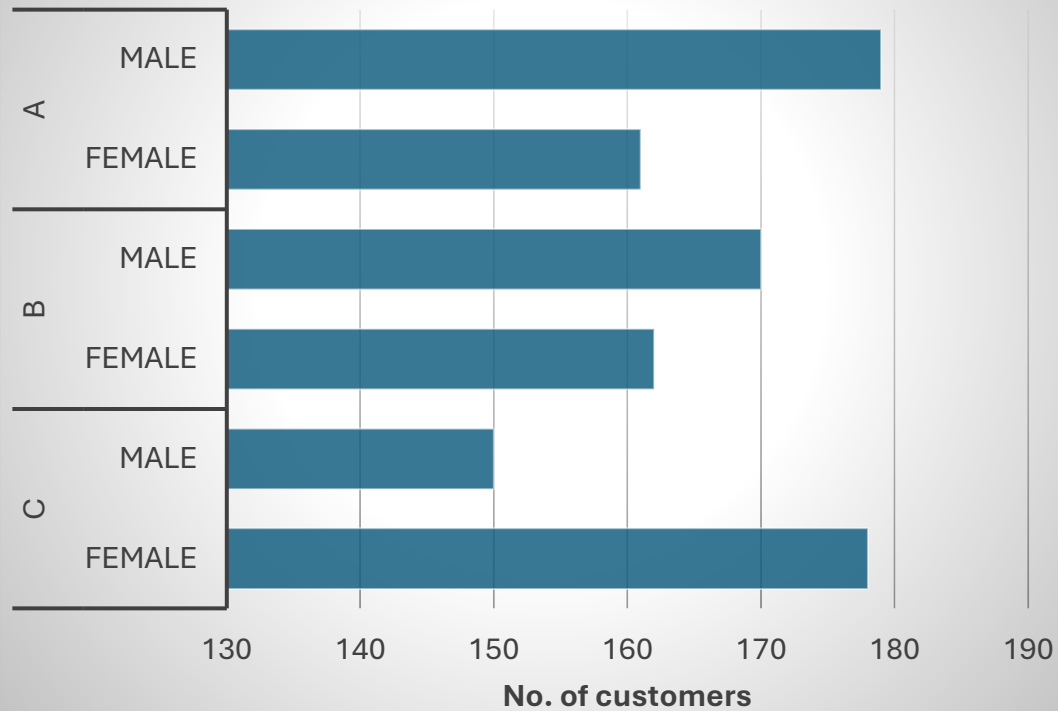


Customer Analysis

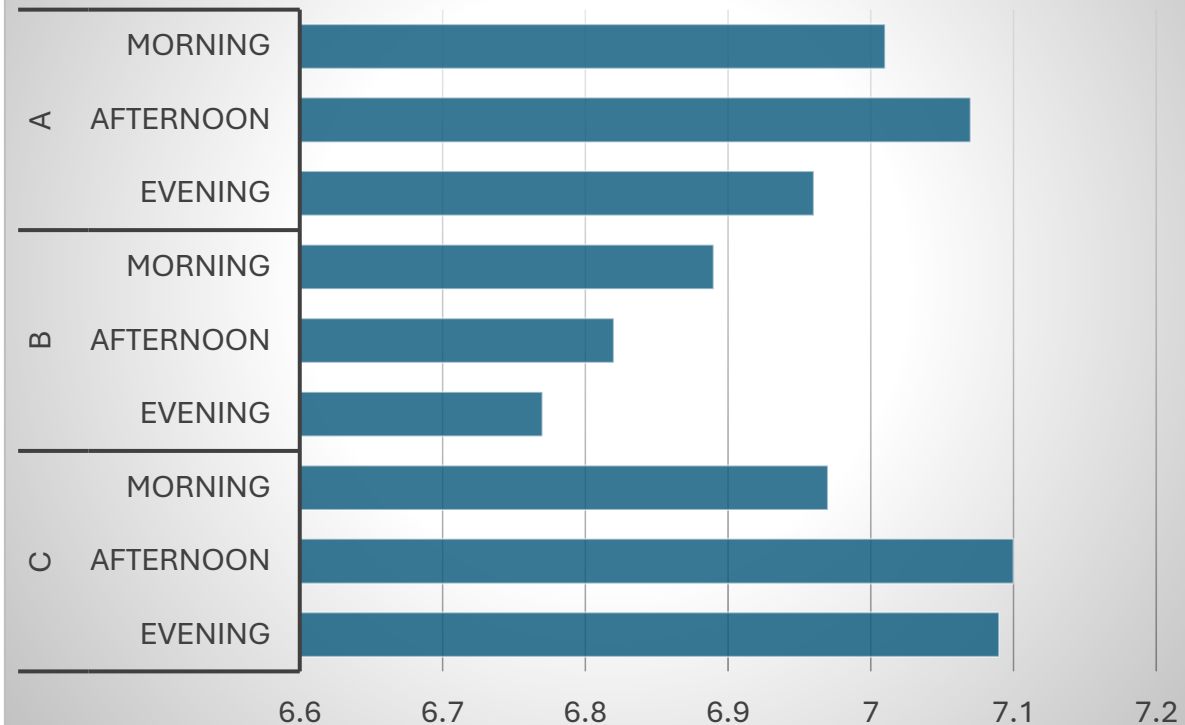


Customer Analysis

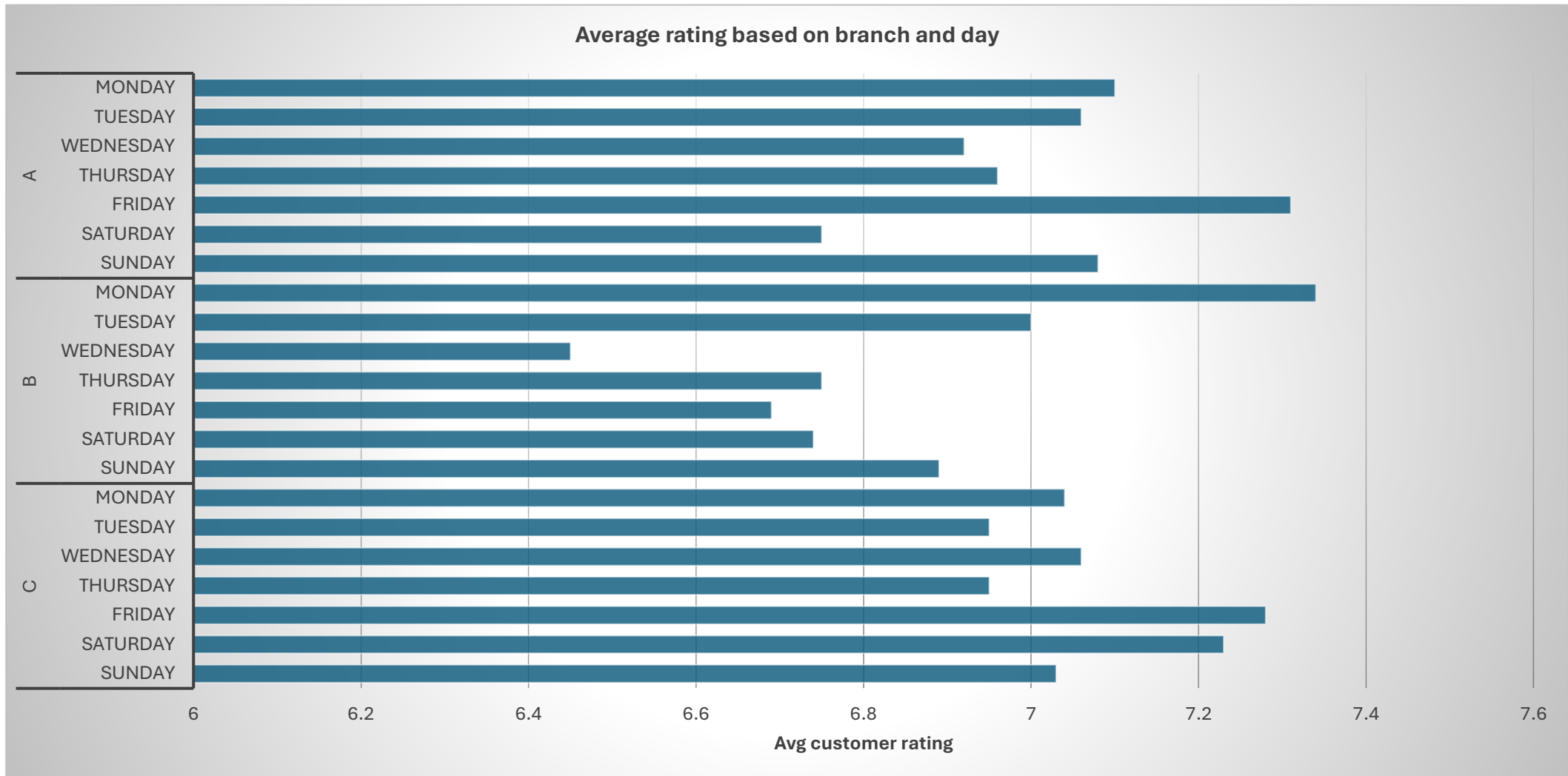
Gender distribution based on Branch



Average rating based on branch and time of day



Customer Analysis

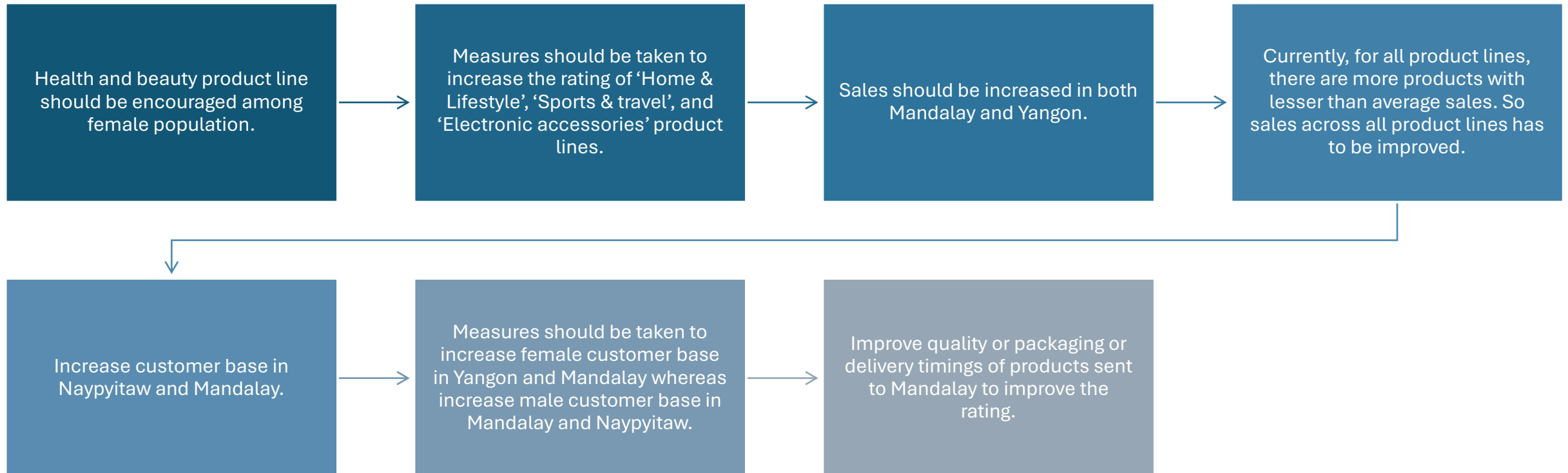


Customer Analysis - Summary

Parameter	Highest	Lowest
City	Yangon	Naypyitaw
Payment method	E-wallet, cash	Credit card
Customer type	Member, Normal	
Revenue generated & VAT payments (based on customer type)	Member, Normal	
No. of items bought	Member, Normal	
Gender (overall)	Female, Male	
Average rating (based on branch)	A, C	B
Average rating (based on time of day)	Afternoon	Evening
Average rating (based on day)	Monday	Wednesday

Branch	City
A	Yangon
B	Mandalay
C	Naypyitaw

Recommendations



THANK YOU

