**Project Synopsis**

**Amazon Sales Analysis**

1. **Title of Project**

**Amazon Sales Analysis Using Python**

**2. Introduction:**

The Amazon Sales Analysis project aims to provide a comprehensive overview of sales performance across various dimensions using Python. This analysis focuses on critical factors such as shipping status, product size availability, customer location (state-wise), and buyer categories, including retailers and B2B customers. By leveraging data analytics techniques, the project seeks to uncover patterns and insights that can drive decision-making processes, optimize sales strategies, and enhance customer satisfaction. The findings will help in understanding customer preferences, inventory management, and market trends within Amazon's vast e-commerce ecosystem.

**3.Objective of Project:**

The objective of the Amazon Sales Analysis project is to explore and analyse sales data

* To explore and understand the feature of Sales dataset.
* To perform data preprocessing, including handling missing values and outliers. And also Perform EDA
* Analyze the effectiveness of different sales channels in driving sales and fulfilling orders.
* Identify top-performing products by category, size, and SKU to understand which items generate the highest sales volume and revenue.
* Understand customer purchasing patterns by examining the distribution of sales across various channels, cities, and states.
* Evaluate the impact of different fulfilment methods on sales performance and customer satisfaction.

**4. Methodology**

**Data Collection**