ANALYZING AMAZON SALES DATA

Detailed Project Report

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INTRODUCTION

- Amazon Sales data refers to sales, high performing sellers and several other data points. There are millions of Amazon sellers around the world. Nearly half of them are self-employed and live off their ecommerce/retail businesses (47%), and 22% earn income from their Amazon businesses alone.

- Amazon sales data Analysis focuses on the process of analysing consumer behaviour, sales, and several other attributes in order to make improved, data-driven decisions.

- It is key to successfully sustaining their businesses and earning profits and for this purpose, they analyse different metrics.

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.

# ARCHITECTURE
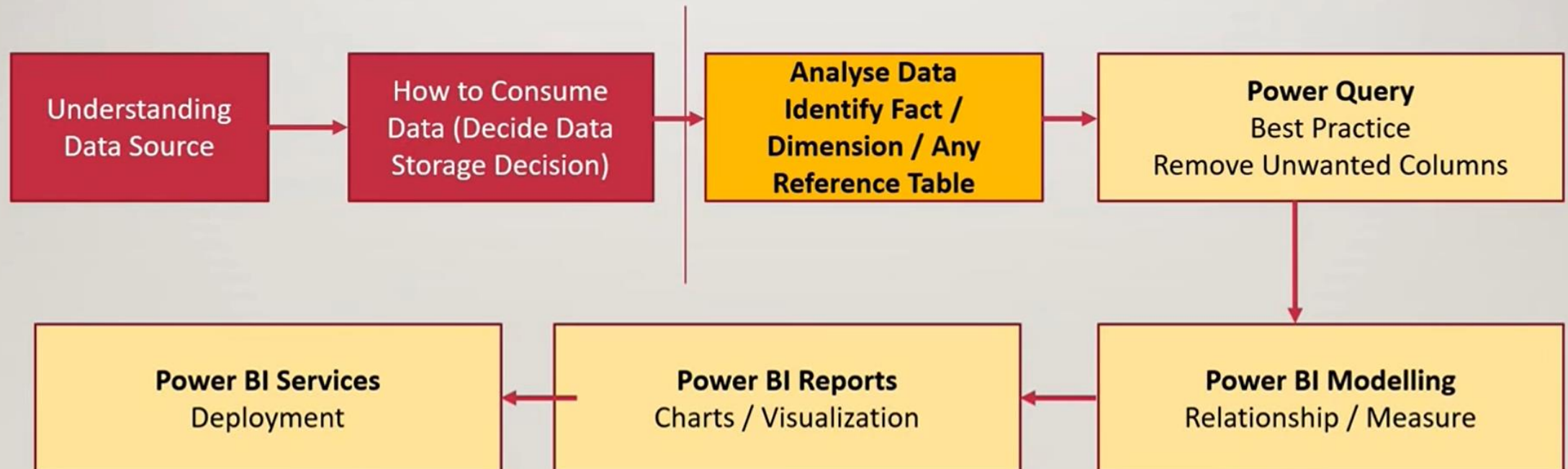
DATASET INFORMATION

- Invoice Date: Day on which Invoice generated.

- Discount Amount: Total discount provided on any item.

- Sales Amount: Total Sales Price of an Item.

- Sales Margin Amount (Profits): Sales Margin Amount is a difference of Sales Cost Amount & Sales Amount.

- Sales Cost Amount: Total Cost Price of any Item.

- Sales Price: Sales Price of any particular Item.

- List Price: Basic Price of an Item as published on the price list.

- Sales Rep: A person whose job is to sell products or services for a company.

- U/M: Unit of Measure

- CustKey: It is a Unique Number on the Invoice that is used to reference customers' account

ANALYSIS

As per the problem statement, we have defined the several Use Cases to perform the analysis on which helps in not only understanding the meaningful relationships between attributes, but it also allows us to do our own research and come-up with our findings.
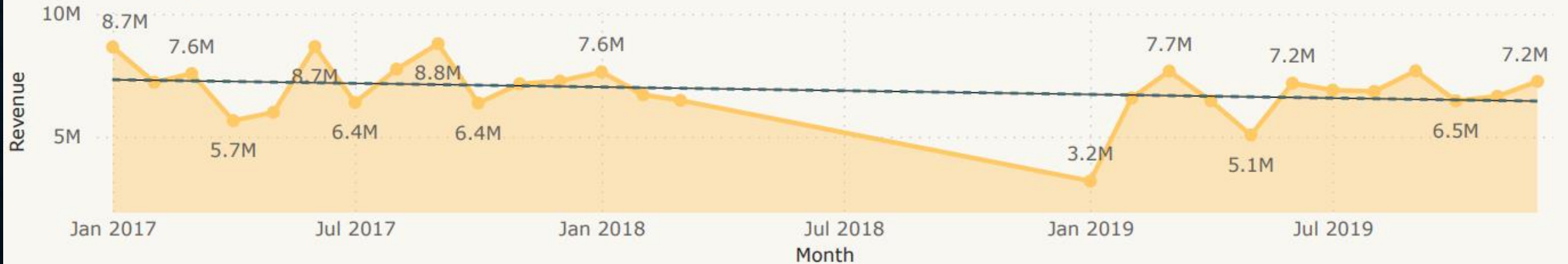
REVENUE BY YEAR

In 2017, revenues amounted to $87 million, but in 2018, they dropped to $21 million. Then in 2019 it showed phenomenal growth and was about $78 million.
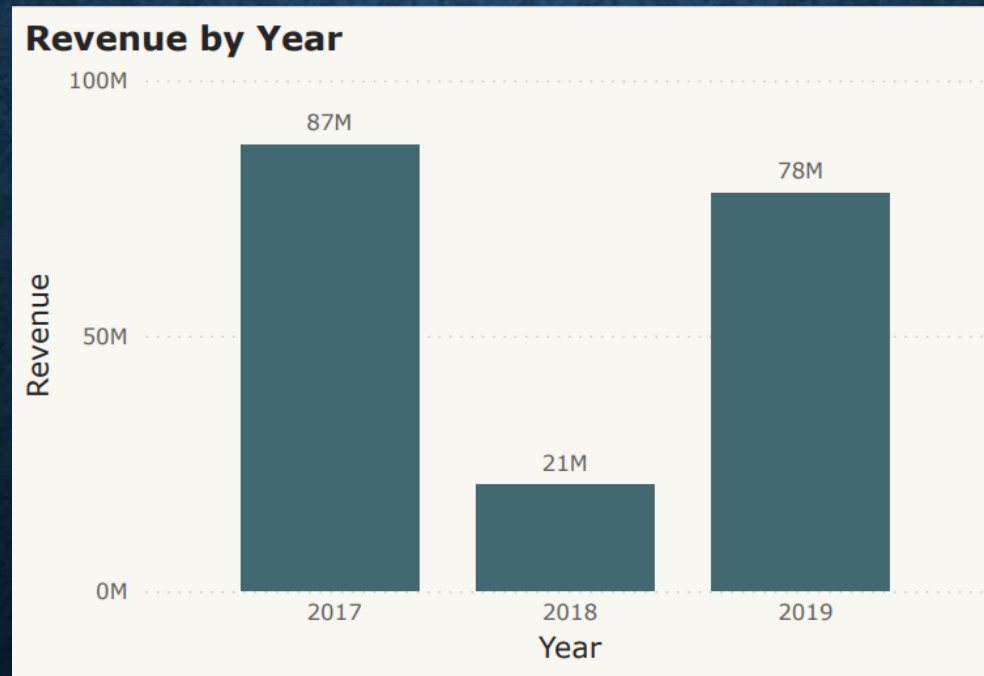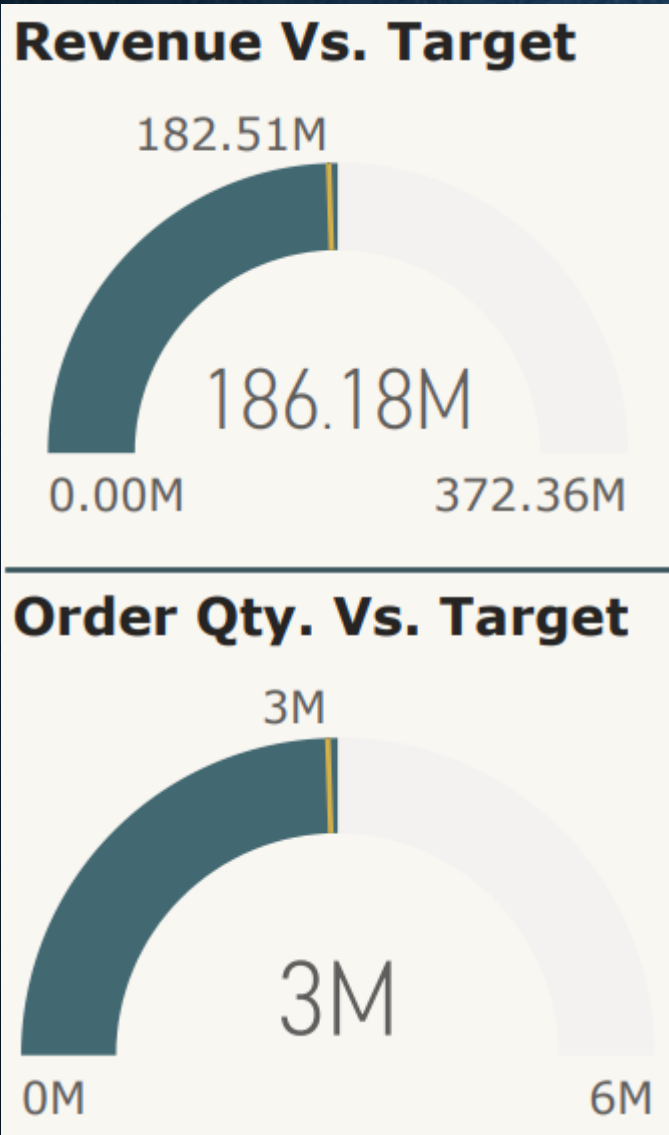
REVENUE BY MONTH

From January 2018 to December 2018, there was a decrease in revenues from $7.6 million to $3.2 million, but as of January 2019, revenues start to rise again.

Revenue Vs. Target

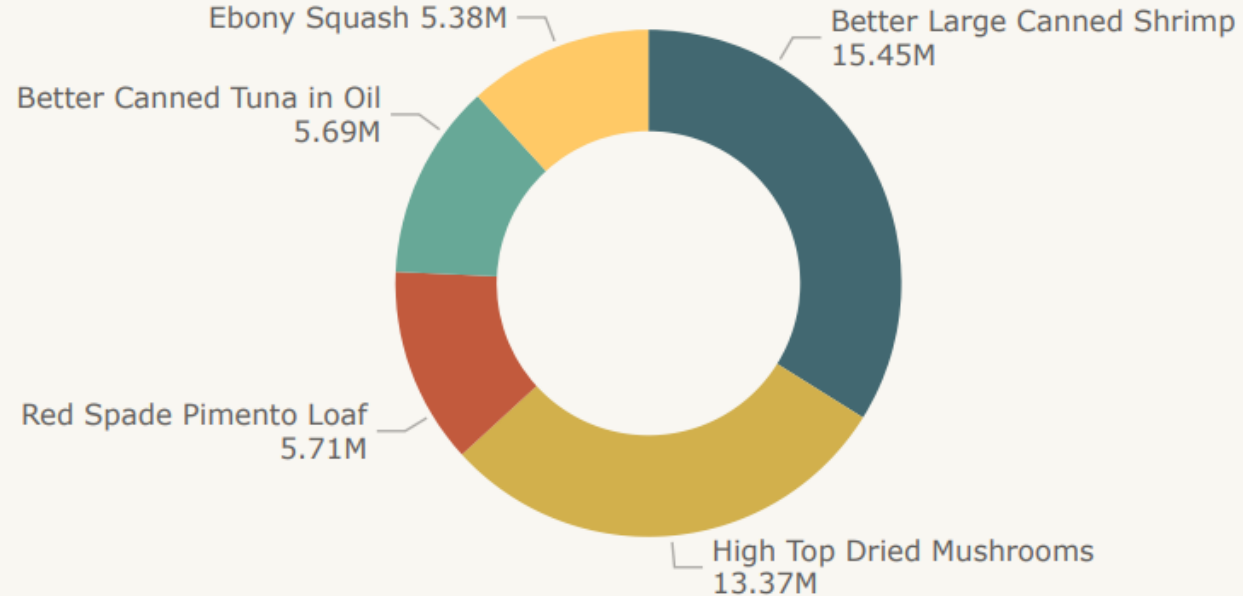Amazon met its revenue target of $182.51 million with revenues of $186.18 million.
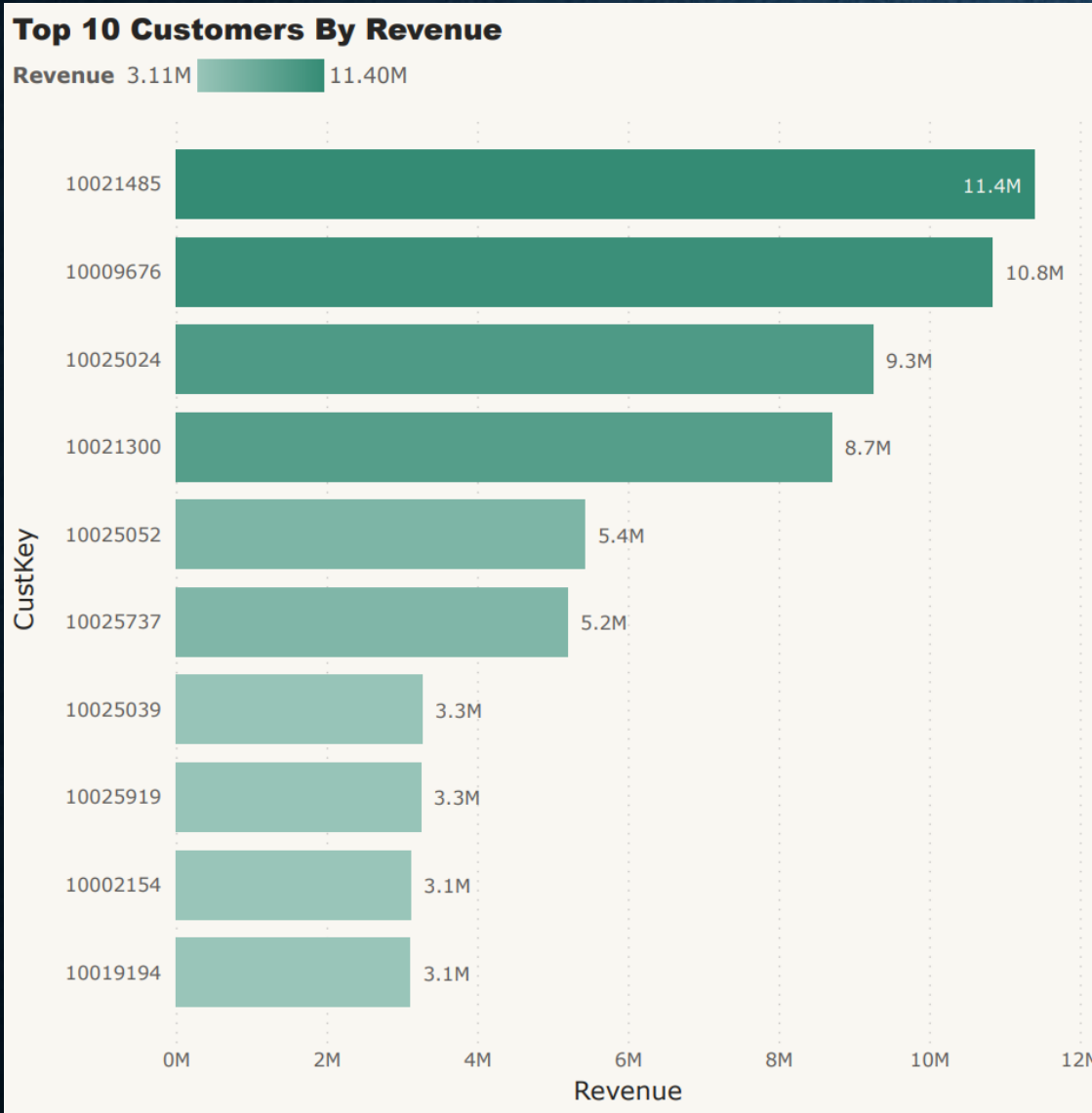
Order Quantity Vs. Target

Amazon achieved its target of 3 million orders.

TOP 5 ITEMS BY REVENUE

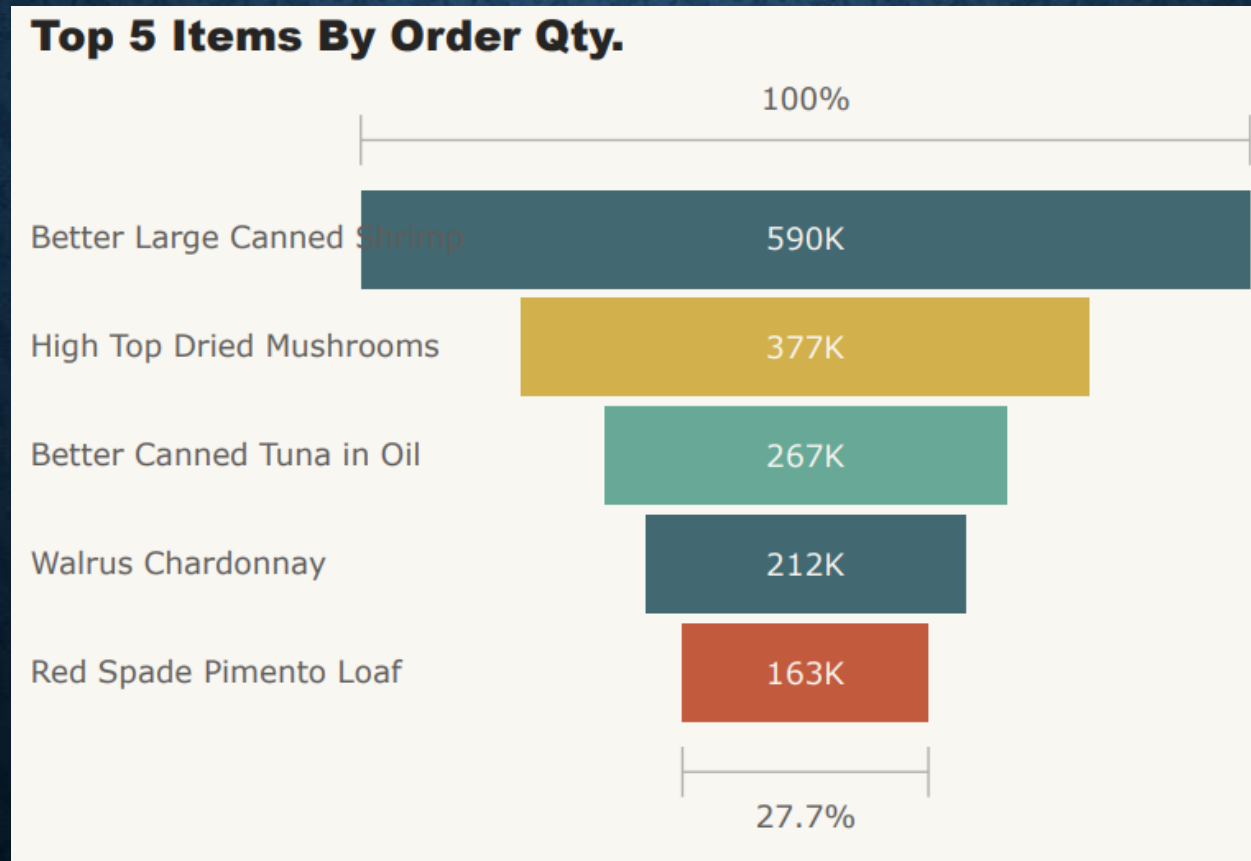Better large canned shrimp produced largest revenue which was $15.45 million.

TOP 10 CUSTOMERS BY REVENUE

Customer with customer key 10021485 has generated $11.4 million revenue for Amazon from 2017 to 2019

TOP 5 ITEMS BY ORDER QUANTITY

Better large canned shrimp is the most ordered product from Amazon from 2017 to 2018 with order quantity of 590k.

THANK YOU