Amazon Sales Data Analysis

High level document

**Hypothetical data record – 100 records**

Time Period: 2010-2017



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## Introduction

Analysing Sales of a company is an important indicator of company’s performance over a time period. As the size of the company grows, this subject attains a huge designation of a separate department within the company.

Sales majorly depends on the customer base, understanding their requirements and then pitching the right product in the market to increase the total profit of the company. To further enhance the gross margins over the sales, different products are analysed which are sourced to the customers through the different sales channel. Costs over these distribution channels are then optimised to increase the revenue for the company.

Analysing sales is important:

* To know about the annual sales and its growth with respect to the previous year.
* To know about the customer base and the change in their numbers.
* To know about the share of products on different channels and their performance.
* To analyse the price range for different regions.
* To figure out gross margin percentage on different products and take decision to improve it.
* To analyse average price and average order size for different regions.

# Significance of High level document design

This document provides necessary detail to the current project description.

This document will:

* present all design aspects and present them in visual.
* Describes the user interface implemented
* Describes the hardware and software interfaces
* Describes the performance requirement
* Includes design features

# Project Perspective and Problem Statement

Sales represent the performance of the company and its products over a period of time. As the sales grow, the company grows. In this project, we have tried to take in all different factors which can change the sales of the company through various visualization techniques.

Objective of this project is to apply different visualization techniques to get the insights from the data. The project uses different visualization tools like Power BI to get the visual understanding of the data.

**Problem Statement:**

Find ways to check the need for improved methods of distribution to reduce cost and to increase profits.

# Tools used:

Power BI for visualization

# Design Details :

# Data Visualisation

Power BI

# Data Optimization

* Minimized of number of fields.
* Minimized the number of records by filtering out blank records.
* Optimised queries by materialising the calculations.
* Limited the filters by type.
* Use of continuous date filter.
* Use of numeric filters.

# Key performance indicators(KPIs)

* Total sales and its comparison to previous year values
* Total Profit% and its comparison to previous year values

# Deployment

Power BI