

15/10/2022

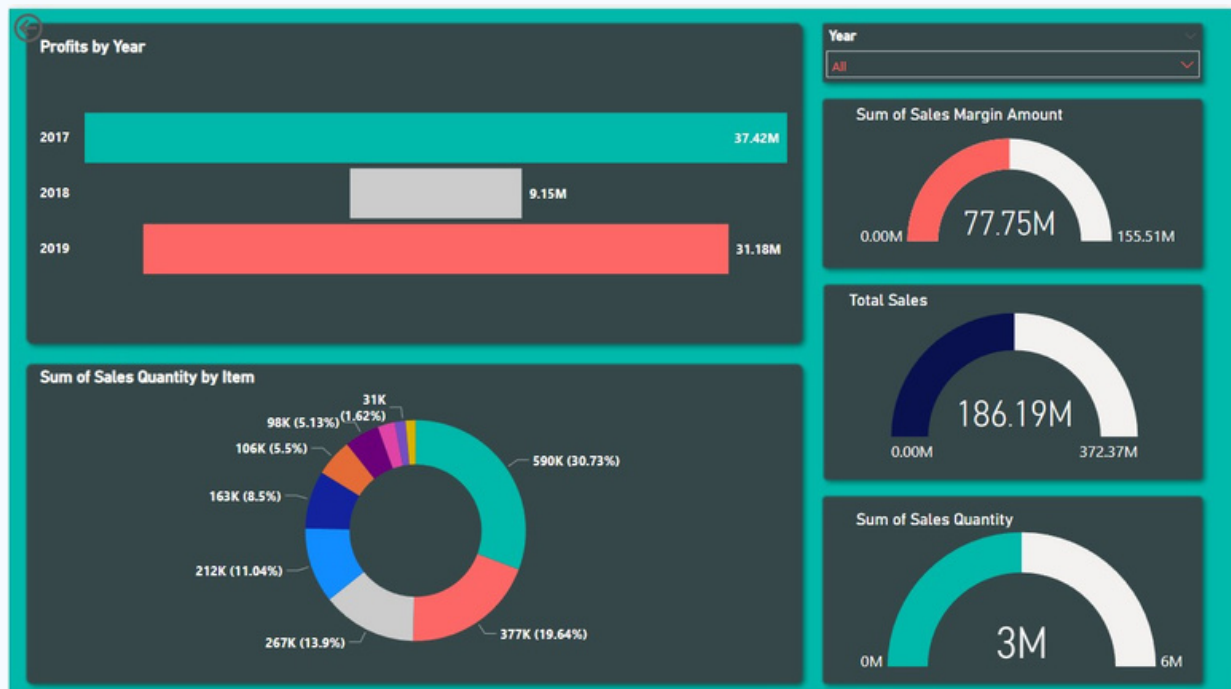
WIREFRAME DOCUMENT
ANALYZING AMAZON
SALES DATA

PREPARED BY : 
Anurag kumar

PRESENTED TO : 
iNeuron

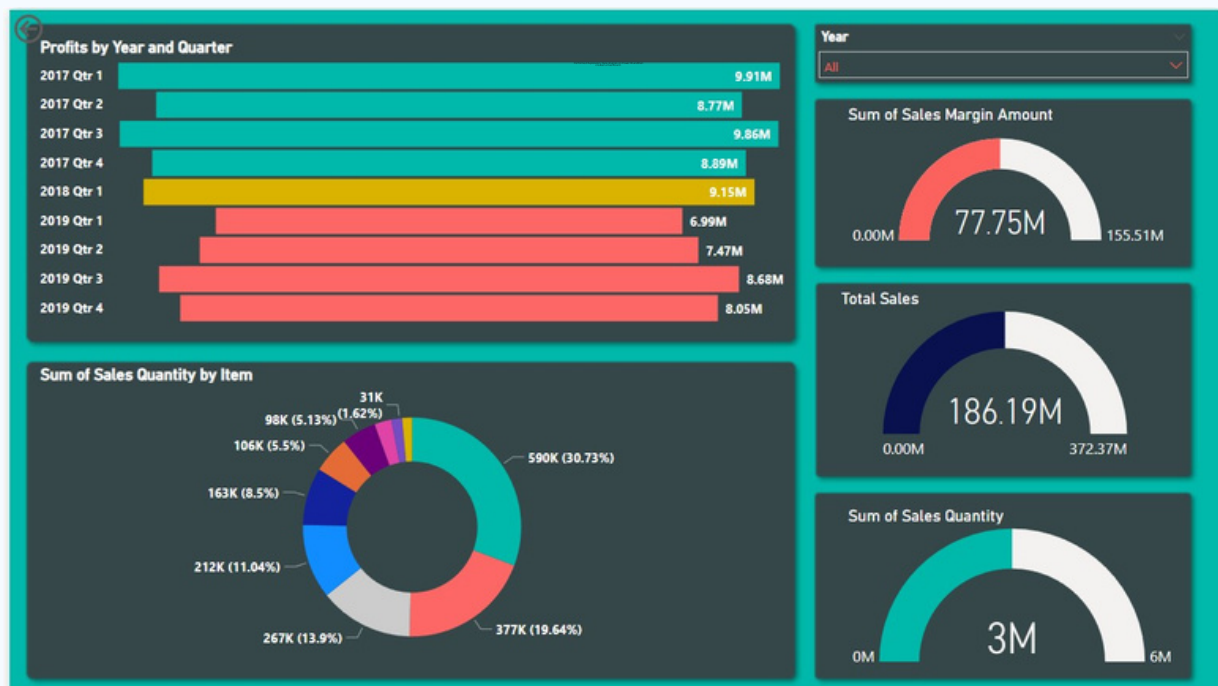
Performed Exploratory Data Analysis on Power BI and then created a Dashboard.

Growth in Profit year over year



- The profit was \$36.13 million in 2017, but it drastically decreased to \$8.91 million in 2018, which was just 24.7% of the profit from 2017, and then it increased dramatically in 2019 to \$30.32 million, which was 340.1% greater than the previous amount and 83.9% of the profit from 2017.
- Total sum of sales was \$ 186.19 million.
- Total sales quantity was 3 million.
- Sum of sales margin amount is around \$77.75 million.

Sales & Profit Yearly-Quarter wise



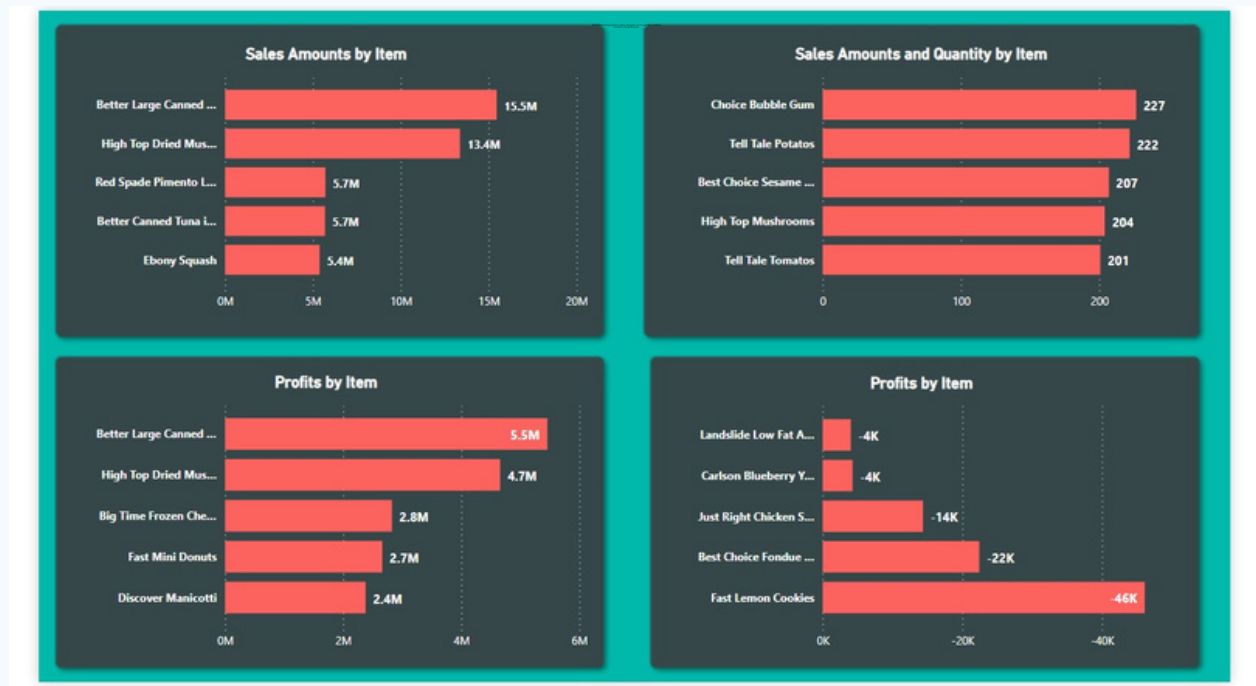
- The profit for the first quarter of 2017 was \$9.57M. Then, it marginally decreased by 11.34% in the next quarter to \$8.58M, which was just 89.66% of the prior figure. Then, it slightly increased in the third quarter to \$9.60M, or 111.91% of the prior amount.
- The fourth quarter of 2017 saw a total of \$8.39M. It was \$8.91M in the first quarter of 2018, which was a slight improvement of 6.24% and 106.24% of the prior figure.
- Following a substantial fall of 22.38% from the first quarter of 2018 to the first quarter of 2019, it then began to improve as earnings rose month by month, bringing in \$1.68M more than the first quarter of 2019's \$6.92M in profit.

Sales of each Item?



- Better Large Canned Shrimp had the largest sales, at \$15,454,172.47, followed by High Top Dried Mushrooms, at about \$13,367.71k, and Red Spade Pimento Loaf, at number three. Sales of Better Large Canned Shrimp made up 8.51% of total sales.
- When the item was Better Large Canned Shrimp and sales were \$9,994,346.21 more than profits, sales and profits diverged the most. Between 2017 and 2019, profits decreased 16.16% as a result of a downward trend.
- Between 2017 and 2019, profits decreased 16.16% as a result of a downward trend. Between January 2017 and October 2019, profits decreased 21.15%, falling from \$9,598,696.65 to \$7,568,565.85. This decline was most pronounced between January 2017 and October 2019.

Best-selling Item



- Better Large Canned Shrimp had the greatest sales with \$15,454,172.47, which was 187.21% more than Ebony Squash, which came in at number five with \$5,380,727.75. Sales of Better Large Canned Shrimp made up 33.89% of total sales. Sales for the entire five items varied from \$5,380,727.75 to \$15,454,172.47.

Items that generated Highest Profit?



- Better Large Canned Shrimp, which had the highest Profits at \$5,459,826.26, outperformed Discover Manicotti, which had the fifth-highest Profits at \$2,381,667.84, by a margin of 129.24%. Profits from better large canned shrimp totaled 30.35%. Profits ranged from \$2,381,667.84 to \$5,459,826.26 for all 5 Items.

Items that generated the lowest profits?

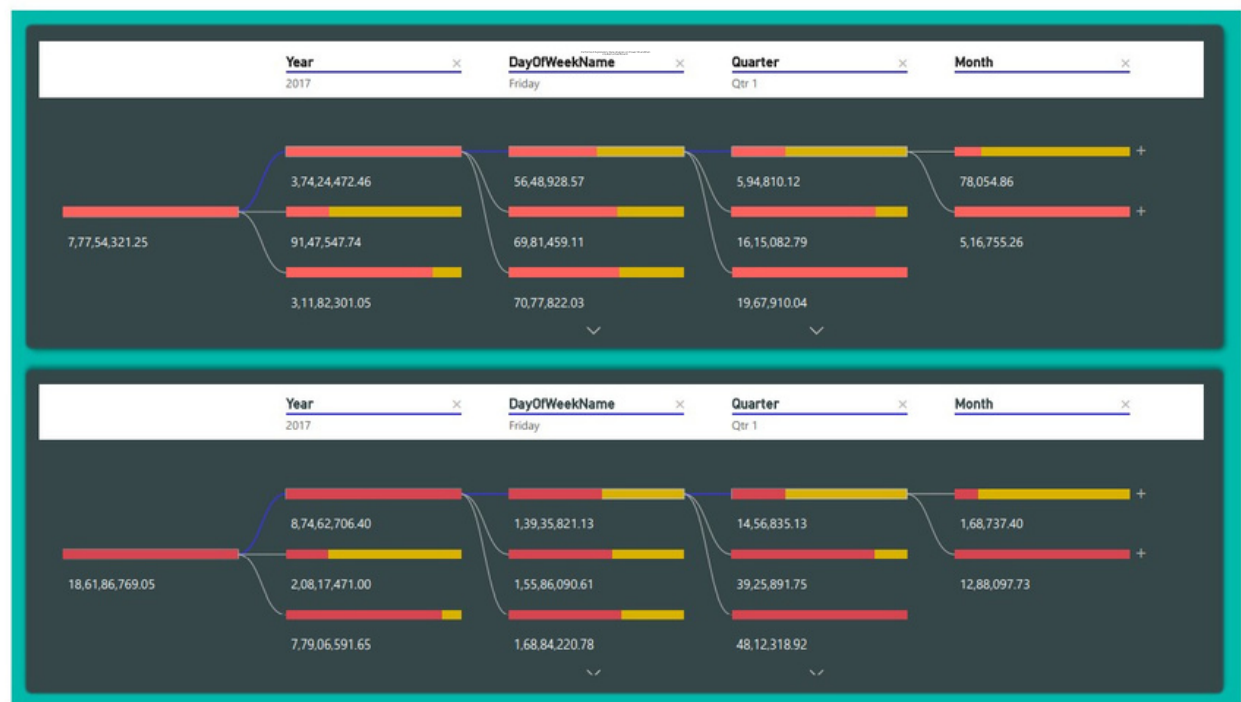


- BBB Best Corn Oil, which had the fifth-lowest Sales at \$327.06, outperformed Kiwi Lox, which had the lowest Sales at \$204.71, by a margin of 59.77%. Sales for BBB Best Corn Oil were 26.16% of total sales. Sales varied from \$204.71 to \$327.06 for all 5 Items.

Items that resulted in a loss.

- At \$4,026.61, Landslide Low Fat Apple Butter had the 5th Highest Loss and was 91.27% higher than Fast Lemon Cookies, which had the Highest Loss at \$46,106.59. Fast Lemon Cookies accounted for 49.03% of Loss. Across all 5 Item, Loss ranged from (\$46,106.59) to (\$4,026.61)

Detailed Sales and Profits Analysis.

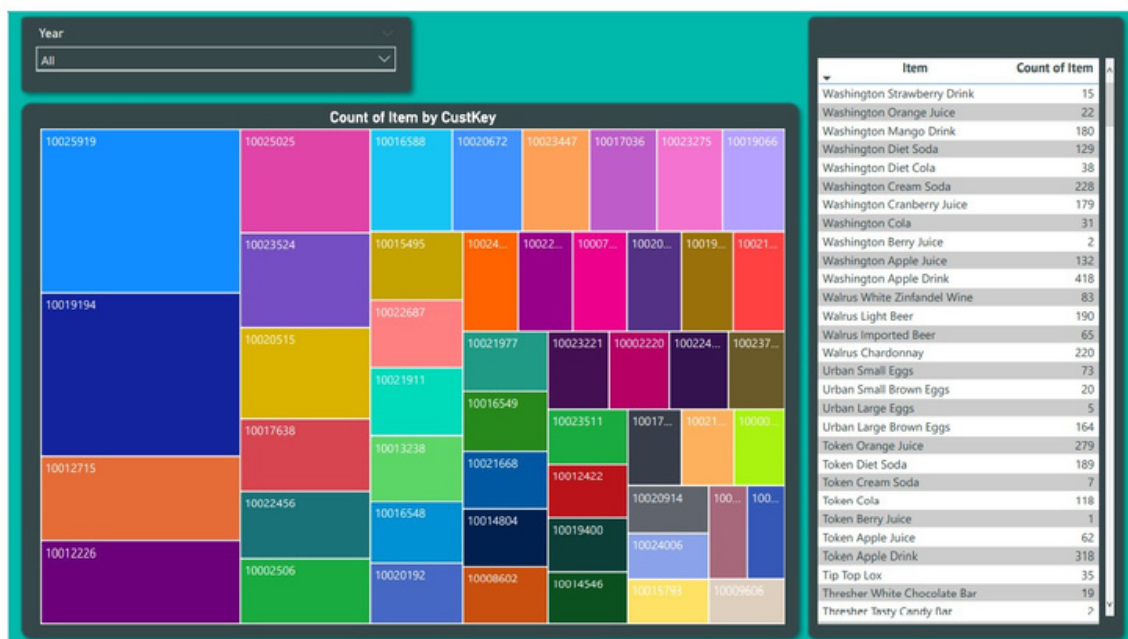


- In this Decomposition Tree visual, we can Analyse how much Sales & Profits were made from 2017 to 2019. Comparing 3 Years, 2017 was the year in which highest Sales & Profits were made, which was \$8,49,99,775.12, \$3,61,34,835.97 and it was most made on Sunday, which was \$2,60,58,258.91, \$1,10,79,431.64. Sales & Profits were very balanced in all 4 Quarters but it was highest in Q3(\$79,18,281.76, \$33,82,668.73). August was the month in which the highest Sales & Profits were recorded, which was \$30,55,208.79, \$13,00,021.88. In that Month Sales & Profits were generated on the 6th , 13th,20th, 27th .
- 10025241, which had the 5th highest Sales at \$23,56,595.66, was 383.63% lower than 10021485, which had the greatest Sales at \$1,13,97,206.36. 18.16% of sales were accounted for by 10021485. Sales varied from \$23,56,595.66 to \$1,13,97,206.36 across all 10 CustKey.
- 10019194, which had the 5th highest Profits at \$12,65,561.04, was 312.11% lower than 10021485, which had the greatest Profits at \$52,15,559.07. Profits varied from \$1265561.04 to \$5215559.07 for all 10 CustKey.

Top 10 Customers




- At \$1,13,97,206.36, 10021485 had generated highest Sales and was 383.63% higher than 10025241, which had the 5th highest Sales at \$23,56,595.66. 10021485 accounted for 18.16% of Sales. Across all 10 CustKey, Sales ranged from \$23,56,595.66 to \$1,13,97,206.36.
- At \$52,15,559.07, 10021485 had generated highest Profits and was 312.11% higher than 10019194, which had the 5th highest Profits at \$12,65,561.04. Across all 10 CustKey, Profits ranged from \$1265561.04 to \$5215559.07



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THANK YOU

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