



Detailed Project Report

[Analyzing Amazon Sales Record]

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Project Title	Analyzing Amazon Sales Record
Technology	Business Intelligence
Domain Name	E-Commerce
Project Difficulties Level	Advanced
Tools	Jupyter notebook, Power Bi, Pandas , Numpy, Matplotlib,Seaborn

OBJECTIVE

**Finding Sales & Profit Trend month wise , year wise ,
yearly month wise**

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

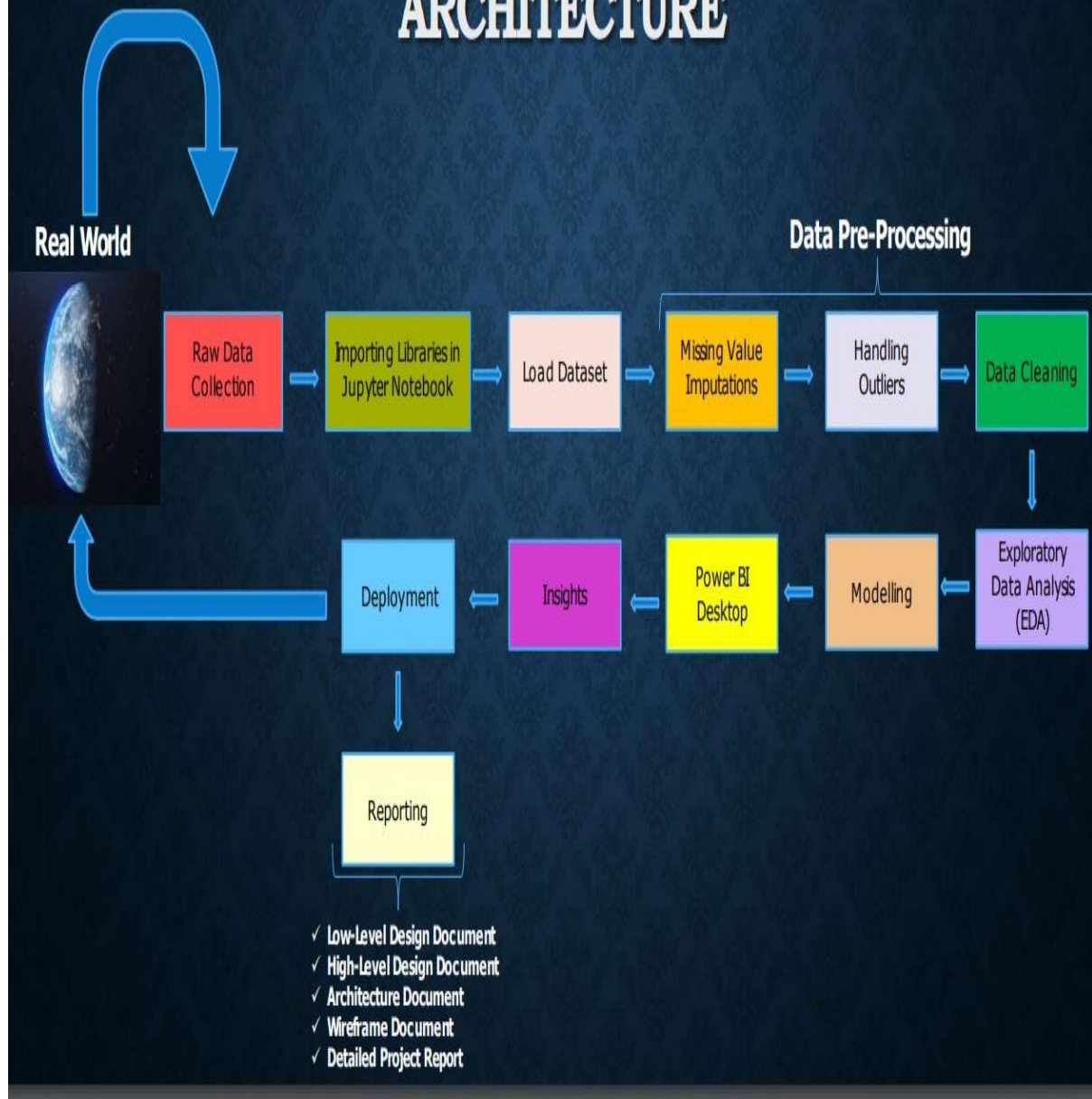
enterprise.

- Do ETL : Extract-Transform-Load some Amazon data set 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.

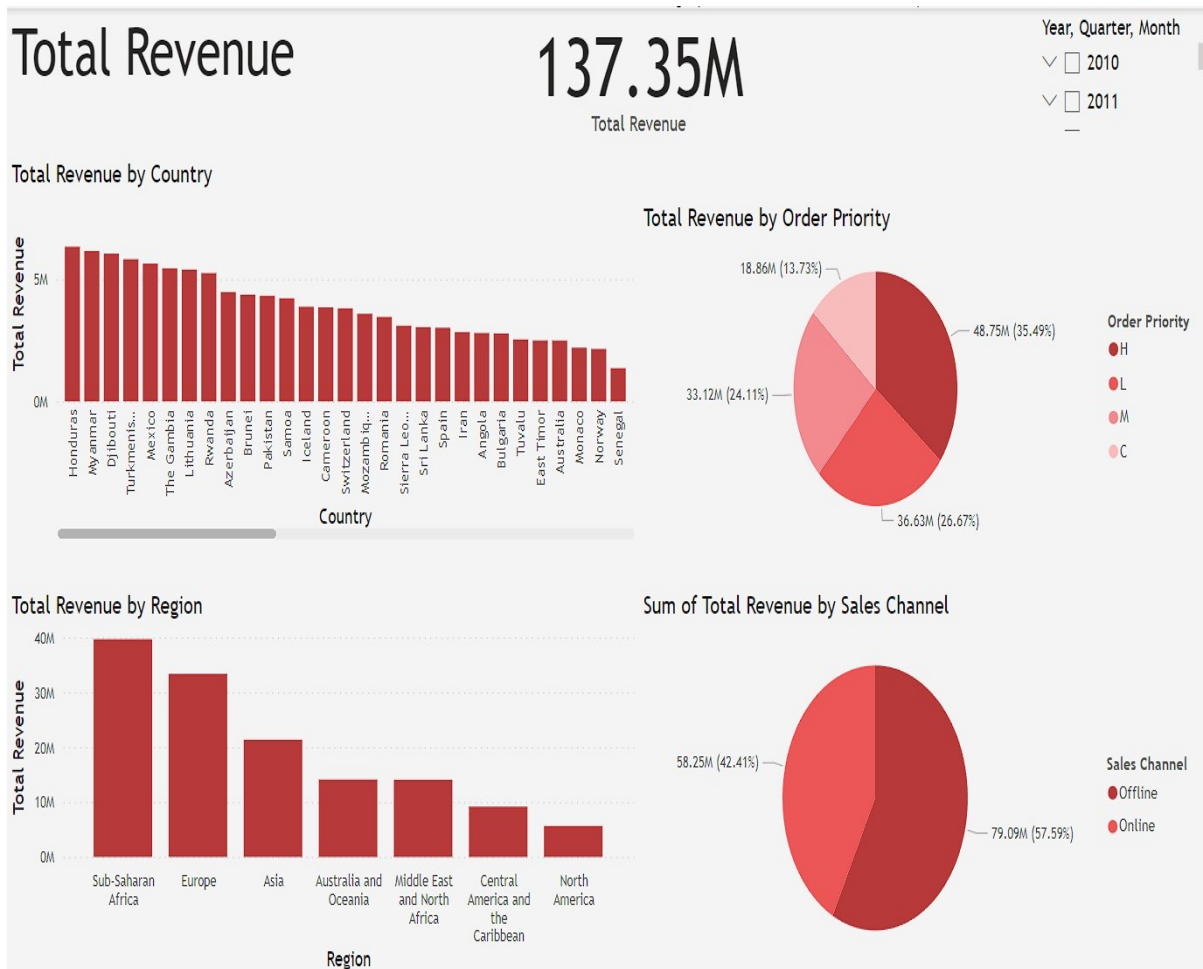
ARCHITECTURE



DATASET INFORMATION

This is a Sales related data set that contains Information like Sales Amount, Cost Amount, Sales Prices, Item Type, Profit, Order Date, etc.

Revenue Analysis



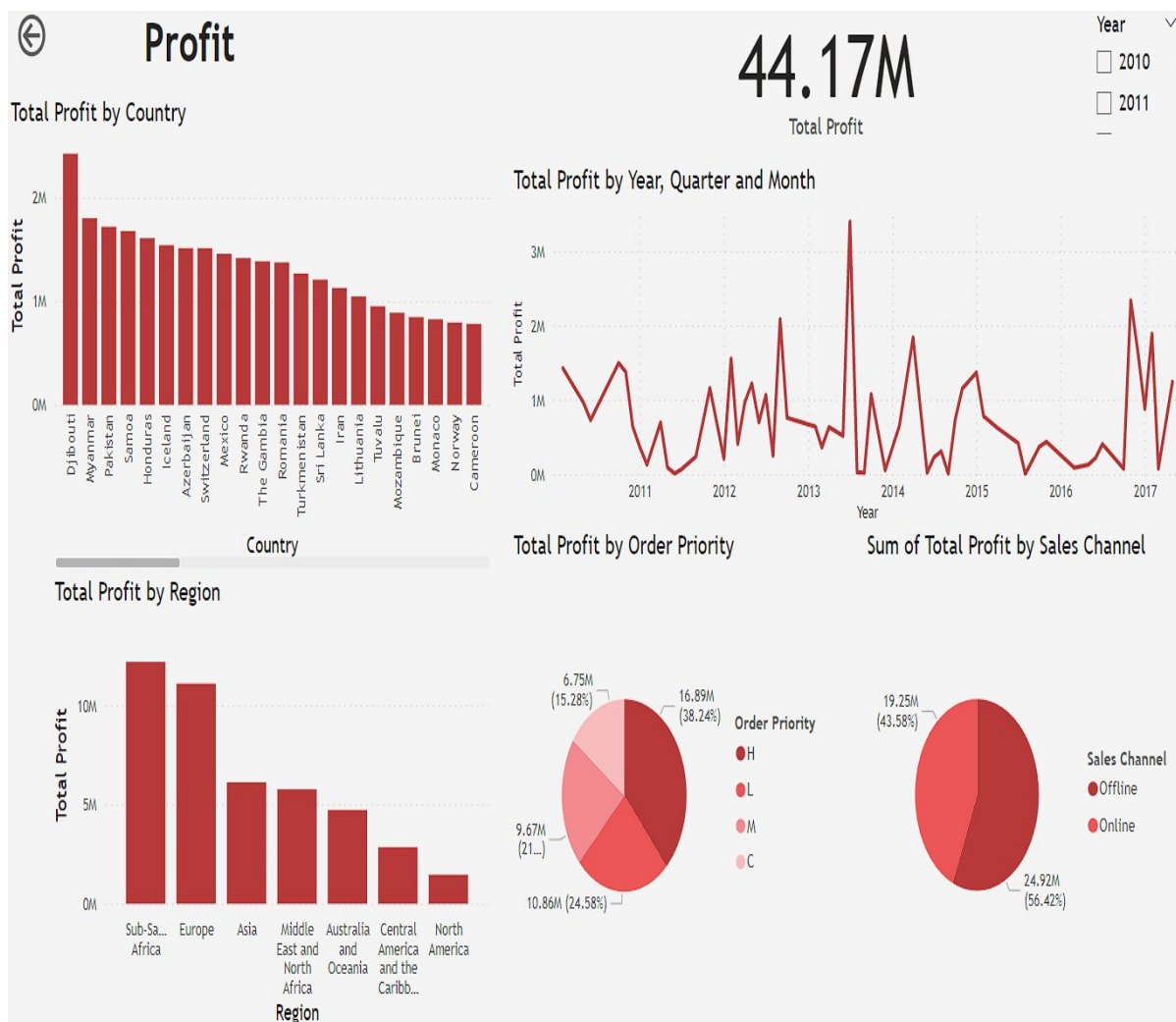
Sum of Total Revenue for Offline (7,90,94,809.20) was higher than Online (5,82,53,959.11). Offline accounted for 57.59% of Sum of Total Revenue.

H accounted for 35.49% of Total Revenue. H had the highest Total Revenue at 4,87,49,546.05, followed by L, M, and C.

At 3,96,72,031.43, Sub-Saharan Africa had the highest Total Revenue and was 602.99% higher than North America, which had the lowest Total Revenue at 56,43,356.55. Sub-Saharan Africa accounted for 28.88% of Total Revenue.

At 63,36,545.48, Honduras had the highest Total Revenue and was 1,30,006.92% higher than Kuwait, which had the lowest Total Revenue at 4,870.26.

Profit Analysis

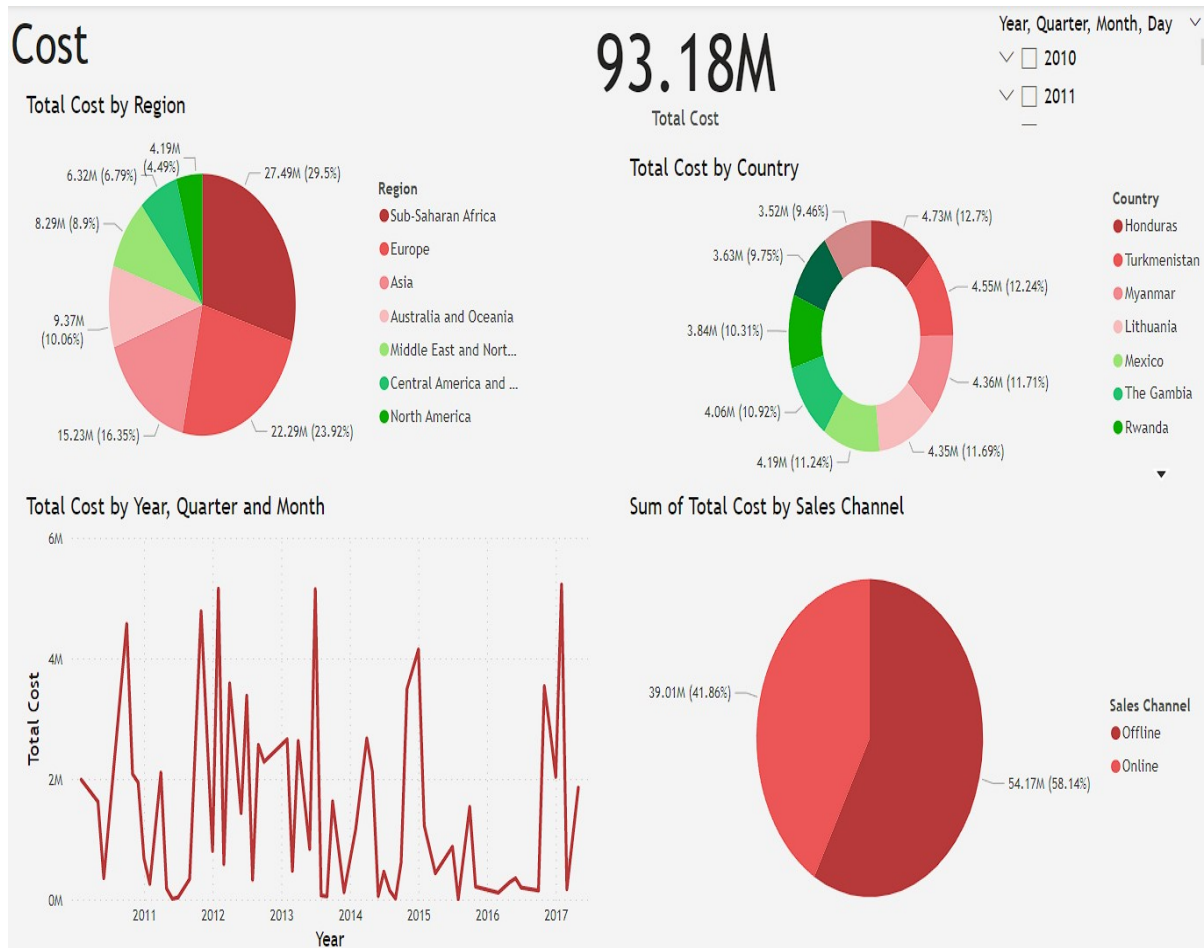


At 24,25,317.87, Djibouti had the highest Total Profit and was 1,92,688.50% higher than Kuwait, which had the lowest Total Profit at 1,258.02.

Djibouti accounted for 5.49% of Total Profit.

Priority wise H had the highest Total Profit at 1,68,91,599.58, followed by L, M, and C.

Cost Analysis



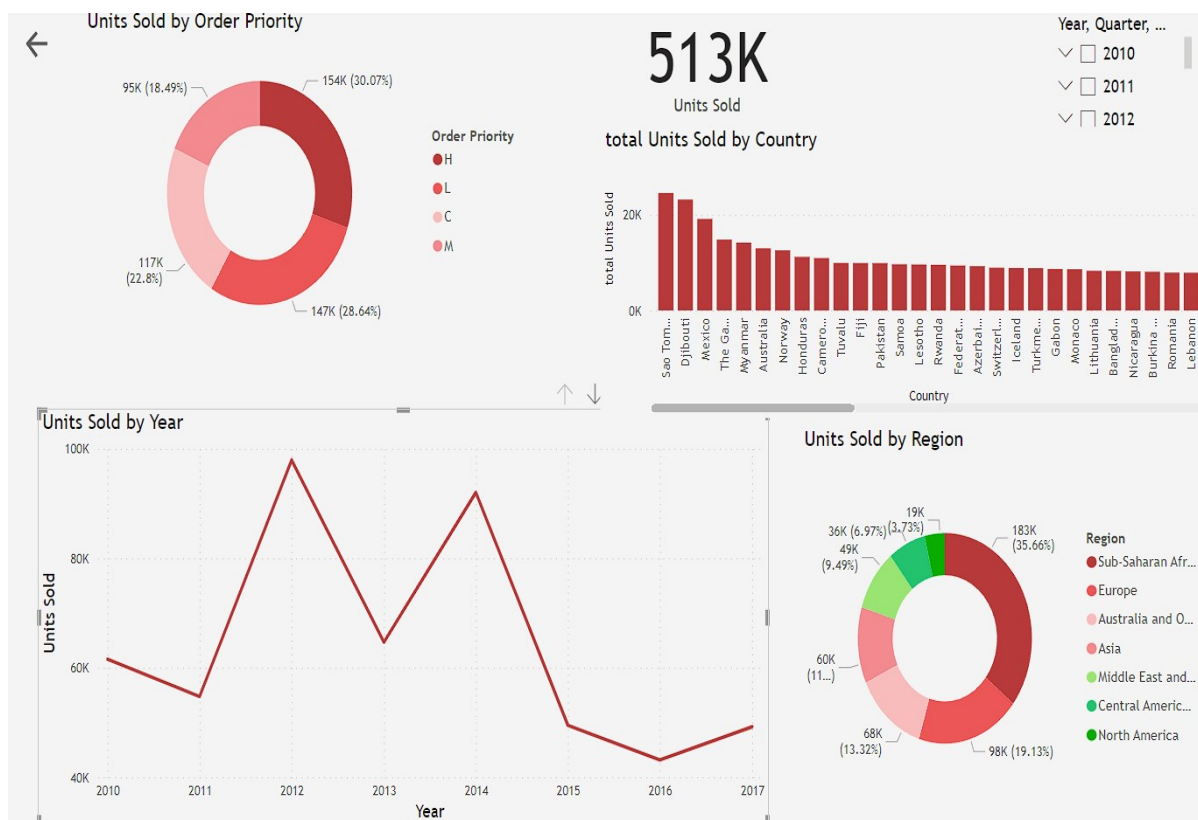
Sub-Saharan Africa accounted for 29.50% of Total Cost. Honduras accounted for 12.70% of Total Cost.

Sum of Total Cost for Offline (5,41,74,082.53) was higher than Online (3,90,06,487.38).

Total Cost dropped from 6,78,716.31 to 31,825.92 during its steepest decline between January 2011 and July 2011.

Total Cost trended down, resulting in a 6.62% decrease between February 2010 and May 2017.

Sales Analysis



H accounted for 30.07% of Units Sold. At 24568, Sao Tome and Principe had the highest total Units Sold and was 19,712.90% higher than Kyrgyzstan, which had the lowest total Units Sold at 124.

Across all 76 Country, total Units Sold ranged from 124 to 24568.

Sub-Saharan Africa accounted for 35.66% of Units Sold.

Units Sold trended down, resulting in a 20.05% decrease between 2010 and 2017.

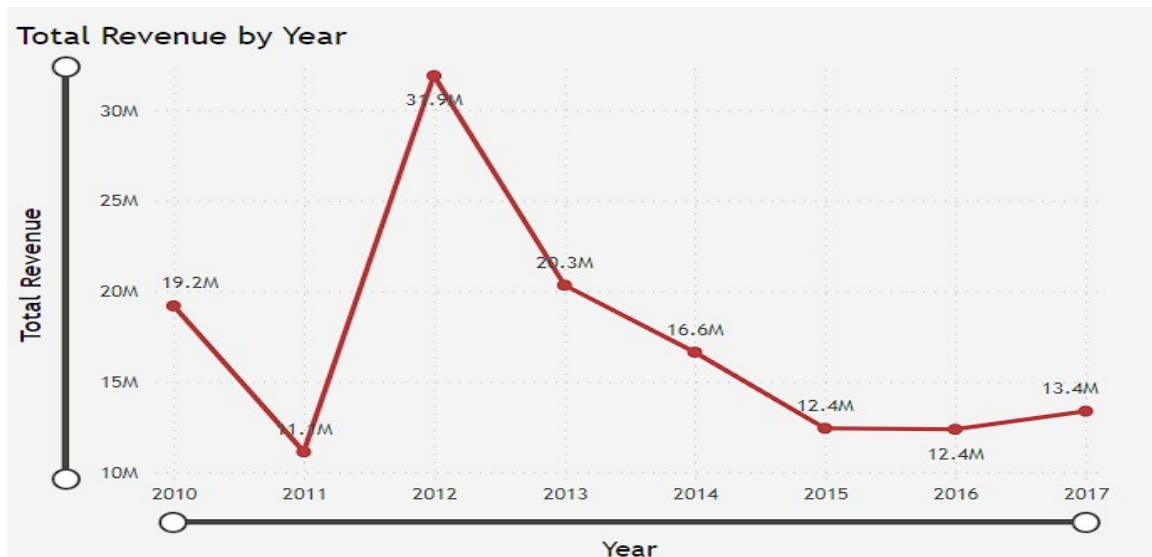
Units Sold started trending down on 2012, falling by 49.75% (48741) in 5 years.

Units Sold dropped from 97967 to 49226 during its steepest decline between 2012 and 2017.

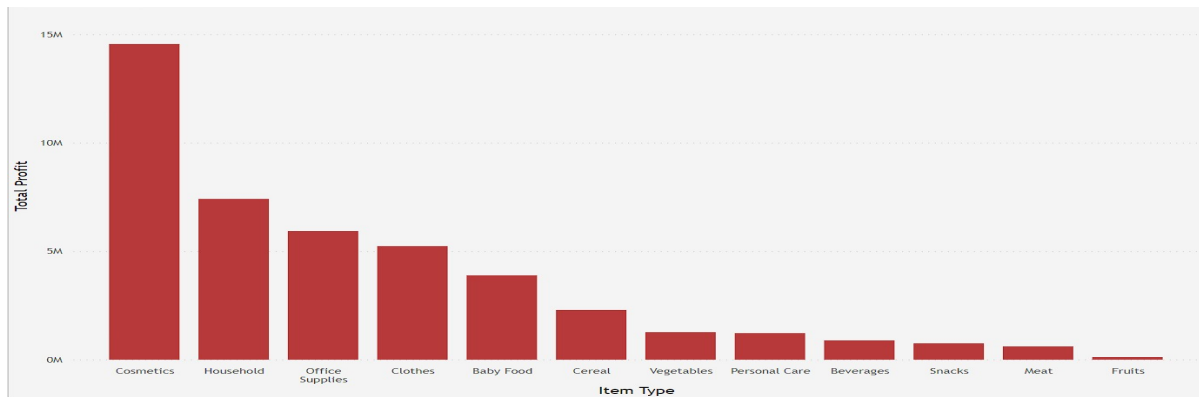
Performance Insights



Total Profit trended down, resulting in a 38.32% decrease between 2010 and 2017. Sum of Total Profit dropped from 66,29,567.43 to 40,89,353.45 during its steepest decline between 2010 and 2017.

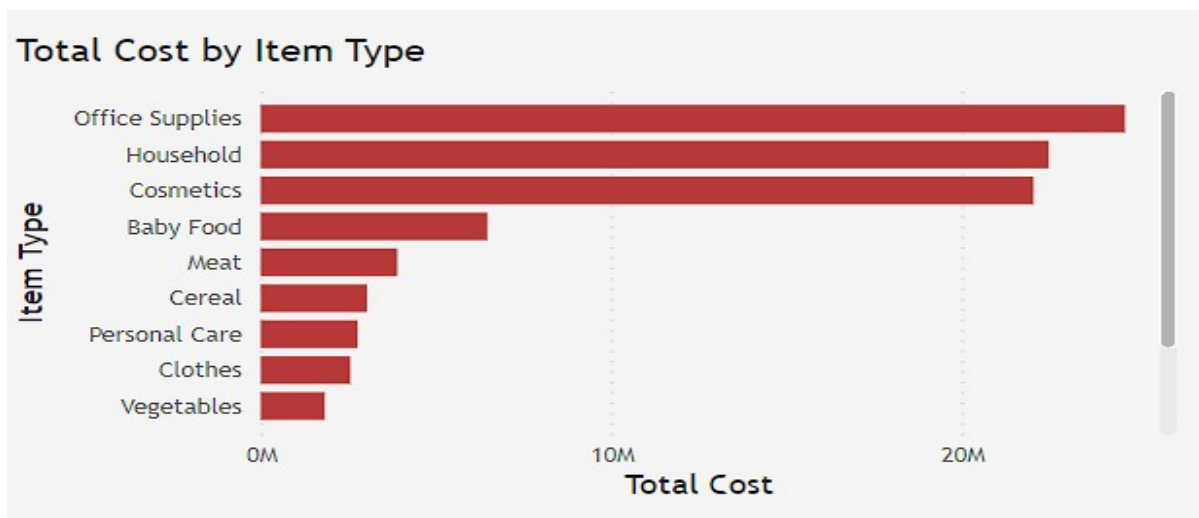


Total Revenue trended down, resulting in a 30.30% decrease between 2010 and 2017.



At 1,45,56,048.66, Cosmetics had the highest Total Profit and was 11,980.19% higher than Fruits, which had the lowest Total Profit at 1,20,495.18.

Cosmetics accounted for 26.65% of Total Revenue.



At 2,46,55,796.32, Office Supplies had the highest Total Cost and was 7,026.24% higher than Fruits, which had the lowest Total Cost at 3,45,986.16.

QUESTIONS AND ANSWERS

Q1)What's the source of data?

Ans) The Data set was taken from Pwskills's Provided Project Description Document.

Q2)What was the type of data?

Ans) The data was a combination of numerical and Categorical values.

Q 3)What was the complete flow you followed in this Project?

Ans) Refer page 5 Th for better Understanding

Q4)What techniques were you using for data?

Ans) -Removing unwanted attributes.

-Visualizing relation of independent variables with each other and output variables.

-Checking and changing distribution of continuous values.

-Removing outliers

-Cleaning data and imputing if null values are present.

-Transforming data to yield the desired result.

Thank You