

DAHEL PROJECT ON AMAZON PRIME

SALES

BY

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INTRODUCTION

This project aims to analyze and boost Amazon prime sales

BACKGROUND PROJECT

Amazon has been a significant market in sales industry, offering various helps to sellers and consumers alike. This is the reason i helped to analyze and give strategies that will help to increase sales in the competitive online market industry.

PROJECT OBJECTIVES

SALES OVERVIEW

- Total sales revenue
- Average rating
- Total number of reviews
- Sales by category
- Sales overtime

PRODUCT PERFORMANCE

- Top 10 best rated products
- Top 10 most reviewed products
- Products with low stock
- Filter by brand, category and prime.

SELLER AND INVENTORY

- Seller performance
- Stock-level overview
- Large vs non large product sales
- Sales by delivery type

METHODOLOGY

DATA COLLECTION

I used Amazon prime sales data as market research and consumer feedback to gather comprehensive insights.

DATA ANALYSIS

SALES OVERVIEW

The visual below is the overview of sales.

Looking at sales base on category, it seems like consumers are not satisfied with some products leading to a significant decline in sales.

Some of their competitors offer better features and pricing, making it difficult for most of the products to stand out in the market.

SALES_REVENUE

4K

AVERAGE RATING

GirlsDres...

767

AVERAGE RATING

MensCa...

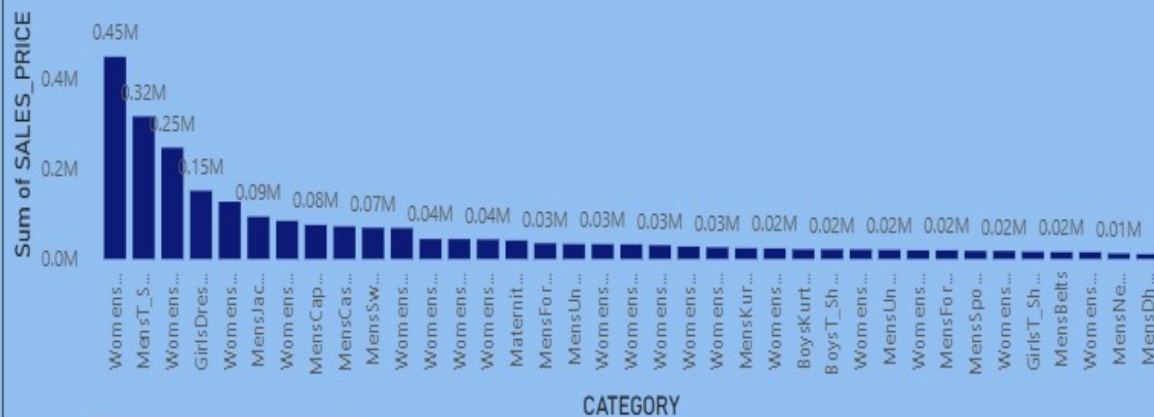
348

AVERAGE RATING

MensCas...

336

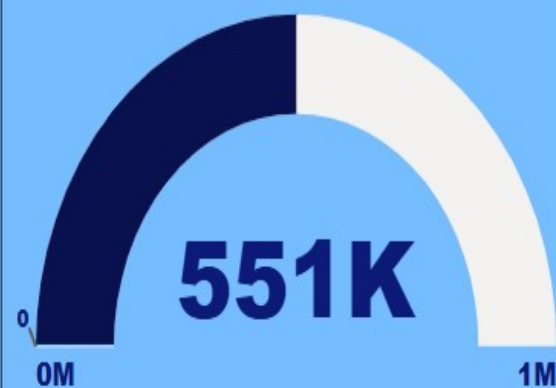
Sum of SALES_PRICE by CATEGORY



SALES_OVERTIME



TOTAL NO_OF_REVIEWS



SALES OVERVIEW ^x

PRODUCT PERFORMANCE

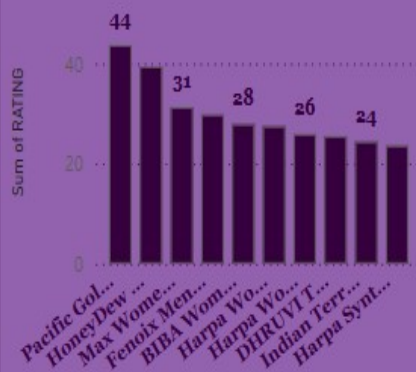
SELLER & INVENTORY



PRODUCT PERFORMANCE

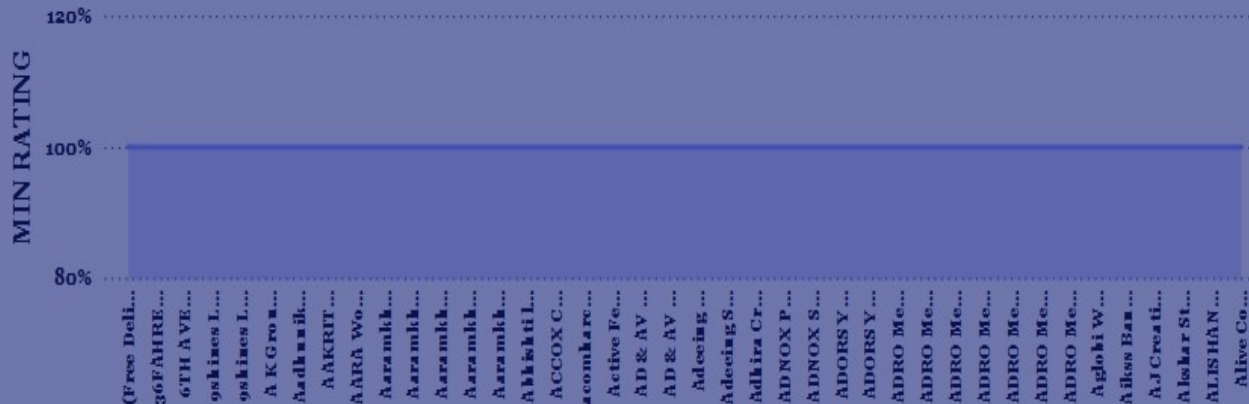
- Among the most reviewed, most of the products were seen on the same level of review of 6.1,while about two of the products had a slight increase in reviews.
- The analysis showed a noticeable competition in the reviews and ratings.
- The whole products experienced low stock I think because of the nonchallant behaviours of the sellers to restock.
- The brands were shown base on its categories and prime.

Sum of RATING by
TOP_10_BEST_RATED_PRODUCTS



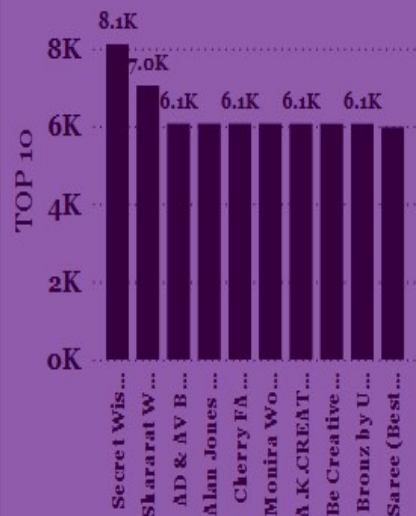
TOP_10_BEST_RATED_PRODUCTS

MIN RATING by PRODUCTS (WITH LOW_STOCK)



PRODUCTS (WITH LOW_STOCK)

TOP 10 by MOST_REVIEWED



MOST_REVIEWED

CATEGORY	BRAND	PRIME
WomensDresses	1 Stop Fashion	N
WomensKurtasKurtis	1 Stop Fashion	N
WomensCamisolesTanks	17Hills	Y
MensUnderwearBriefs	2(X)IST	N
WomensChunnisDupattas	31DesignStreet	Y
MensT_Shirts	36FAHRENHEIT	N
WomensSweatshirtsHoodies	69GAL	Y
WomensEthnicUnstitchedFabric	6TH AVENUE STREETWEAR	Y
WomensKurtasKurtis	6TH AVENUE STREETWEAR	Y
MaternityNightiesNightdresses	9shines Label	Y
WomensNightiesNightdresses	9shines Label	N
WomensNightiesNightdresses	9shines Label	Y
WomensBabydolls	A ForeAN	N
MensSweatshirtsHoodies	A K Group	N
Total		



SALES OVERVIEW

PRODUCT PERFORMANCE

SELLER & INVENTORY



SELLERS PERFORMANCE

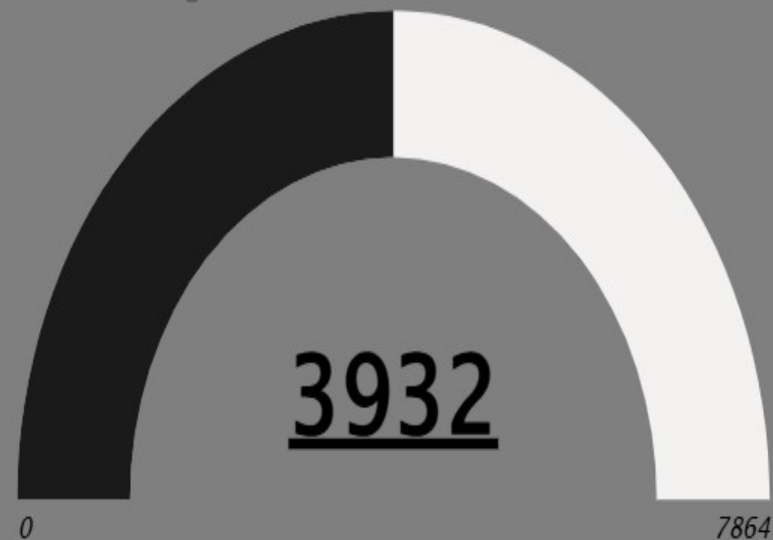
- The sellers made no satisfactory performances, they exceeded each other with a little percentage which is not a good result.
- Most of the sales were delivered by the merchants.
- The large and non large sales were seen on the same ratio while the stock level was the same as the sold products.

SELLER_NAME	SELLER_PERFORMANCE
Chirag	1
Chikku	1
Chetan	1
Chandrakala	3
CHAMPRIILA	2
Chakudee	1
CARTY SHOP	2
Cart2Media SLP	1
Total	4216

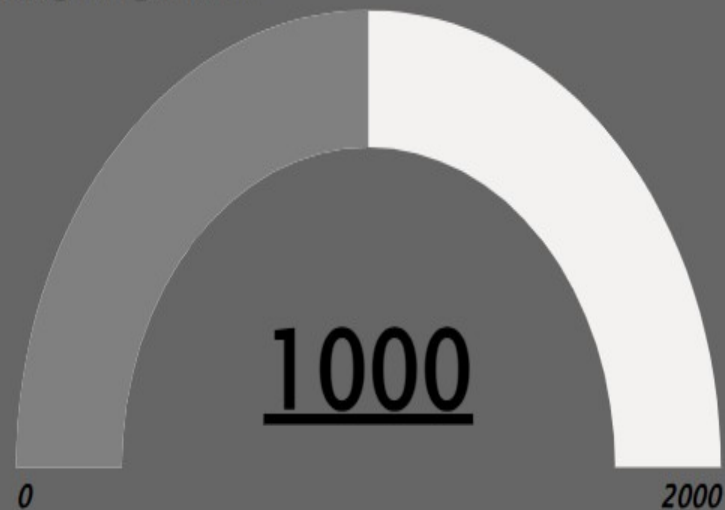


AVERAGE SALES	DELIVERY_TYPE
483.4263458	fulfilled_by_merchant
483.4364683	fulfilled_by_merchant
483.4403962	fulfilled_by_merchant
483.5922276	fulfilled_by_merchant
483.6105839	fulfilled_by_merchant
483.6532905	fulfilled_by_merchant
483.6568506	fulfilled by merchant

LARGE PRODUCT_SALES



STOCK_LEVEL_OVERVIEW



SALES OVERVIEW

PRODUCT PERFORMANCE

SELLER & INVENTORY ^x



VISUAL CHOICES AND RATIONALE

- I used bar chart because I showed the distribution of data points and compared metric values across different groups of the given data. This will help to understand the data intuitively especially during comparison. The length of each bar directly corresponds to the data value, making comparisons easy at a glance.
- I used the table chart inorder to present detailed and precise data in a structured format. It helped to show specific values and to make precise comparisons.
- I also used a semi circle pie chart because it offers more space- efficient way to visualize part to whole relationships compared to a full pie chart.
- It helped to compare two major categories(large and non large)while still representing 100% of the data.
- It highlighted two main categories simplifying complex data into a concise visuals.
- It also takes up less space which is beneficial to dashboards.

RECOMMENDATIONS AND CONCLUSION

RECOMMENDATIONS

- Amazon should encourage sellers to pull in more reviews from satisfied customers.
- They should also encourage sellers to always review their performances by analyzing their sales data to understand what worked and what didn't.
- Amazon should enforce use of data analysts by sellers to make smarter decisions. This will help them to track metrics and KPI's such as conversion rates, profit margin. It will also help them to get real data that can inform business decisions and help sellers grow quickly and sustainably.
- They should encourage brands to measure market share trends as a way to increase category growth in sustainable ways.

CONCLUSION

By recommending an innovative sales strategy, my goal is not only to boost sales but to establish a sustainable framework for continued growth and success of sales in Amazon.