

AMAZON SALES DATA ANALYSIS REPORT

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Objective

Sale management has grown in importance in response to increased competitiveness and the necessity for efficient distribution strategies to decrease costs and raise revenues.

Find the monthly, yearly, and yearly sales and profit trends.

Benefits

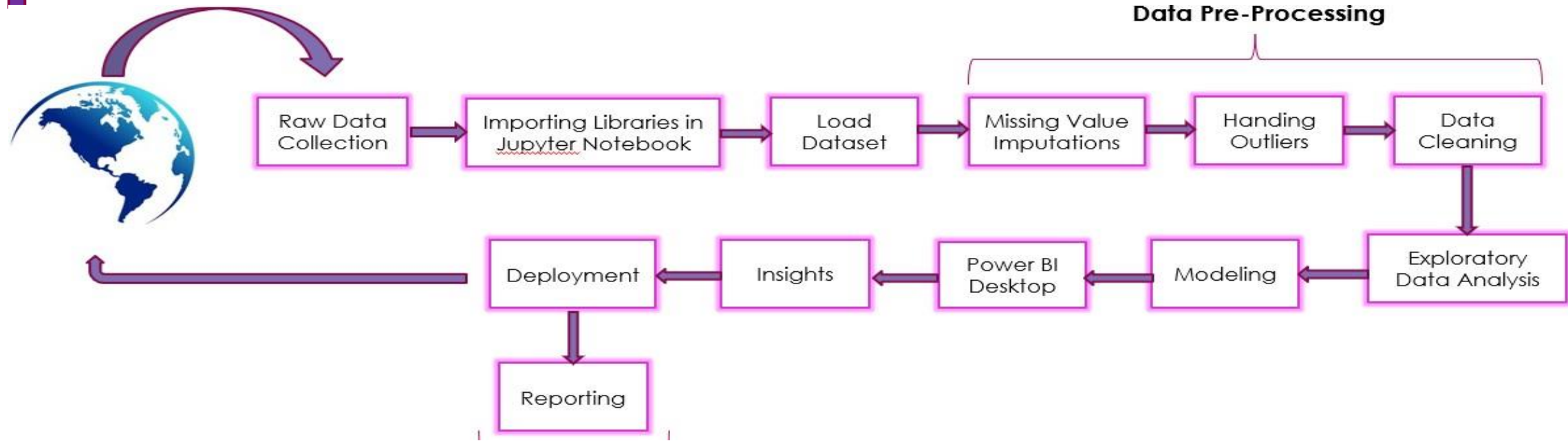
Help out to make better business decisions.

- Help analyze customer trends and satisfaction, which can lead to new and better products and services.
- Gives better insight of customers base.
- Helps in easy flow for managing resources.

Problem Statement

Create a report by extracting, transforming, and loading data that contains sales trends by year, month, and quarter, as well as finding some relationships through data to understand and analyze the facts.

ARCHITECTURE



- ✓ Lower-Level Design Document
- ✓ High-Level Design Document
- ✓ Architecture Document
- ✓ Wireframe Document
- ✓ Detailed Project Report

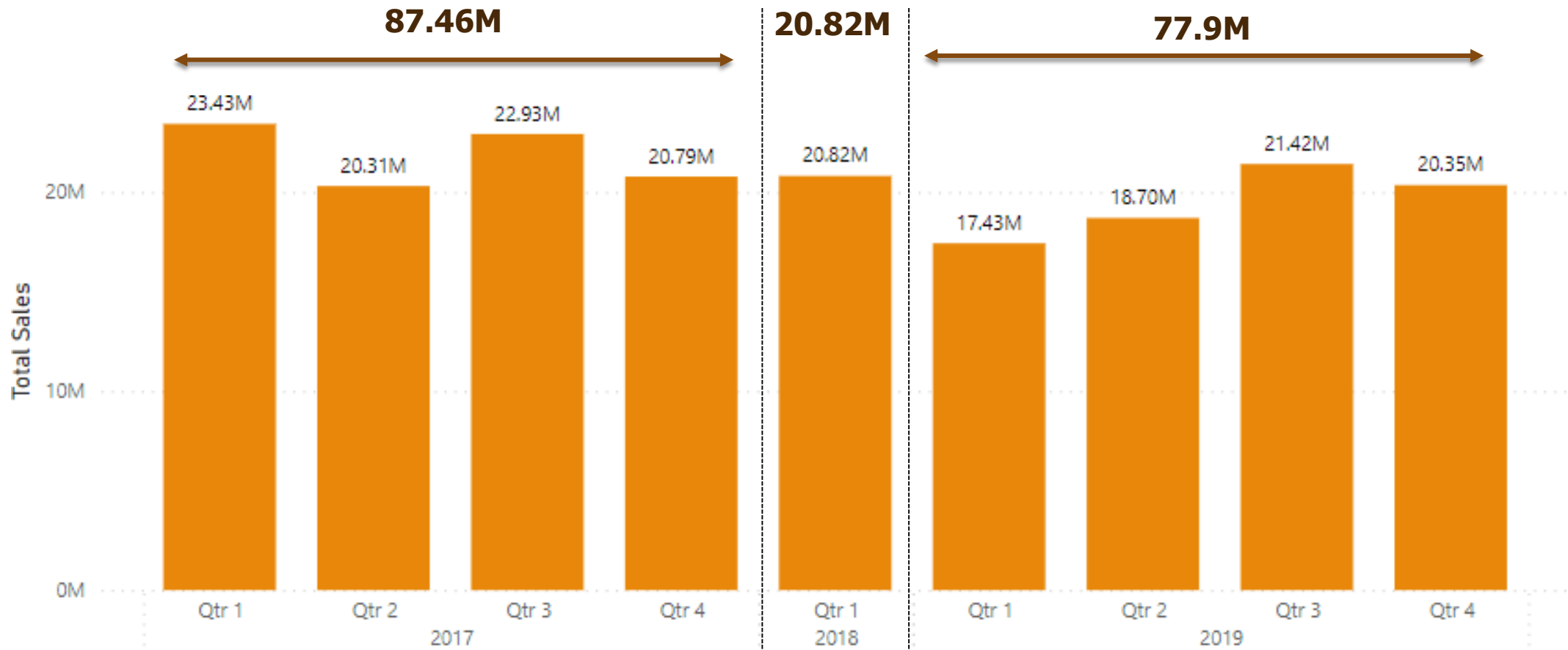
Quick Insight

A quick insight for 2017 | 2018 | 2019 amazon sales.

Products	QUANTITY
657	2.943M
TOTAL SALES	TOTAL PROFIT
186.18M	77.75M

Total Sales for all the quarters

2017 had the highest Revenue at 87.46M, followed by 2019 at 77.9M and 2018 at 20.82M



Monthly Sales Comparison

The sales in June and September for 2017, March and September for 2019 is high when compared and we can observe for October the sales of 2017 & 2019 drops.

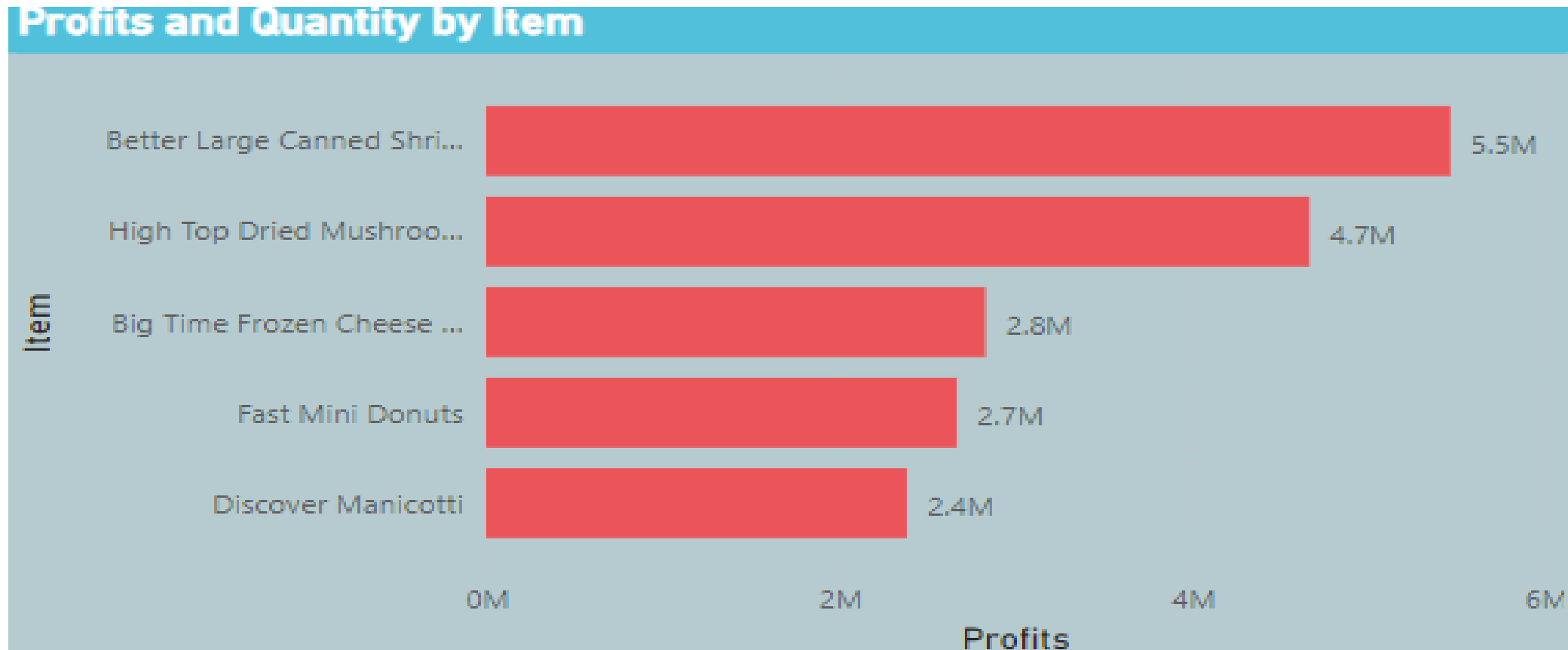


Detailed Profit Analysis

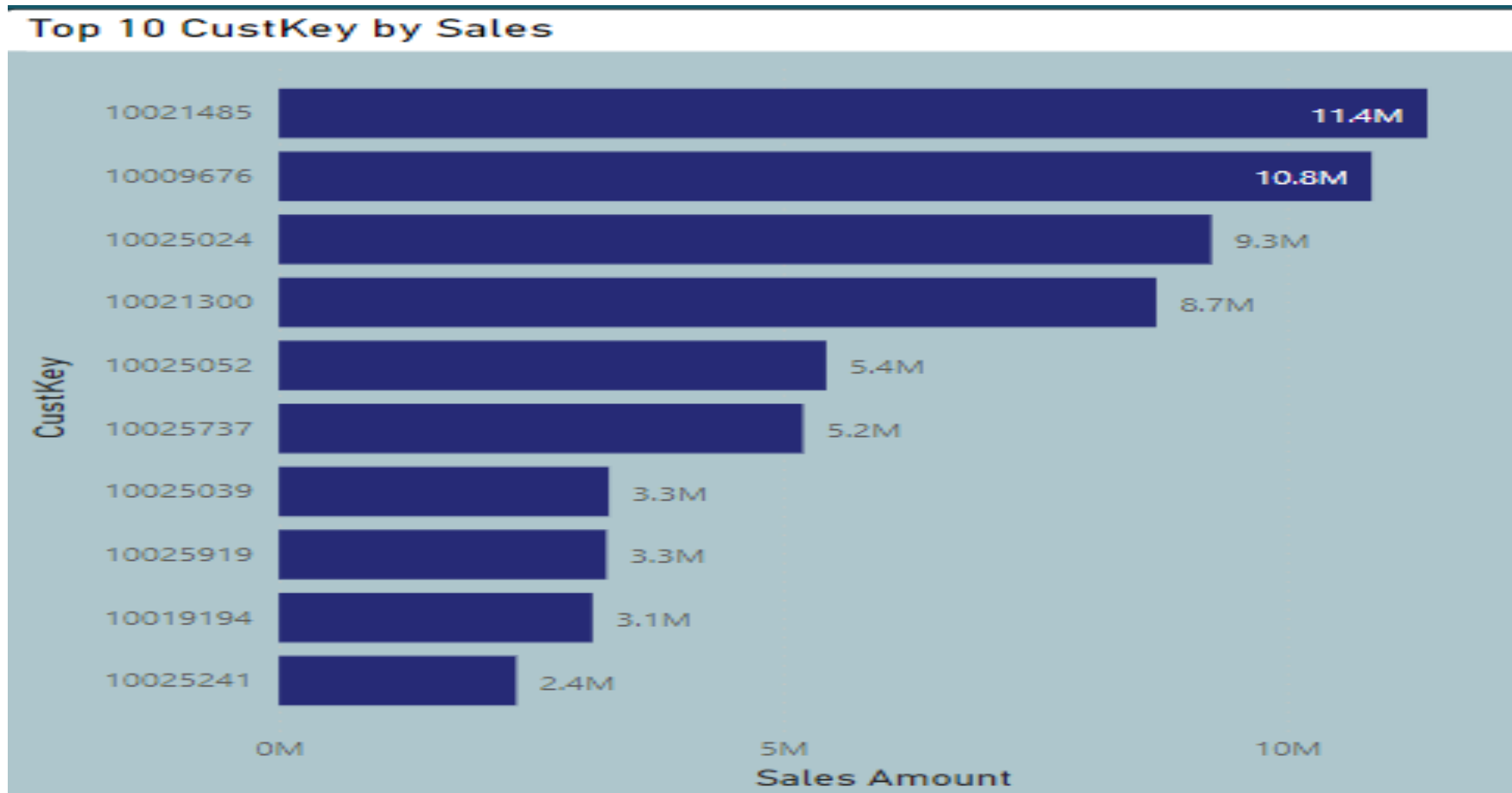


Top 10 Items Sold w.r.t Profit

The Better Large Canned shrimp and High top dried mushrooms are the products with highest sales from all 639 products.



Top 10 CustKey w.r.t Sales



Conclusion

1. 2017 had the greatest revenue of 87.46 million, followed by 2019 at 77.9 million and 2018 at 20.82 million.
2. According to the monthly insights for 2017, 2018, and 2019, sales are highest in March, June, and September and lowest in April, May, and October. Amazon can come up with some amazing deals and discounts to create a lot of income.
3. The Greater The most popular products in domestic and foreign markets are large canned shrimp and high top dried mushrooms.