

# ANALYZING AMAZON SALES DATA

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Amazon is one of the leading E-commerce platform where users can buy millions of products from a lot of categories.

# OBJECTIVES

- To calculate total sales, total profit, average profit margin and average unit price
- To find which order priority gave highest sales
- To find which is the bestseller Item type
- To find which mode of channel generated maximum sales
- To find yearly total sales
- To find total sales and total profit by region
- To find the number of units sold of a particular item type

# THE PROCESS

- Data Collection
- Data Cleaning
- Data Analysis
- Insights
- Summary

# DATA COLLECTION

The Data has been collected in the form of a CSV file named "**Amazon Sales Data.csv**".

The CSV file has the data of sales of products during the timespan of **2010** and **2017**.

# DATA CLEANING

There were no Null values or blank fields

Some values in '**Order Date**' and '**Ship Date**' columns are in String datatype. So we converted them to **datetime** datatype using **Python**

Most of the values in '**Total Revenue**', '**Total Cost**' and '**Total Profit**' columns are written with two decimal places, so we make sure that each value in these columns have **two decimal places** by using **Excel**

# DATA ANALYSIS

137.35M

Total Sales

44.17M

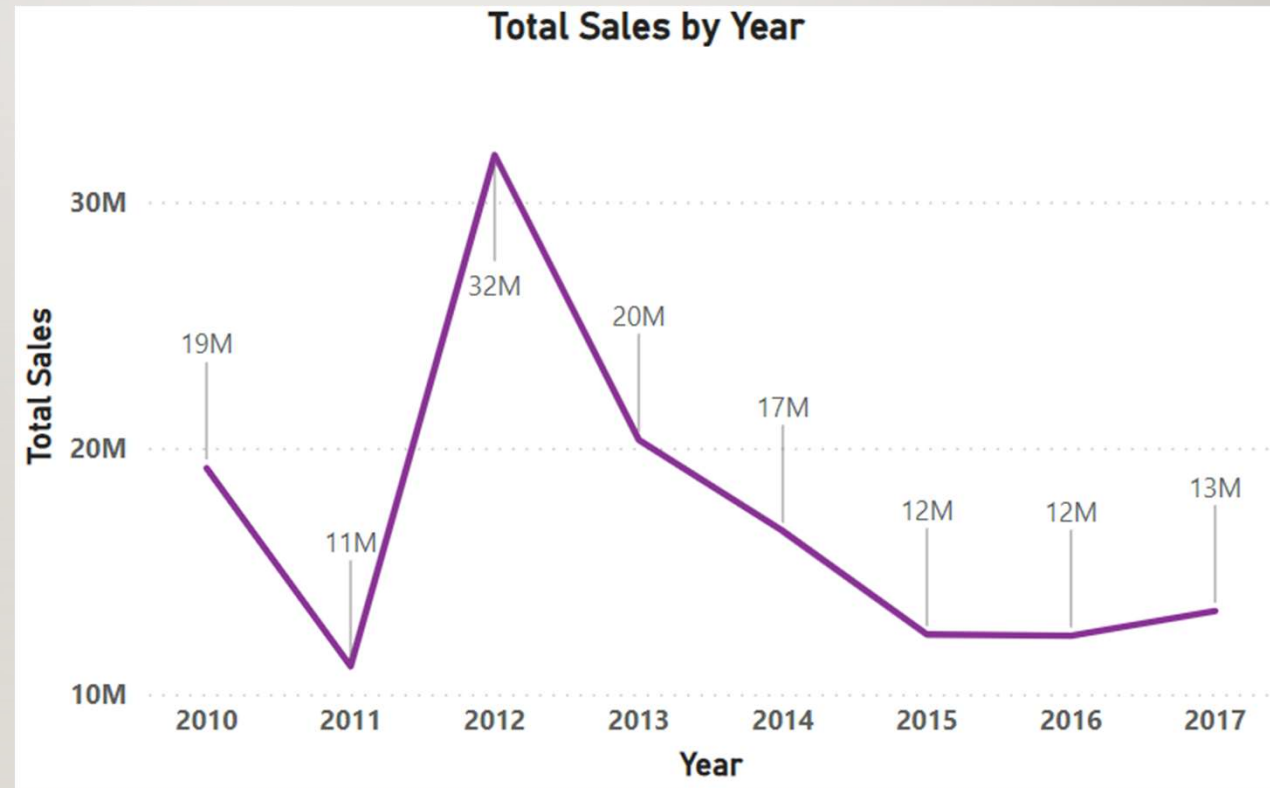
Total Profit

32.16

Avg Profit Margin

276.76

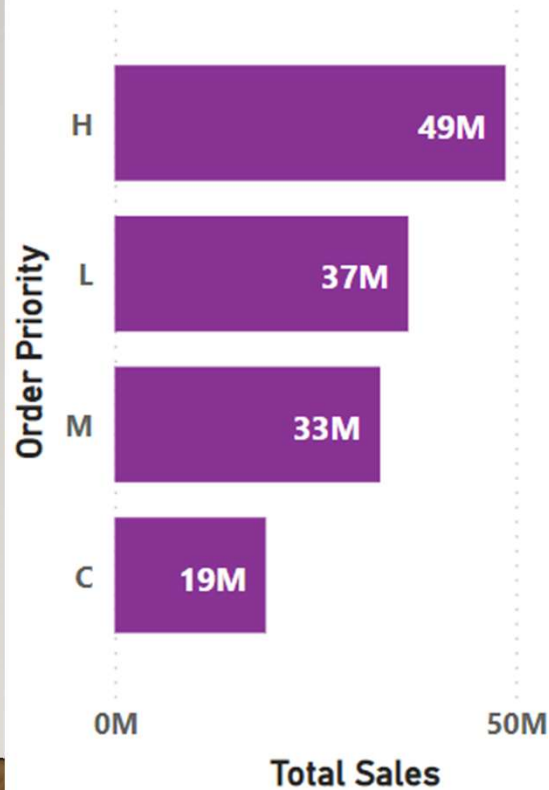
Avg Unit Price



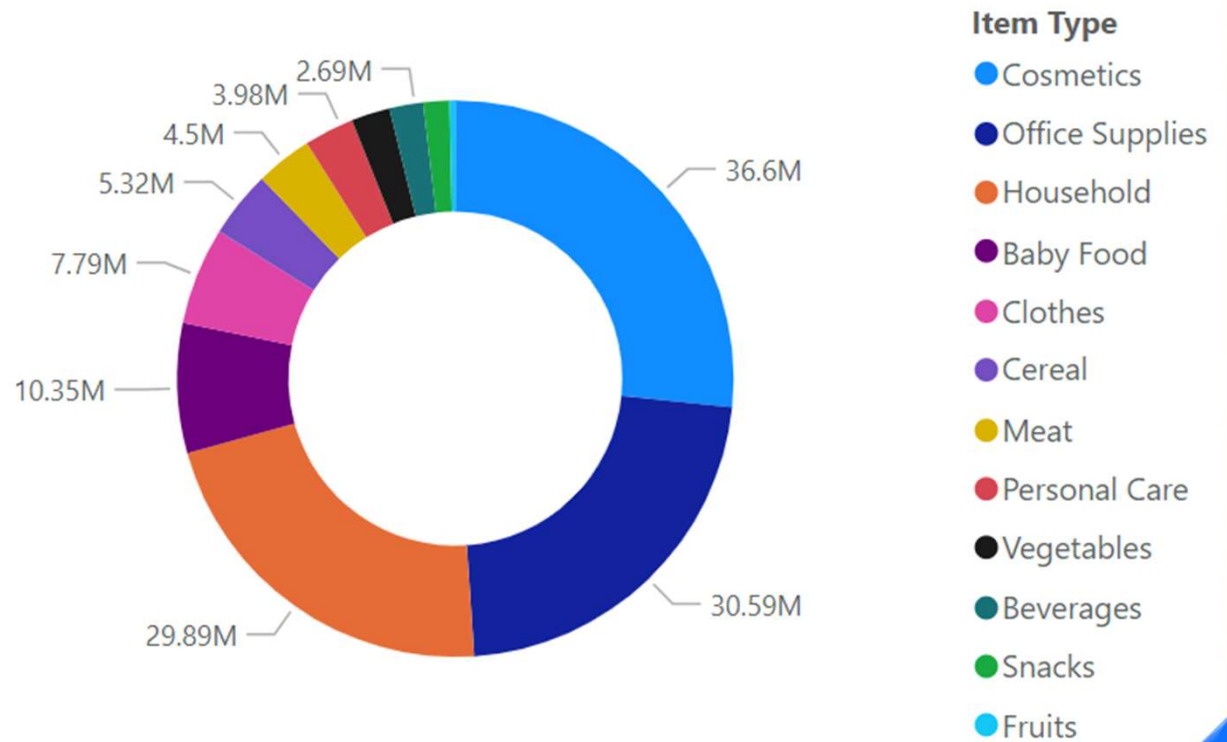


# DATA ANALYSIS

Total Sales by Order Priority



Total Sales by Item Type

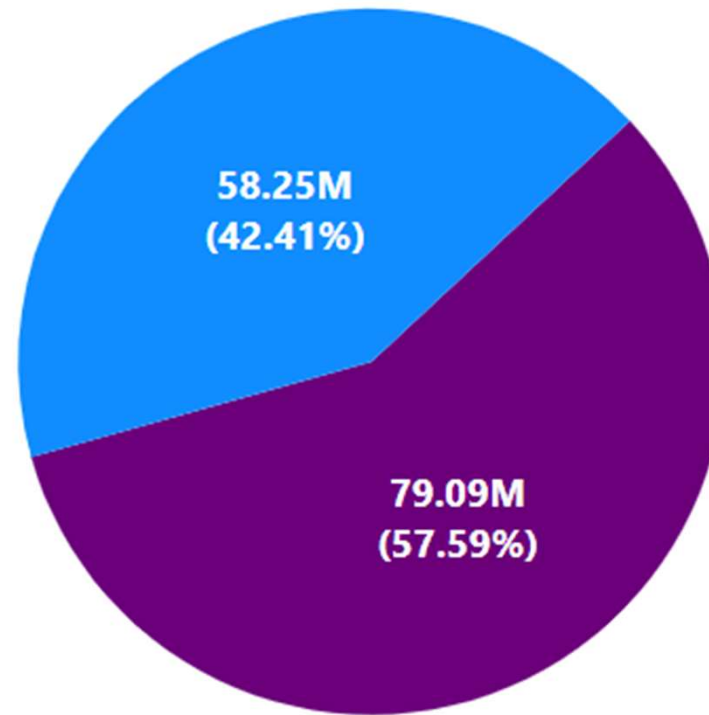


# DATA ANALYSIS

Sales Channel

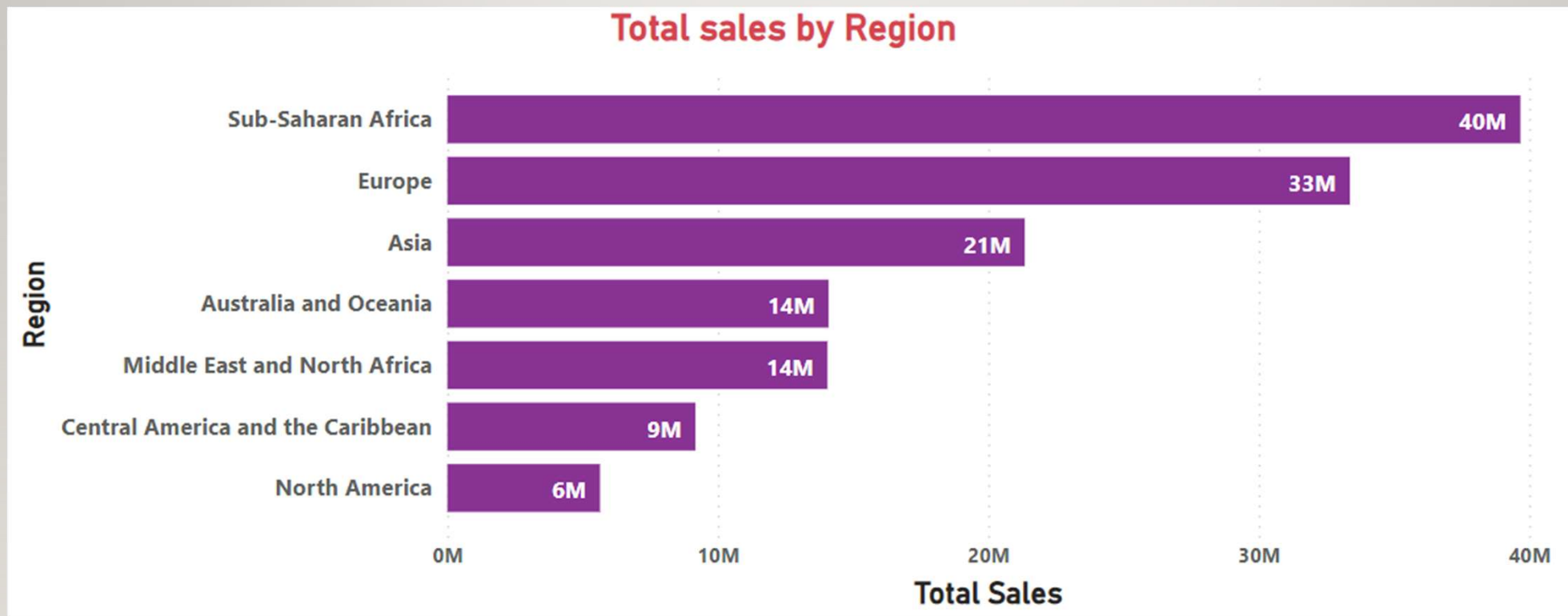
● Offline

● Online

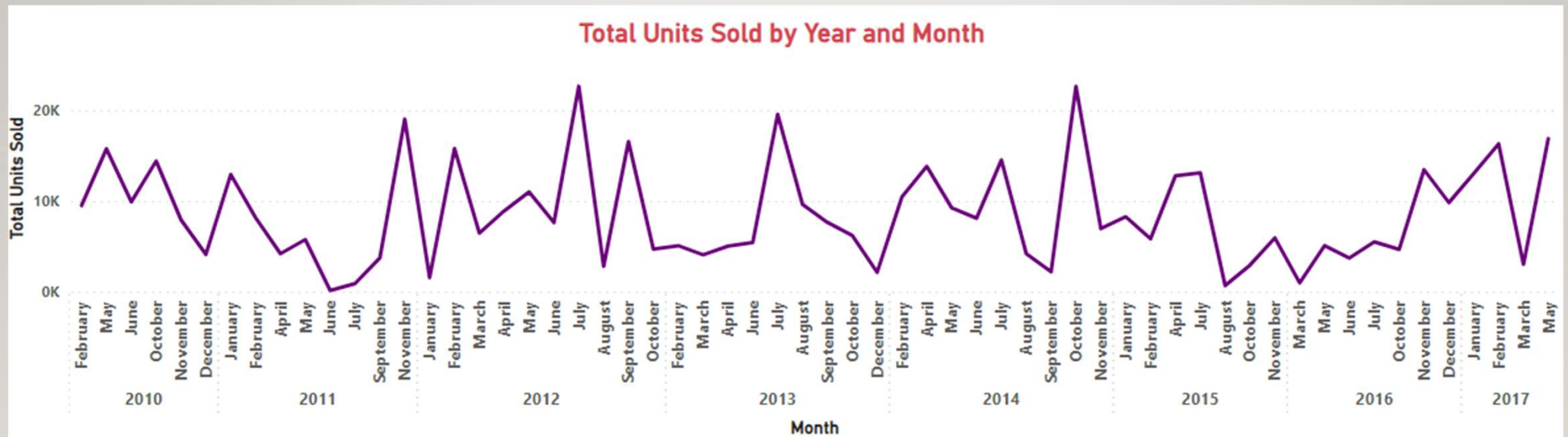




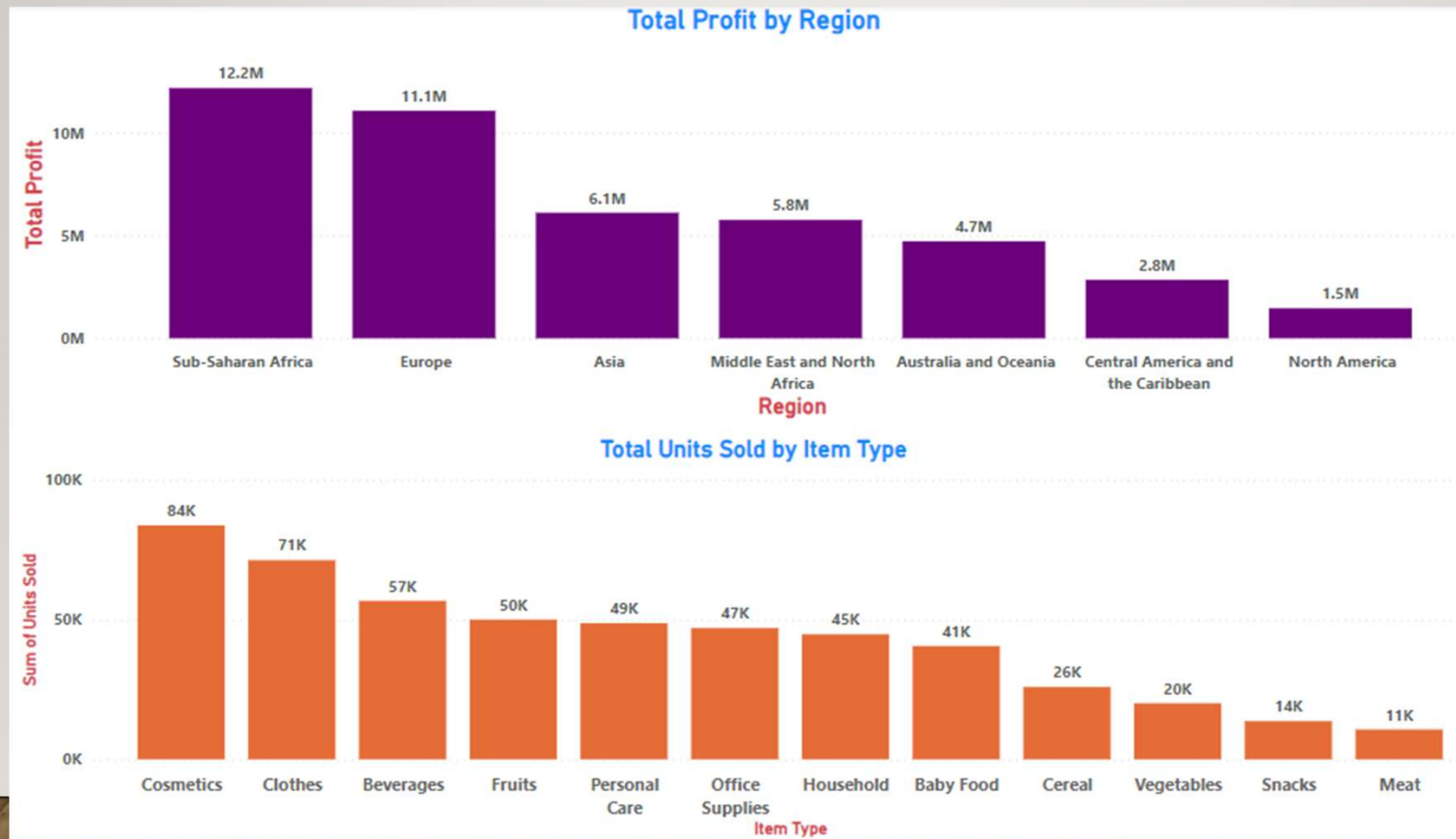
# DATA ANALYSIS



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# INSIGHTS

- The total sales is **\$137.35** million out of which total profit is **\$44.17** million.
- The average profit margin and unit price is **\$32.16** and **\$276.76** respectively.
- The **“H”** order priority gave the highest sales, which means people need their products fast.
- **“Cosmetics”** products gave the highest sales.
- Majority of people still prefer **“Offline Channel”** for buying products.
- The year **2012** has seen the highest sales
- The **Sub-Saharan Africa** region has seen the highest sales

# SUMMARY

- **Fruits** has generated the least profit of all item types which is only **\$120.50** thousands. It is advisable to understand the customer needs, adjust the price and analyse the local preference.
- **North America** Region has generated the least profit by selling only **Personal Care** and **Household Items** through **Offline** Channel. Try to promote products other than both these item types through Online Channel by giving some discounts. Do some survey to find local people's preferences.
- **Meat** is the least sold item type with **11 thousands** units sold in Australia and Oceania and Sub-Saharan Africa Region using only **Online** Channel. Consider selling different kinds of meat products and adjust the prices.
- **Household Items** and **Cosmetic Products** are sold the most through **Offline** and **Online** Channels respectively. Enhance physical stores with attractive displays and promotions for Household Items. Run targeted ads and make the website more user friendly for Cosmetic products.



**THANK YOU**