

Detail Project Report

AMAZON SALES ANALYSIS

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CONTENT

<i>Project scope</i>	3
<i>Data Overview</i>	4
<i>Data Visualisation and Analysis</i>	5
<i>Key Insights And Findings</i>	6
<i>Recommendations</i>	7
<i>Conclusion</i>	8
<i>Next Steps</i>	8
<i>Appendices</i>	9
<i>Summary</i>	10

Project Scope

- Objective:** *To analyze Amazon sales data and derive insights to optimize sales performance.*
- Data Source:** *Provide information on the dataset used (e.g., time frame, region, type of sales data).*
- Tools:** *Mention Power BI as the tool for analysis and other tools, if any.*
- KPIs Analyzed:**
 - *Total Sales*
 - *Profit Margins*
 - *Number of Orders*
 - *Customer Segmentation*
 - *Geographic Performance*
 - *Product Category Performance*

Data Overview

- ***Dataset Description:*** Outline the structure of the data (e.g., fields like order date, region, product category, sales amount, etc.).
- ***Time Period:*** Specify the period covered in the analysis (monthly, quarterly, yearly data).
- ***Volume:*** Number of records and variables analyzed.

Data Visualization and Analysis *(Several slides based on each KPI or insight)*

•**Total Sales Overview:**

- *Chart: Bar/Line chart showing sales over time (monthly, quarterly trends).*
- *Insight: Key trends in sales growth or decline.*

•**Product Performance:**

- *Chart: Product categories by sales and profitability.*
- *Insight: Identify top-performing and underperforming product categories.*

•**Customer Segmentation:**

- *Chart: Sales distribution by customer segment.*
- *Insight: Identify high-value customers, customer retention rates, and buying behavior.*

•**Geographical Performance:**

- *Chart: Map visualization showing regional sales performance.*
- *Insight: Key regions driving sales and potential areas for growth.*

•**Seasonality Trends:**

- *Chart: Line chart showing sales trends by season/month.*
- *Insight: Identify seasonal spikes and periods of slow sales.*

•**Return Analysis:**

- *Chart: Orders with returns vs. sales without returns.*
- *Insight: Understand the impact of product returns on revenue.*

Key Insights & Findings

- *Summarize the key findings from each section:*
 - *High sales during specific seasons or regions.*
 - *Products that drive maximum profit.*
 - *Customer groups contributing most to revenue.*
- *Highlight any outliers or surprising trends.*

Recommendations

- Sales Strategy:** *Suggest actions based on analysis (e.g., focus on high-demand products, geographical expansion).*
- Marketing Strategy:** *Recommendations for targeted marketing based on customer segmentation.*
- Inventory Management:** *Insights into inventory optimization based on product sales performance.*
- Customer Retention:** *Strategies to improve customer retention and reduce churn based on customer behavior data.*

•Conclusion

- Restate the overall insights derived from the analysis.*
- Potential impact on business operations, sales, and marketing strategies.*

•Next Steps

- Suggest further analysis or areas to explore (e.g., deeper dive into product categories, exploring different time periods).*
- Propose an implementation plan based on findings.*

Appendices

- *Any additional charts or graphs that didn't fit in the main presentation.*
- *Details on data cleaning, assumptions, or methodology.*

Summary

- *Overview of the sales data analysis, key insights, and business objectives.*
- *Mention of trends and patterns found in the data (e.g., high-selling products, seasonality, regional sales distribution).*
- *Highlight key performance indicators (KPIs) and business outcomes.*