



*Data Analysis  
Project*

# AMAZON SALES ANALYSIS

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# 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.

FIND KEY METRICS AND FACTORS AND SHOW THE MEANINGFUL RELATIONSHIPS BETWEEN ATTRIBUTES. DO YOUR OWN RESEARCH AND COME UP WITH YOUR FINDINGS.



# KEY METRICS

These are the key metrics of the Amazon Sales which tells the performance of the company globally, about their total profits, total revenue, total units placed and many more.

₹ 1,37,349K

Total Revenue



## Total Revenue

Total Revenue generated by the amazon in the span of 1 year is Rs.1,37,349K

₹ 44,168K

Total Profit



## Total Profit

Total profit incurred by the amazon is Rs. 44,168K within all the regions

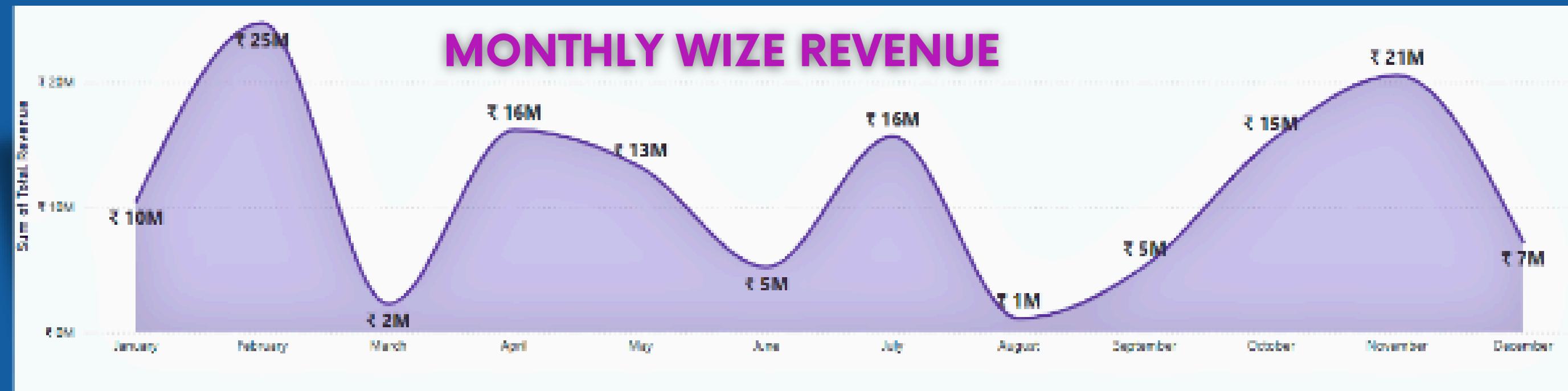
513K

Total Units Placed

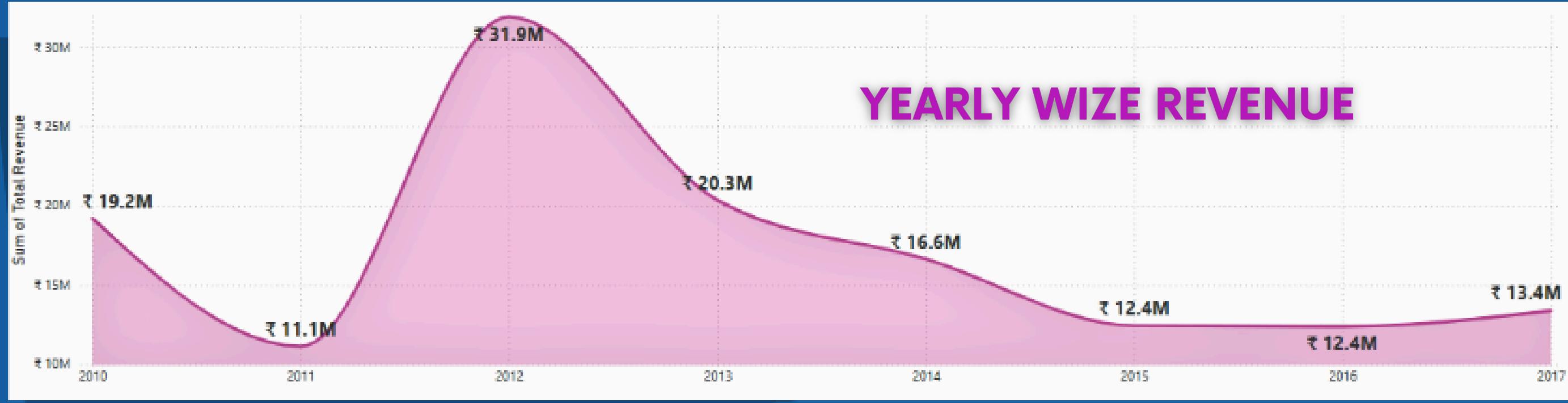


## Units Sold

About 513K unit of the products sold by the amazon globally effectively and efficiently



This line chart shows the monthly revenue of the amazon which shows that in the month of February company touch the highest revenue which is Rs. 25 million and the business of the company falls down in the month of August with the revenue of Rs. 1 million. On the other side company made its highest revenue in the 1st and 4th quarter

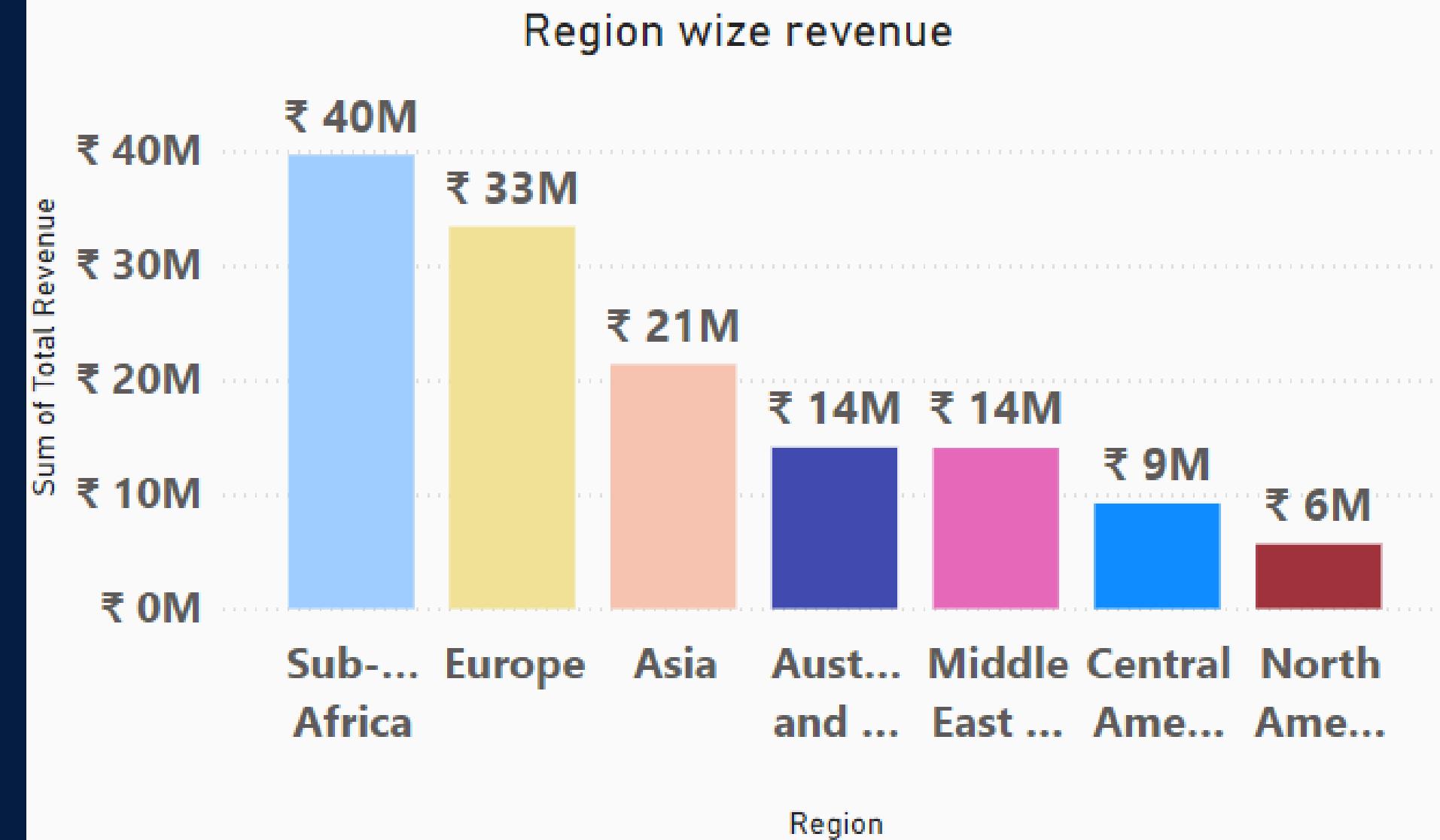


This line chart shows the yearly revenue of the amazon, and according to this chart first, the company starts with the 19.2M and then it falls in the year 2012 and reaches highest revenue ever touch by the company which is 31.9M and after that the company fall rapidly and the revenue fell down from 31.9M to 20.3M in 2013 and after that year the performance of the company is falling down as usual and it touch 12.44M in year 2015 which is lowest and from the next year which is 2016 it again rise to 13.4M.

# Region wise revenue

In this line chart it shows the revenue generated by the company in various regions. The company generated the highest revenue in the Sub-African which is Rs. 40 million region and collected the lowest revenue from the North-American region and Central-American region as well which is Rs. 6 million and Rs. 9 million respectively.

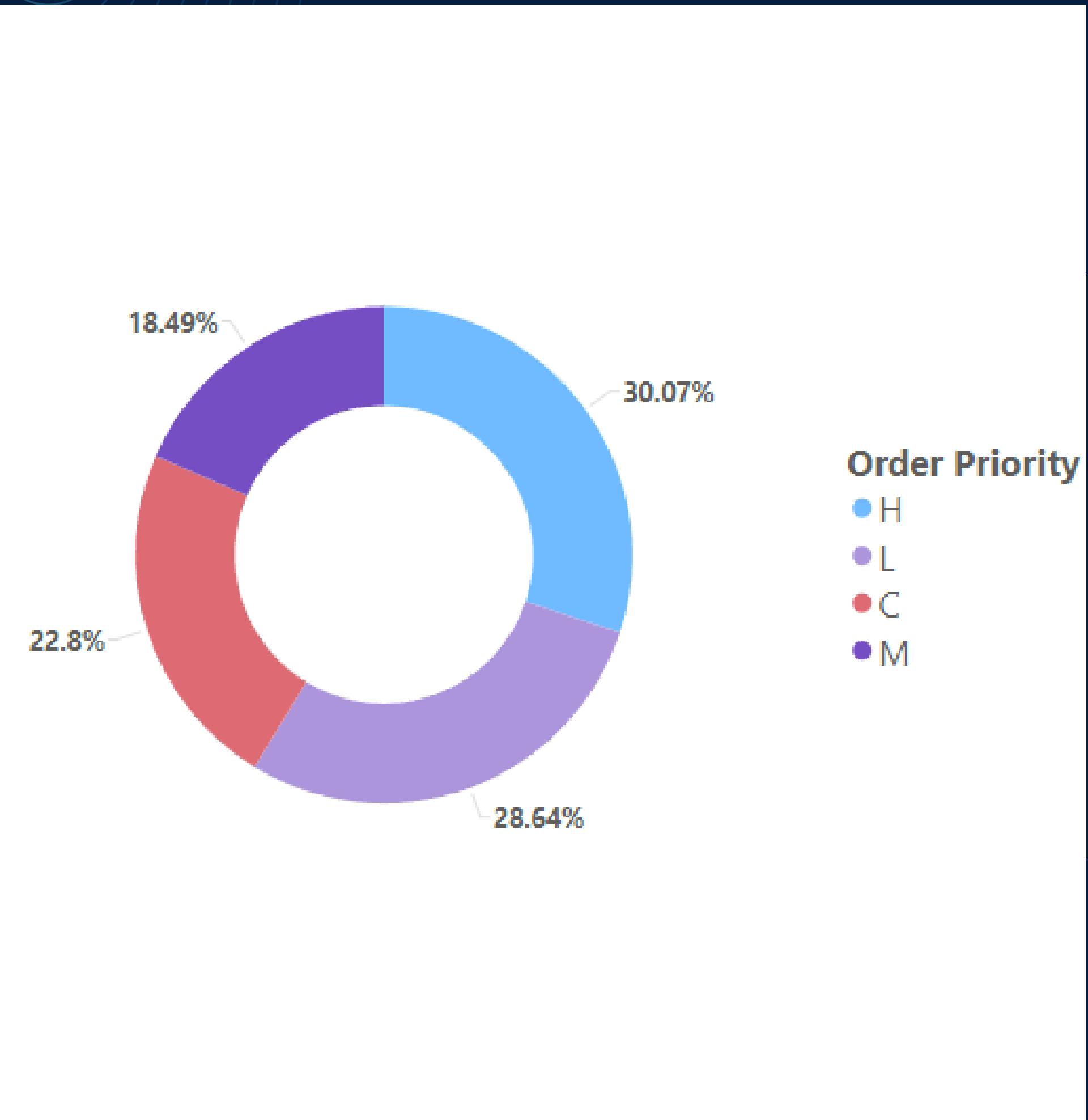
The highest revenue generated regions are Sub-African, Europe and Asia.



# Priority wise items sold

In this donut chart it shows that the items which has priority "H" has the highest number of the item sold continuing with the priority "L" with the 28.64% after that priority "C" with 22.8% and last priority "M" with the lowest number of the percentage which is 18.49%.

Thus items with the priority "H" and "L" are the most sold item from the company.



Region	2010	2011	2012	2013	2014	2015	2016	2017	Total
Asia	₹ 25,59,474.10	₹ 6,52,526.47	₹ 43,68,316.68	₹ 32,62,562.10	₹ 4,00,558.73	₹ 61,61,257.90	₹ 30,39,414.40	₹ 9,02,980.64	₹ 2,13,47,091.02
Australia and Oceania	₹ 36,16,072.40		₹ 24,92,526.12	₹ 43,61,016.20	₹ 9,61,309.65	₹ 26,63,340.76			₹ 1,40,94,265.13
Central America and the Caribbean		₹ 3,87,002.20	₹ 5,76,782.80	₹ 7,45,426.00			₹ 9,40,311.94	₹ 65,20,862.55	₹ 91,70,385.49
Europe	₹ 91,25,097.88		₹ 1,19,95,469.74	₹ 12,12,580.00	₹ 41,60,446.15	₹ 15,69,679.84	₹ 45,12,140.50	₹ 7,93,518.00	₹ 3,33,68,932.11
Middle East and North Africa	₹ 38,31,061.28	₹ 35,304.72	₹ 21,82,529.19	₹ 51,60,541.50		₹ 6,279.09	₹ 28,36,990.80		₹ 1,40,52,706.58
North America			₹ 5,24,870.06		₹ 46,47,149.58	₹ 4,71,336.91			₹ 56,43,356.55
Sub-Saharan Africa	₹ 54,319.26	₹ 1,00,54,332.68	₹ 97,58,149.93	₹ 55,88,322.86	₹ 64,60,750.32	₹ 15,56,088.36	₹ 10,44,009.58	₹ 51,56,058.44	₹ 3,96,72,031.43
<b>Total</b>	<b>₹ 1,91,86,024.92</b>	<b>₹ 1,11,29,166.07</b>	<b>₹ 3,18,98,644.52</b>	<b>₹ 2,03,30,448.66</b>	<b>₹ 1,66,30,214.43</b>	<b>₹ 1,24,27,982.86</b>	<b>₹ 1,23,72,867.22</b>	<b>₹ 1,33,73,419.63</b>	<b>₹ 13,73,48,768.31</b>

## Regions with above average revenue (Yearly)

In this metrics the highlighted part shows the regions which generate more than the average revenue. For example - In Asia year 2010 , 2012 , 2013 , 2015 , 2016 revenue is above from the average revenue and in rest of the year 2011 , 2014 , 2017 have lower revenue than the average revenue. Central America and the Caribbean is the only region which has only one year 2017 that has crossed the average revenue mark whereas Sub-Saharan Africa is the only region which has 6 years which cross the average revenue mark so far.

Region	April	August	December	February	January	July	June	March	May	November
▪ Asia	₹ 76,30,878.78		₹ 25,59,474.10	₹ 4,00,558.73	₹ 64,16,208.14		₹ 19,103.44			₹ 37,45,915.9
▪ Australia and Oceania				₹ 7,59,202.72		₹ 71,58,762.97	₹ 12,22,705.80		₹ 25,33,654.00	
▪ Central America and the Caribbean		₹ 5,76,782.80		₹ 63,84,057.18		₹ 6,00,821.44	₹ 3,39,490.50			₹ 5,23,807.57
▪ Europe	₹ 1,82,825.44		₹ 38,98,964.69	₹ 40,89,038.99	₹ 1,88,452.14	₹ 5,68,105.24	₹ 12,12,580.00		₹ 64,67,209.61	₹ 34,58,252.0
▪ Middle East and North Africa	₹ 4,870.26	₹ 6,279.09		₹ 31,62,704.80		₹ 43,24,782.40	₹ 13,16,095.41	₹ 8,35,759.10		₹ 28,72,295.5
▪ North America				₹ 5,24,870.06		₹ 4,71,336.91				₹ 46,47,149.5
▪ Sub-Saharan Africa	₹ 83,68,611.85	₹ 5,45,103.02	₹ 7,91,023.33	₹ 94,20,085.29	₹ 38,77,806.84	₹ 25,45,709.54	₹ 11,20,350.62	₹ 14,39,064.77	₹ 36,91,068.81	₹ 58,44,609.7

## Regions with above average revenue (Monthly)

This metrics shows the revenue of the regions made through all these months and the highlighted cells shows the revenue which is higher than the average revenue.

In this, Sub-Saharan African is the region which has the revenue more than the average revenue and Central America and the Caribbean is the region in which only one month cross the mark of having revenue higher than the average revenue.

## ADDITIONAL INSIGHTS

50%



Half of the population uses offline mode to purchase the items but the profit company are making through offline mode is Rs. 24,921K which is few more than the online mode.

50%



And rest of the population use online mode in which company are making about Rs.19,247K of profit. Thus people are more concerned to purchase the product through offline mode.





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# Thank's For Watching

Connect with me.



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