WIREFRAME DOCUMENT

AMAZON SALES DATA ANALYSIS

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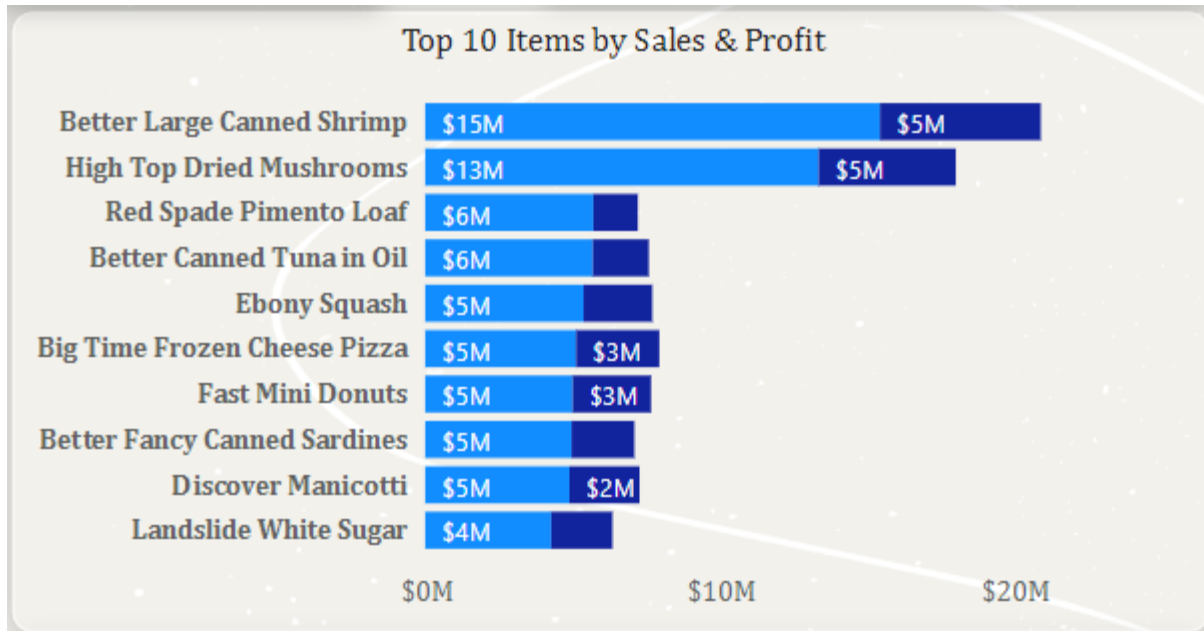
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Performed Exploratory Data Analysis on Power BI, created Dashboard afterwards.

What were the sales of each item?

Better Large Canned Shrimp was the top selling product with *$15M USD* in sales followed by **High Top Dried Mushrooms** with *$13M USD* and **Red Spade Pimento Loaf** as the third best selling product. Better Large Canned Shrimp represented 8.51% of total sales. However, this product also had the largest gap between sales and profits, with sales exceeding profits by $9M USD.

Moreover, profits declined by 16.16% from 2017 to 2019 and by 21.15% from January 2017 to October 2019, reaching its lowest point of $7M Usd in October 2019.

How was the growth in Profit over the years?
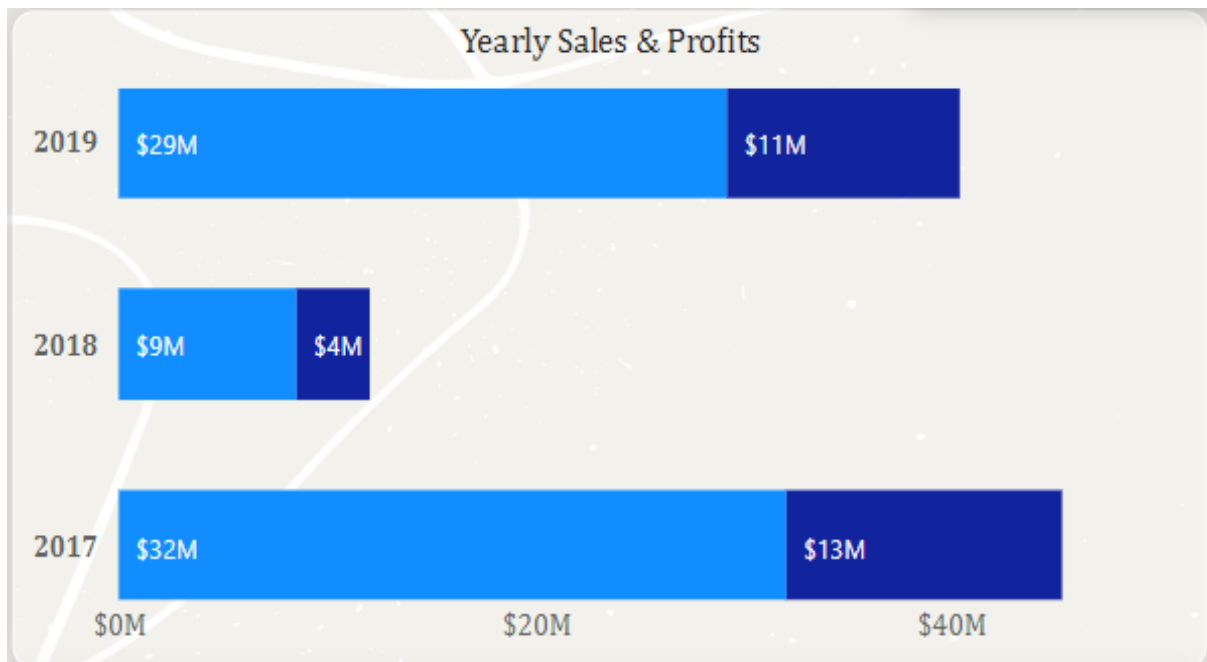
The profit in 2017 was $13M USD, which dropped sharply to $4M USD in 2018, representing only 30% of the previous year's profit. However, in 2019, the profit rebounded to $11M USD, which was 275% higher than the 2018 figure and 84% of the 2017 level.

How was the Sales & Profit Yearly-Quarter Wise?
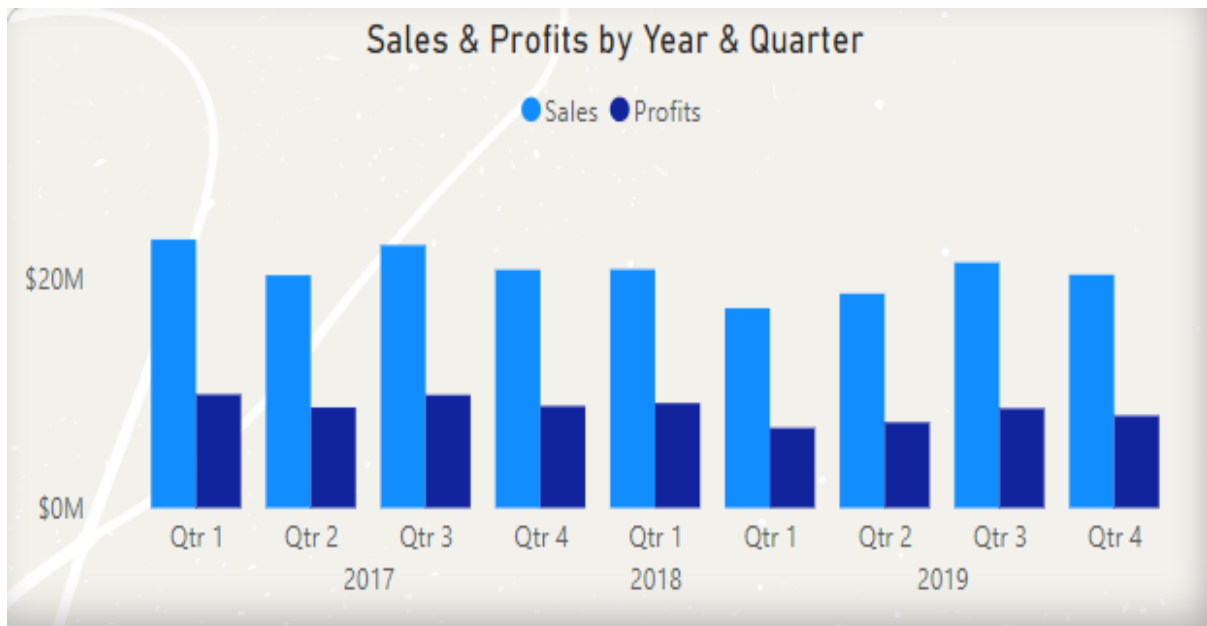
The profit in 2017 fluctuated across the four quarters, starting with $10M in Q1, dropping to $9M in Q2, rising to $10M in Q3, and falling to $9M in Q4. The profit in 2018 showed a slight increase in Q1 to $9M, but then declined sharply by 22.38% to $6.92M in Q2. The profit in 2019 recovered gradually from Q2 onwards, reaching $9M in Q3, which was 24.35% higher than the same quarter in 2018.

Which items were the best-selling item?
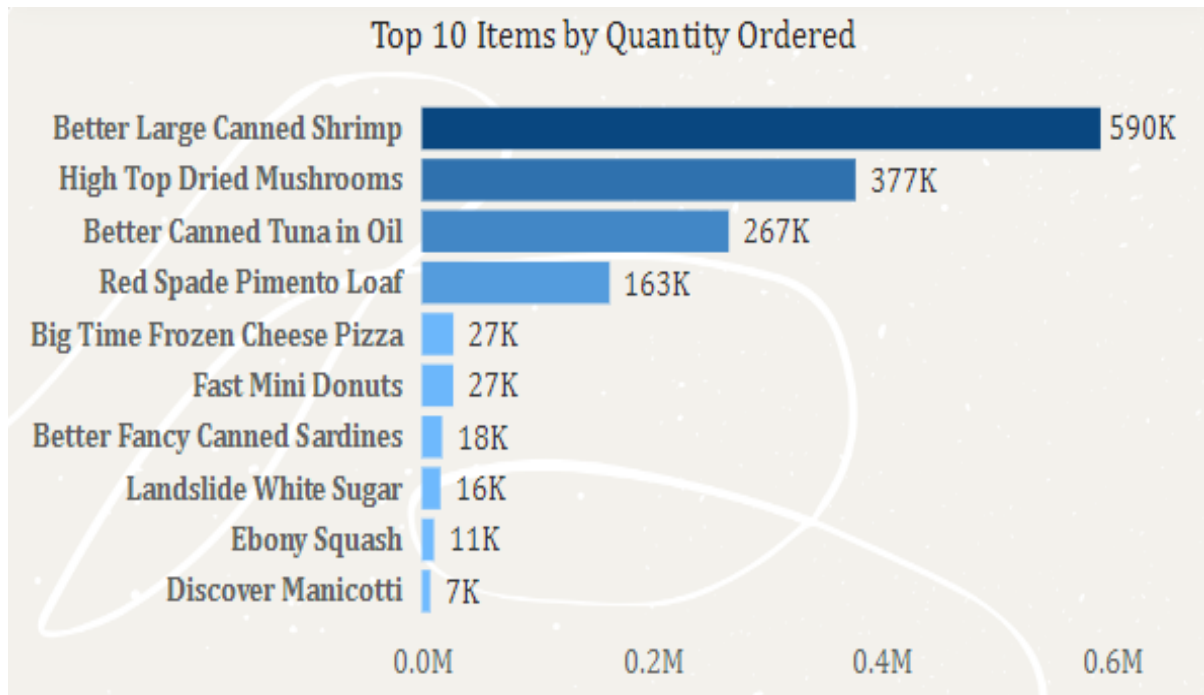
The hot selling product was **Better Large Canned Shrimp** with over 590K quantities ordered followed by **High Top Dried Mushrooms**, closely followed by **Better Canned Tuna** 267K of quantities ordered.

Which items generated Highest Profits?

Top 10 Items by Profit

Item	Profit
Better Large Canned Shrimp	$5.5M
High Top Dried Mushrooms	$4.7M
Big Time Frozen Cheese Pizza	$2.8M
Fast Mini Donuts	$2.7M
Discover Manicotti	$2.4M
Ebony Squash	$2.3M
Better Fancy Canned Sardines	$2.1M
Landslide White Sugar	$2.1M
Better Canned Tuna in Oil	$1.9M
Red Spade Pimento Loaf	$1.5M
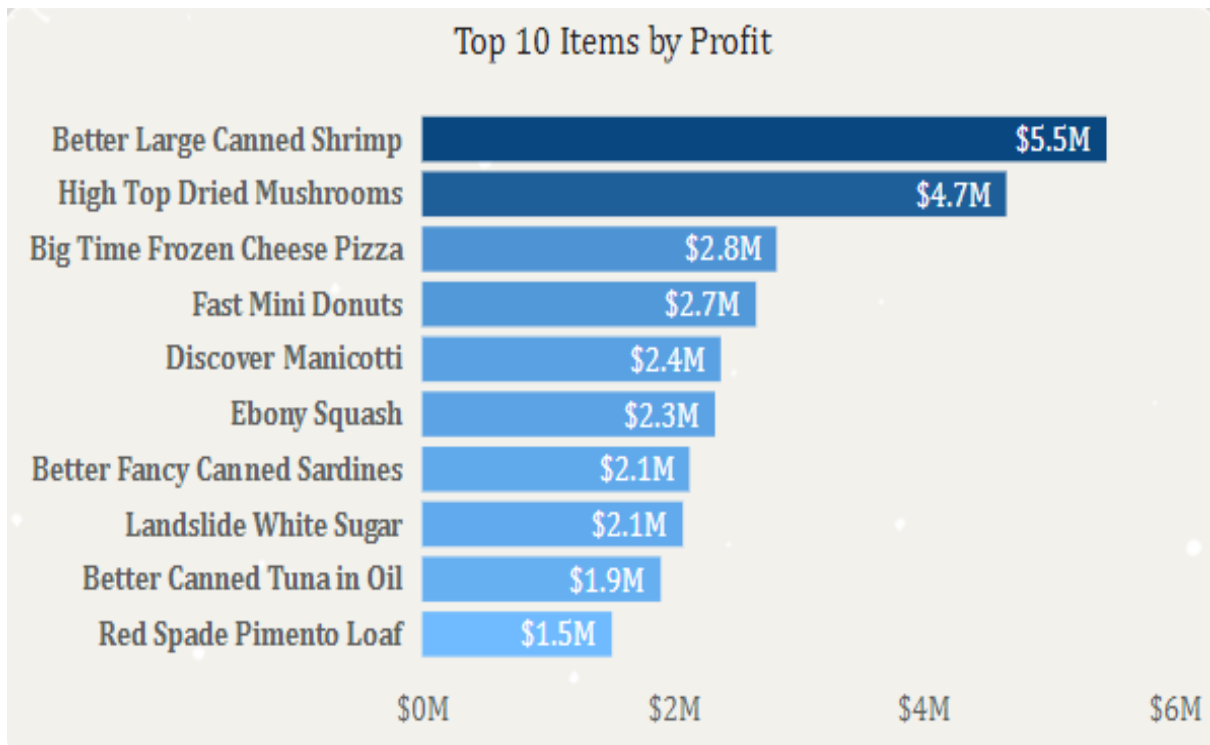
Which items generated Lowest Profits?

Bottom 10 Items by Profit

Item	Profit
Carlson Sharp Cheddar Cheese	($1K)
Carlson Mild Cheddar Cheese	($1K)
Landslide Salt	($2K)
Blue Label Rice Soup	($2K)
Good Chablis Wine	($4K)
Landslide Low Fat Apple Butter	($4K)
Carlson Blueberry Yogurt	($4K)
Just Right Chicken Soup	($14K)
Best Choice Fondue Mix	($22K)
Fast Lemon Cookies	($46K)
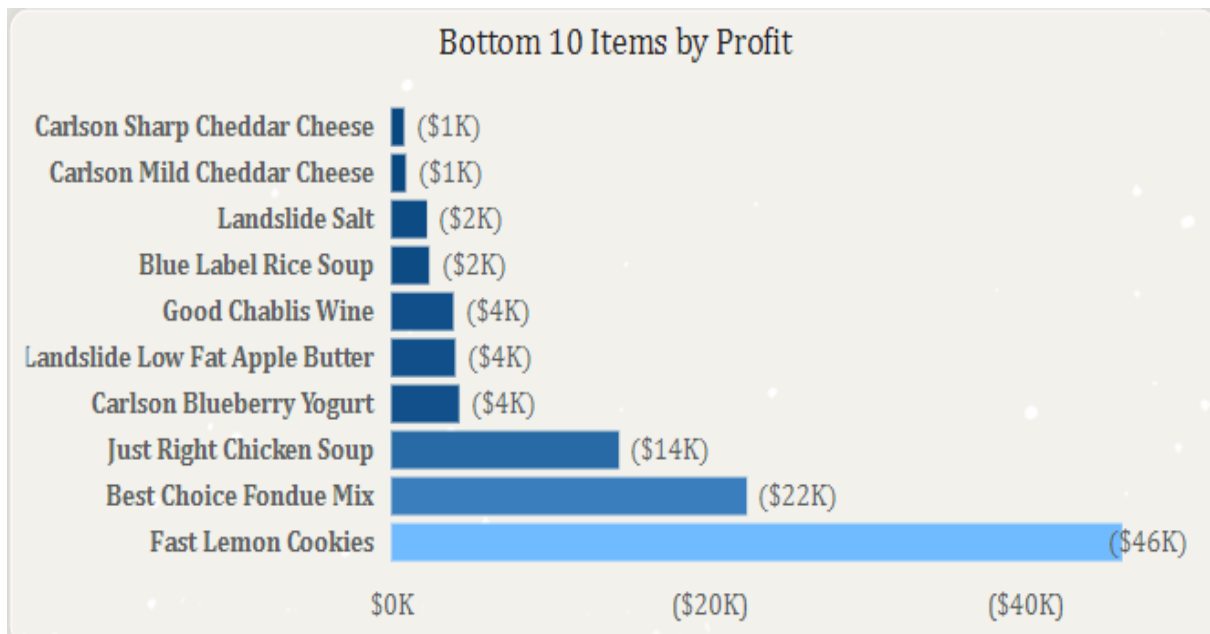
Detailed Sales & Profit Analysis

Invoice Year ✕	Invoice Quarter ✕	Invoice Month ✕	Invoice Day ✕	Item ✕
2017	1	1	5	

	Invoice Year	Invoice Quarter	Invoice Month	Invoice Day	Item
Sales $18,61,81,367.19	**2017** $8,74,57,304.54	**1** $2,34,34,303.60	**1** $86,50,450.48	**5** $8,00,201.03	Ebony Sweet Peas $1,77,354.08
	2019 $7,79,06,591.65	3 $2,29,27,045.84	3 $75,67,525.47	30 $7,72,588.57	Ebony Prepared Salad $1,43,692.68
	2018 $2,08,17,471.00	4 $2,07,87,206.44	2 $72,16,327.65	11 $6,40,221.40	Big Time Frozen Peas $1,12,110.34
	⌄	⌄		⌄	⌄

Invoice Year ✕	Invoice Quarter ✕	Invoice Month ✕	Invoice Day ✕	Item ✕
2019	3	8	13	

	Invoice Year	Invoice Quarter	Invoice Month	Invoice Day	Item
				⌃	
	2017 $3,74,19,472.46	**3** $86,82,999.99	9 $31,31,453.77	9 $52,360.41	Discover Manicotti $7,512.78
Profits $7,77,49,321.25	**2019** $3,11,82,301.05	4 $80,48,435.69	7 $28,59,859.85	**13** $45,278.28	Red Spade Pimento Loaf $5,317.17
	2018 $91,47,547.74	2 $74,65,466.06	**8** $26,91,686.37	30 $41,409.78	Bravo Large Canned S... $3,613.53
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