

Analyzing Amazon Sales Data

By: Mr. Lokesh Attarde

Introduction

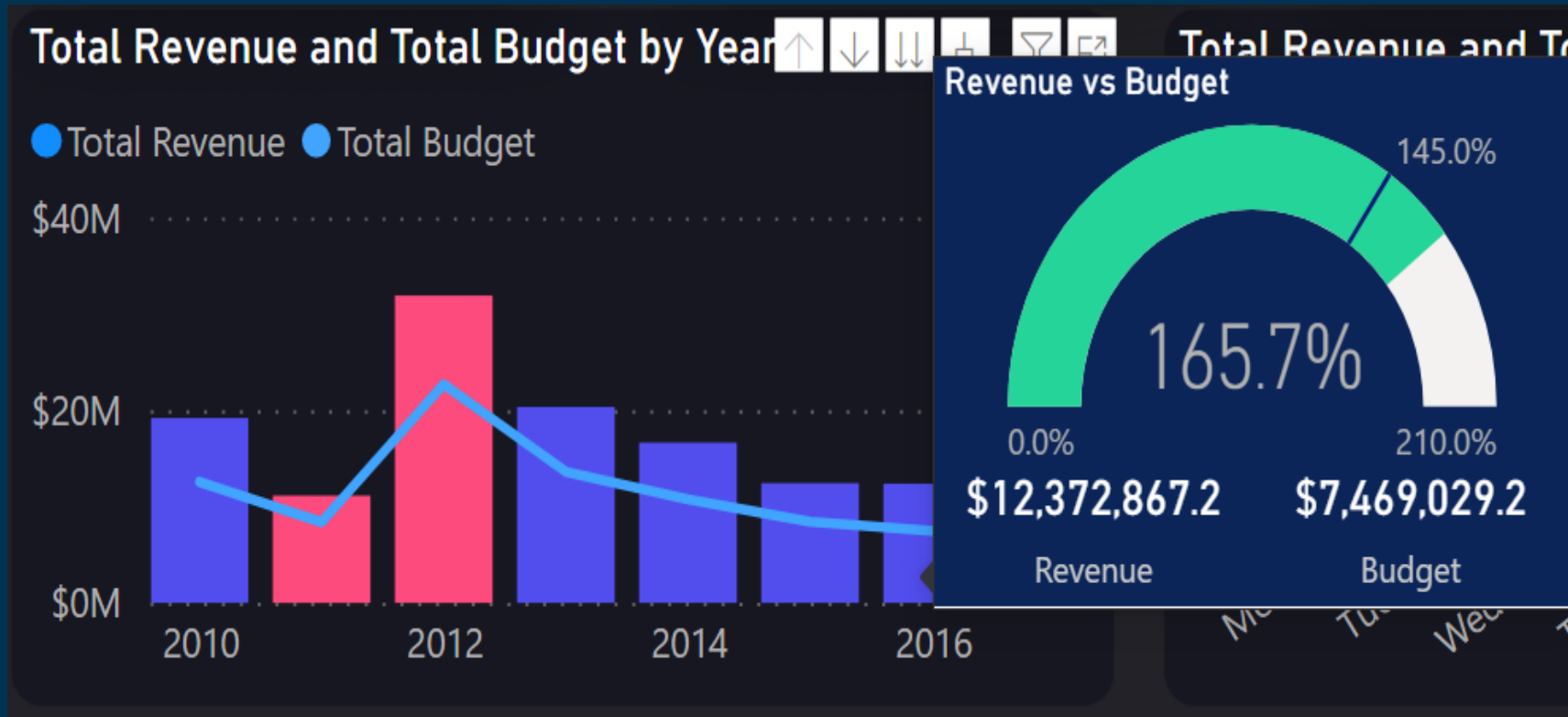
Data Analysis using Power BI:

- Amazon Sales data refers to sales, high performing sellers and several other data points. There are millions of Amazon sellers around the world. Nearly half of them are self-employed and live off their ecommerce/retail businesses (47%), and 22% earn income from their Amazon businesses alone. Amazon sales data Analysis focuses on the process of analyzing consumer behavior, sales, and several other attributes in order to make improved, data-driven decisions. It is key to successfully sustaining their businesses and earning profits and for this purpose, they analyze different metrics like sales, Sales Quantity, Discount rate, Sales over years etc. By analyzing different metrics, you will be able to increase and improve your performance in terms of sales, Items to be sold and discount rates etc.
- Analysis of the sales data the main factor that contributes to sellers improving their business and increasing their revenue. They can better understand the market trends and customers' buying behaviors and help them cater to what the customers really want.

Problem Statements

- 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.
- Do ETL : Extract-Transform-Load some Amazon dataset and find Sales-trend --> Month-wise, Year-wise, Yearly-Month wise.
- Find key metrics and factors and show the meaningful relationships between attributes.
- Do your own research and come up with your findings.

1. Total Revenue and Total Budget by Year & Month: (Revenue vs Budget)

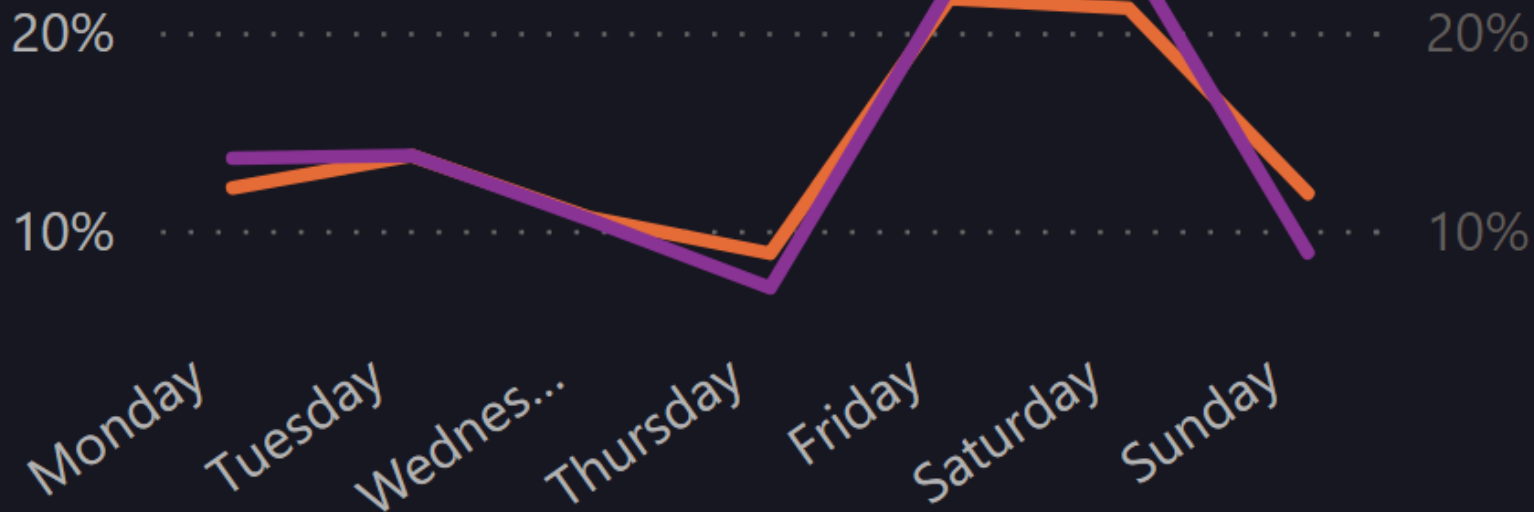


- In this visual, we also tried to interpret the relation between Revenue vs Budget using Tooltip.
- From this “Line & Clustered Column Chart”, we can vividly see that in the year 2011, 2012 & 2017, we are failed to achieve the Target.
- On the other hand, In the year 2016, we had successfully achieved the Target and made around 165.7% of our Budget. Hence, Total Revenue made was \$12,372,867.2.
- Besides this, after 2012 we can see the gradual decrease in Total Revenue.
- Similarly, In terms of Months, February is prominent to make more Revenue followed by November and April.
- However, In March & August, there is a meagre amount of Revenue was made.

2. Total Revenue and Total Profit by Weekday:

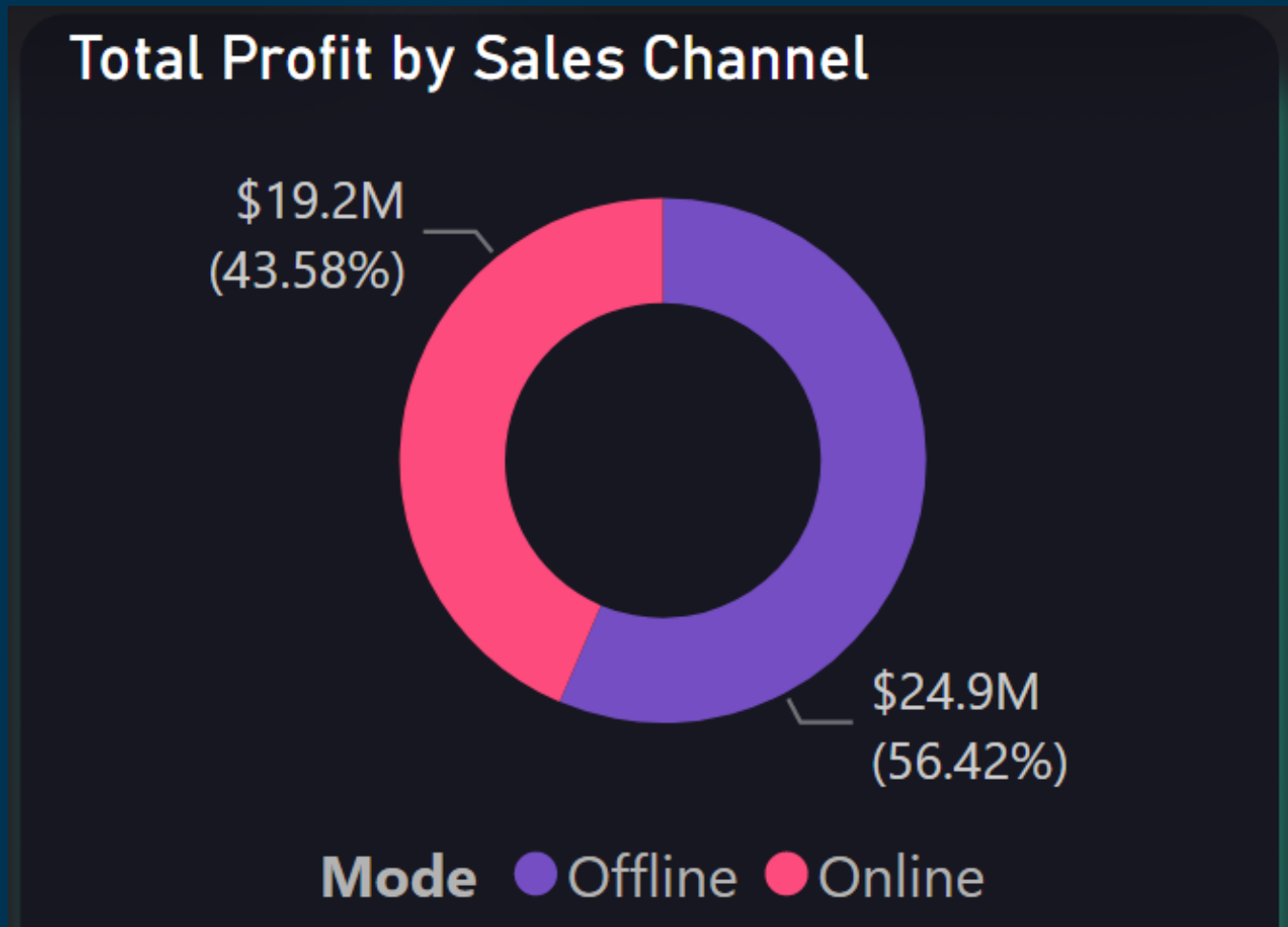
Total Revenue and Total Profit by Weekday

● %GT Revenue ● %GT Profit



- In this section, we have compared the data of both Revenue and Profit and tried to interpret the Percent of Grand Total.
- From this “Line Chart”, we can vividly see that mostly on Week-ends Friday & Saturday, we have made more Revenue & Profit (i.e. 21.68%, 22.22% and 21.19%, 23.99%) respectively than the other days whereas on Thursday we have lowest Revenue & Profit.

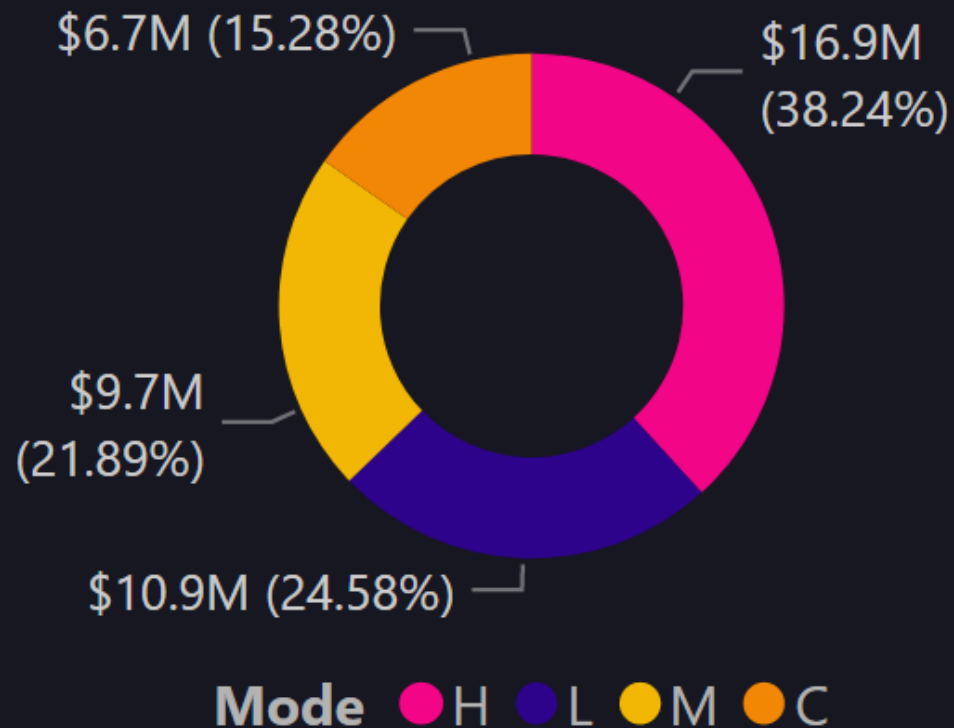
3. Total Profit by Sales Channel:



- Here, we tried to interpret the proportion of the Total Profit by Sales Channel -
- This “Pie Chart” represents that majority of Profit comes when the purchased was made through Offline mode (i.e. 56.42%) than Online mode (i.e. 43.58%) of Total Profit.

4. Total Profit by Order Priority:

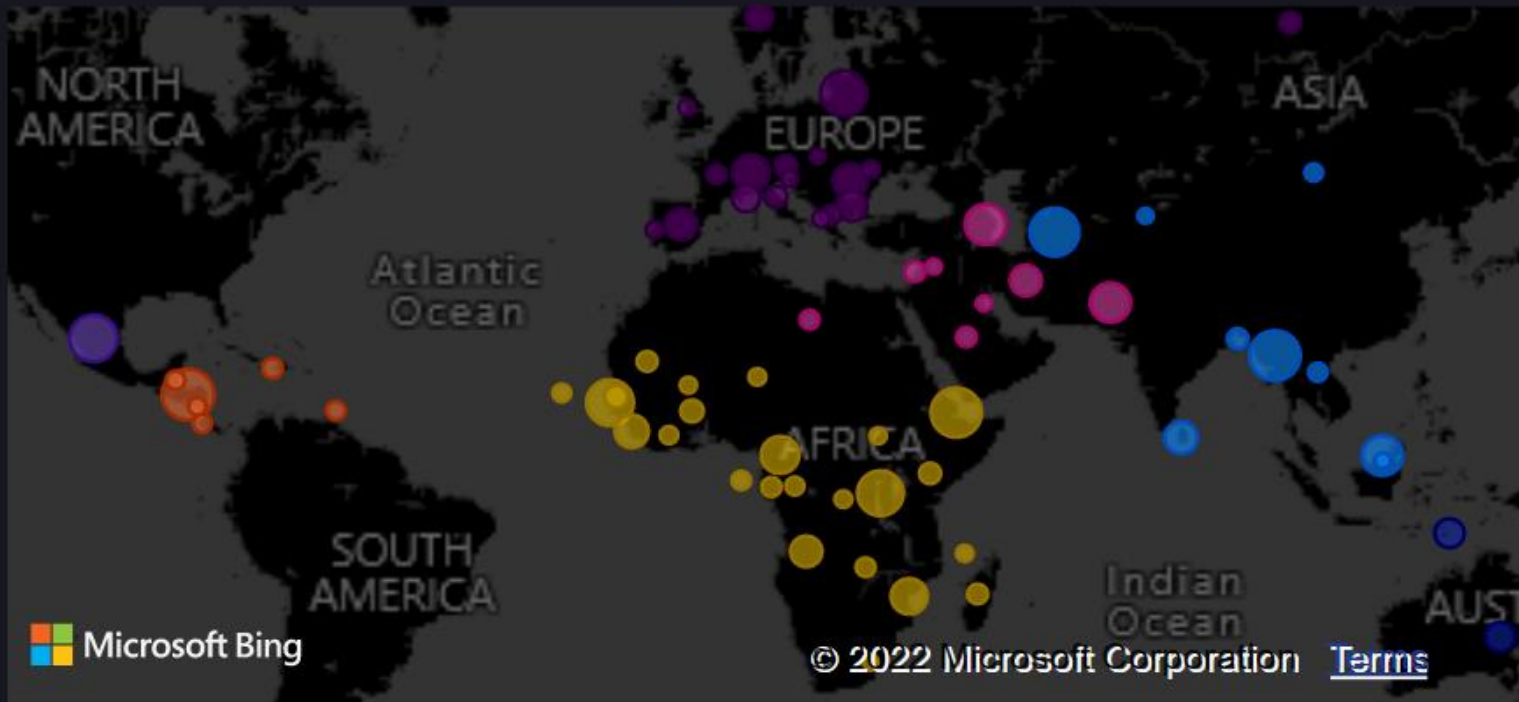
Total Profit by Order Priority



- Here, we tried to interpret the proportion of the Total Profit by Order Priority -
- This “Pie Chart” represents that majority of Customers opted for High Priority to deliver their Items/Products on priority basis.
- Therefore, Highest Profit were made with High Priority Orders of about \$16.9M followed by Low Priority and Medium Priority Orders around \$10.9M and \$9.7M respectively.

5. Total Revenue by Country and Region:

Total Revenue by Country and Region



Region ● Asia ● Australia a... ● Central A... ● Europe ● Middle East ...

- This “Map” illustrates that most of the Revenue were made by Sub-Saharan Africa Region (I.e. 32.38%) followed by Europe and Asia Region made around 27.23% and 17.42% respectively.
- In contrast, North America and Central America & the Caribbean regions stands below 15% in terms of Revenue generation.

6. Top Items Category by Revenue, Profit & Orders:

Item Type	Revenue	Profit	Orders
Cosmetics	\$36,601,509.6	\$14,556,048.7	13
Office Supplies	\$30,585,380.1	\$5,929,583.8	12
Household	\$29,889,712.3	\$7,412,605.7	9
Baby Food	\$10,350,327.6	\$3,886,643.7	7
Clothes	\$7,787,292.8	\$5,233,334.4	13
Cereal	\$5,322,898.9	\$2,292,443.4	7
Meat	\$4,503,675.8	\$610,610.0	2
Personal Care	\$3,980,904.8	\$1,220,622.5	10
Vegetables	\$2,089,057.1	\$1,265,819.6	6
Total	\$137,348,768.3	\$44,168,198.4	100

- Here, we tried to interpret the most preferred Item Type based on its Revenue, Profit & Orders.
- This “Table Matrix” exhibits that Cosmetics Products were dominant the market who made highest Revenue & Profit of about \$36.6M and \$14.5M respectively followed by Office Supplies and Household products.
- On the contrary, Fruits are the lowest items followed Snacks and Beverages in terms of making Revenue & Profits.

Thank You,
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