

# **Amazon Sales Report**



**By Jyoti Prava Samal**

# TABLE OF CONTENTS

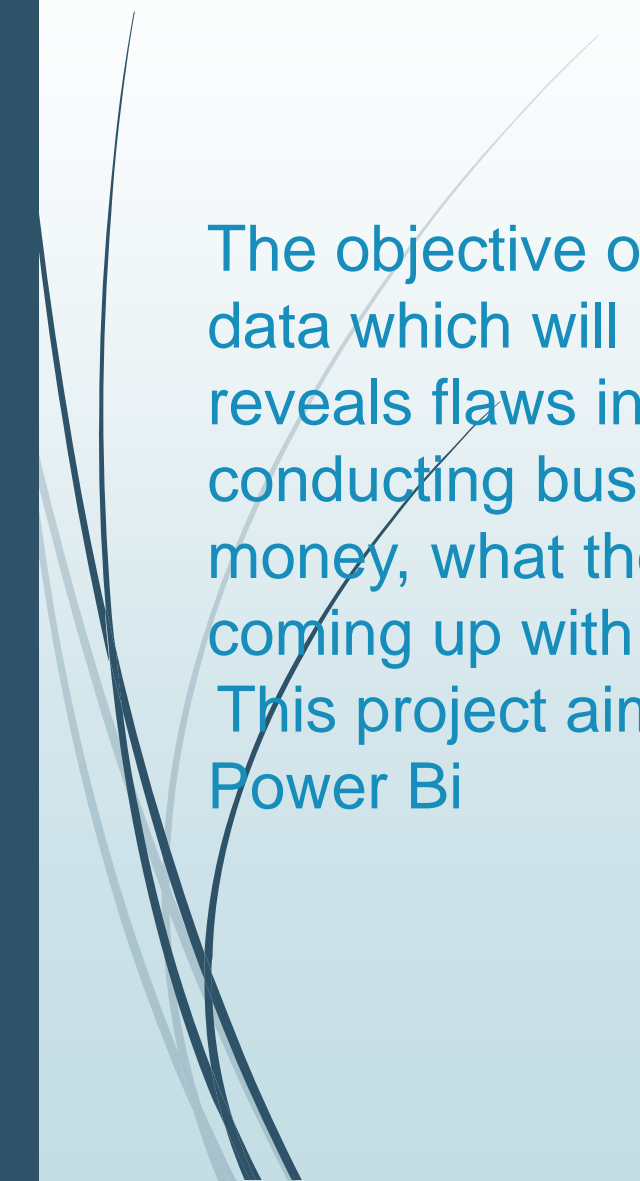
Index No.	Title	Page No
1	Introduction	3
2	Objective	4
3	Data Sharing Agreement	5
4	Data Description	6
5	Insights	9
6	KPIs	10

# INTRODUCTION

Amazon Sales data refers to sales, high performing sellers and several other data points. There are millions of Amazon sellers around the world. 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 Total Sales, Sales Quantity, Total Profit, Sales, Last Year Sales and other metrics. By analyzing these different metrics, we will be able to increase and improve our performance. It can also help us to better understand the market trends and customers' buying behaviors and help us to know what the customers really want.



# OBJECTIVE



The objective of the project is to Analyse Amazon Sales data to get a substantial data which will help in bringing changes in a business in the future. It will help to reveals flaws in the business model or in the way that one is going about conducting business. Sellers will be able to clearly see where they're losing money, what the problem is, and reduce their losses accordingly. It facilitates coming up with strategic solutions to problems.

This project aims to provide visual understanding of the data using Microsoft Power Bi

# DATA SHARING AGREEMENT



→ **File Name: Amazon Sales Data.csv**

→ **Dataset Size : 12.4KB**

→ **Number of Rows: 100**

→ **Number of columns: 14**



# DATA DESCRIPTION



1

## ORDER DATE

The order date is the date when the product is ordered.

2

## REGION

The region in which the customer stays

3

## ORDER ID

The ORDER ID is the ID given to the order.

4

## COUNTRY

The Country in which the customer reside.



5

## **ITEM TYPE**

Item type is the varieties of item sales in the Amazon.

6

## **SALES CHANNEL**

Mode of shopping Online or Offline.

7

## **ORDER PRIORITY**

Priority of Sales Range between low to high

8

## **SHIP DATE**

Ship date when the product is dispatched.

9

## **UNIT SOLD**

Number of unit sold per product.



**10**

## **UNIT PRICE**

Selling Price of the product

**11**

## **UNIT COST**

Cost of the Product.

**12**

## **TOTAL REVENUE**

Total Sales of the Company.

**13**

## **TOTAL COST**

Total Cost of the Company.

**14**

## **TOTAL PROFIT**

Total Profit Earned by the Company.





# INSIGHTS



**1**

**KPIS**

**2**

**Profit Wise Analysis**

**3**

**Revenue wise Analysis**

**4**

**Cost wise Analysis**



# KPIS

**44.17 M**  
TOTAL PROFIT

**137.35 M**  
TOTAL REVENUE

**93.18 M**  
TOTAL COST

**513 K**  
UNIT SOLD

# PROFIT WISE ANALYSIS

## Profit Across Various Countries

### KEY INSIGHTS

According to the visual the Profit is Highest in Djibouti and Least in Kuwait.

### KUWAIT

TOTAL PROFIT- 1258(1.26K)

### DJIBOUTI

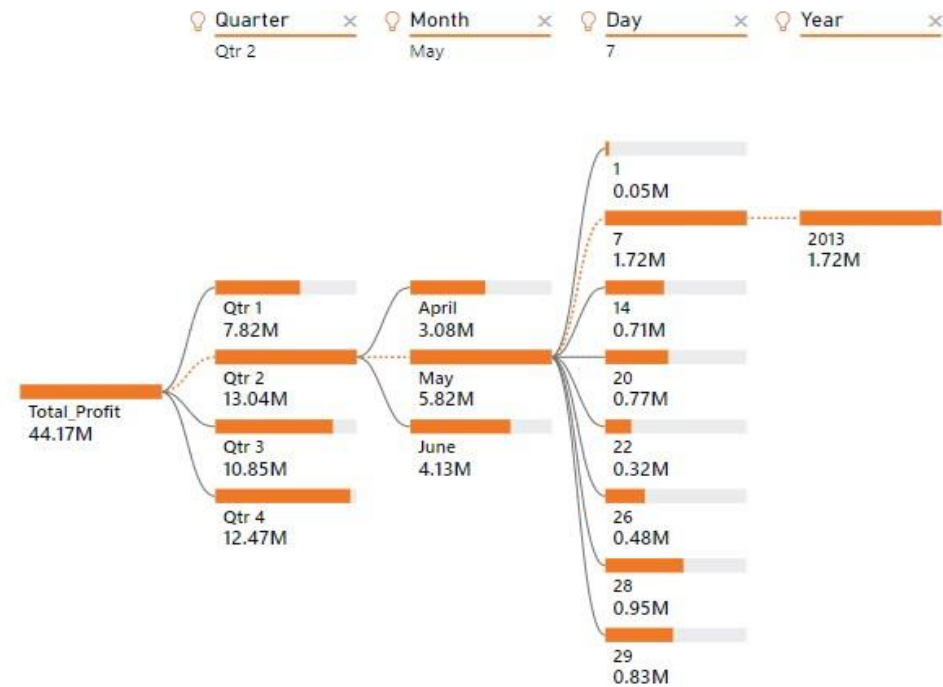
TOTAL PROFIT-  
2425318(2.43M)



# Profit Distribution Year,Month,Quarter and Day wise

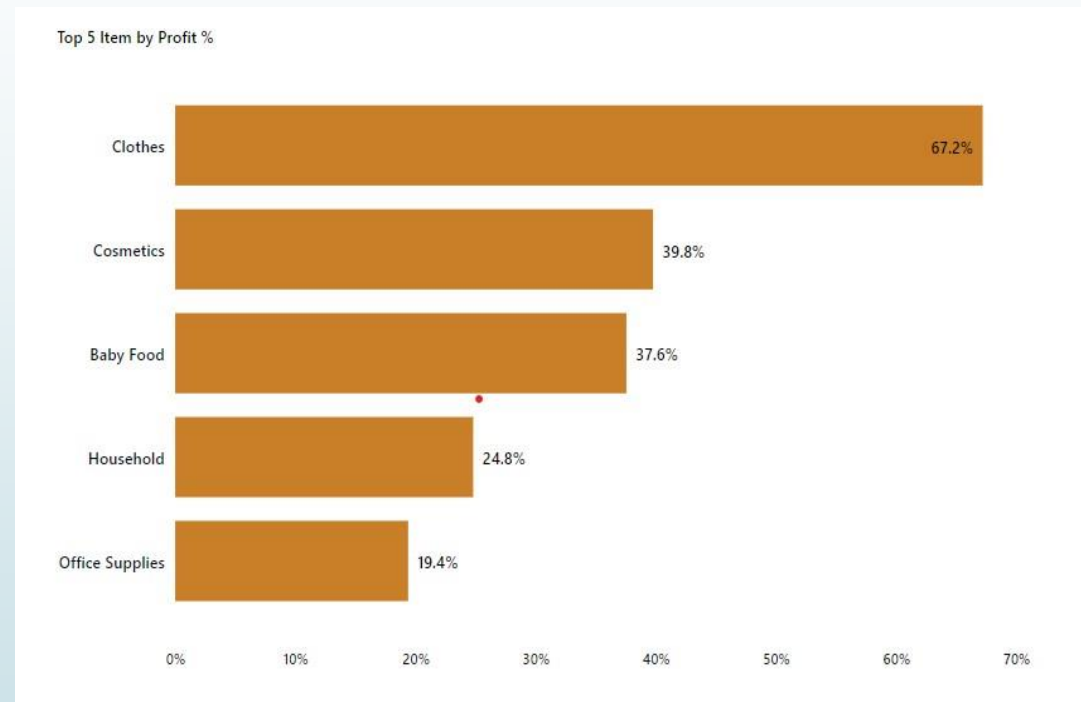
According to the visual Profit is Highest in Second Quarter in the month of may on day 7, in the year 2013 and Least in First Quarter.

Profit Distribution



# Top 5 Items by Profit %

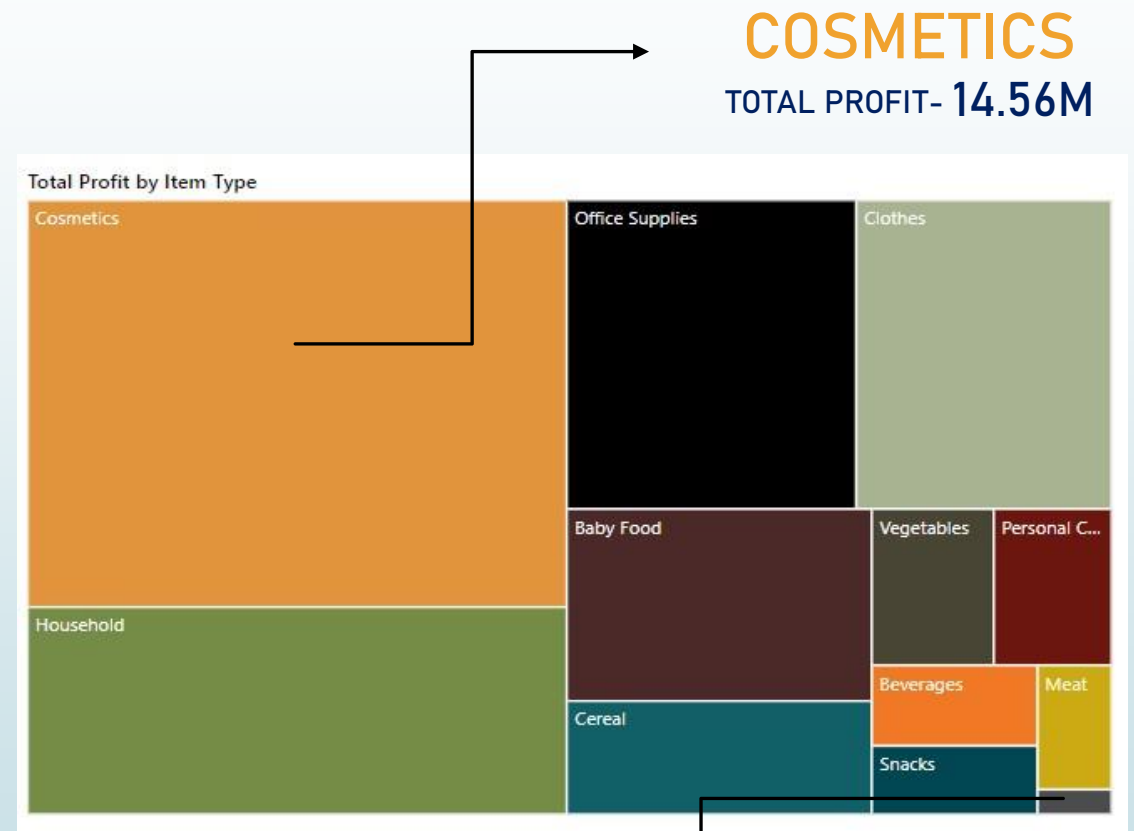
**KEY INSIGHTS** According to the visual we can see the Items which has highest Profit% which is Clothes having 67.2% and Office Supplies has Lowest Profit% having 19.4%.



## Total Profit by Item Type

### KEY INSIGHTS

According to the visual we can see Clearly that the **Cosmetics** Item has **Highest** Total Profit where as **Fruits** has the **Lowest**

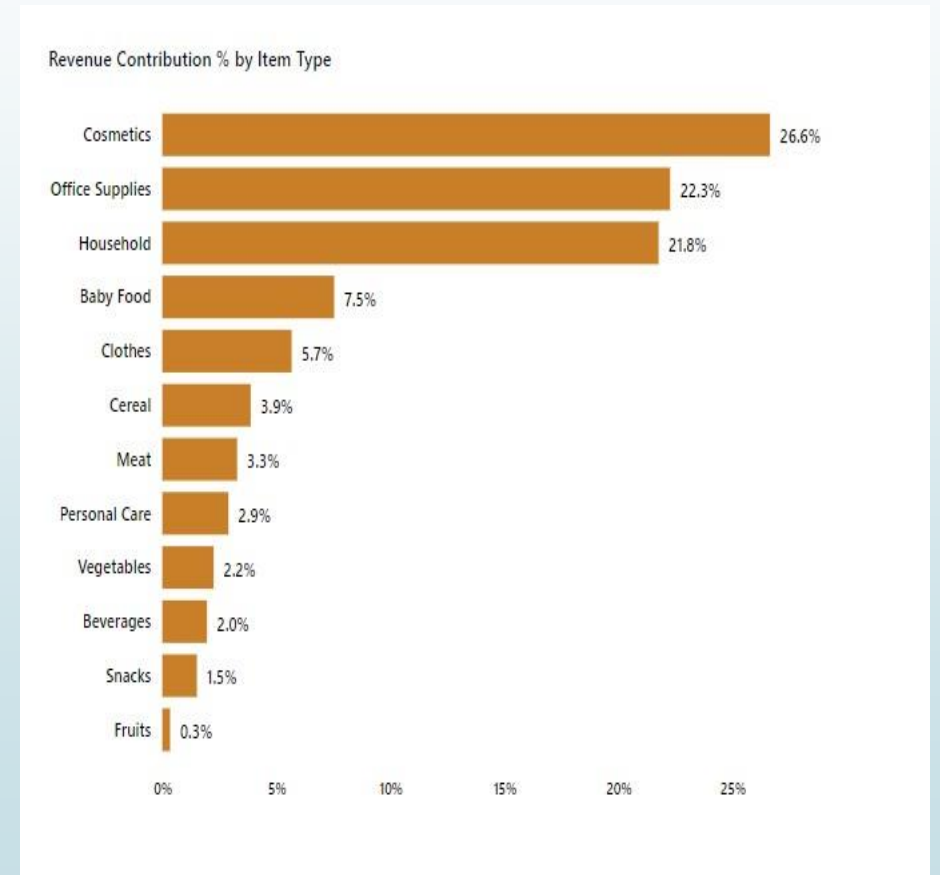


**FRUITS**  
TOTAL PROFIT- 120.50K

# REVENUE WISE ANALYSIS

## Revenue Contribution% by Item Type

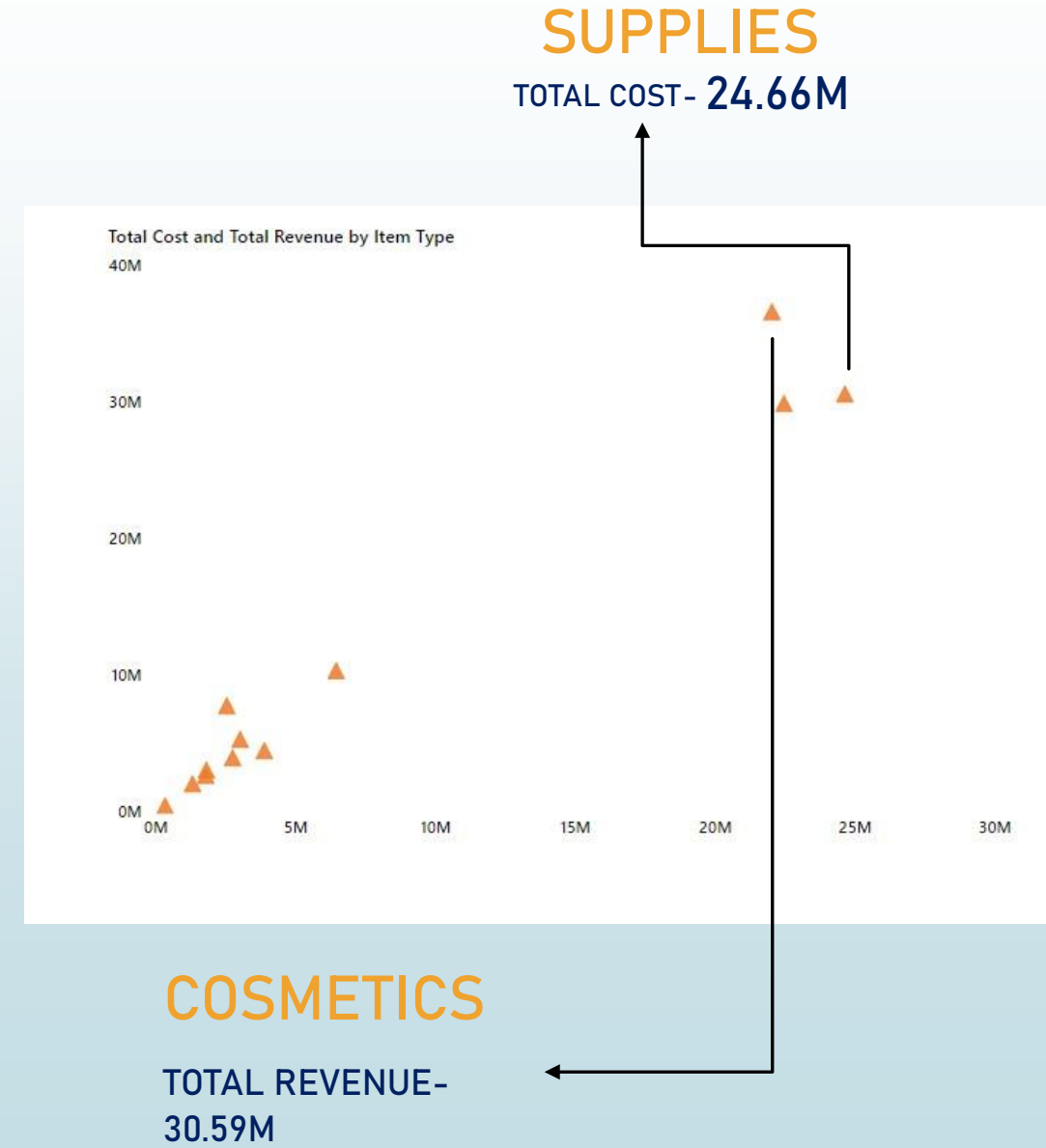
**KEY INSIGHTS** According to the visual we can see that the **Cosmetics** Item has the **Highest** Revenue Contribution % whereas **Fruits** has the **Lowest** Revenue Contribution %



# Total Cost and Total Revenue by Item Type

## KEY INSIGHTS

According to the visual we can see that the **Office Supplies** has the **Highest** Total Cost and **Cosmetics** has the **Highest** Total Revenue



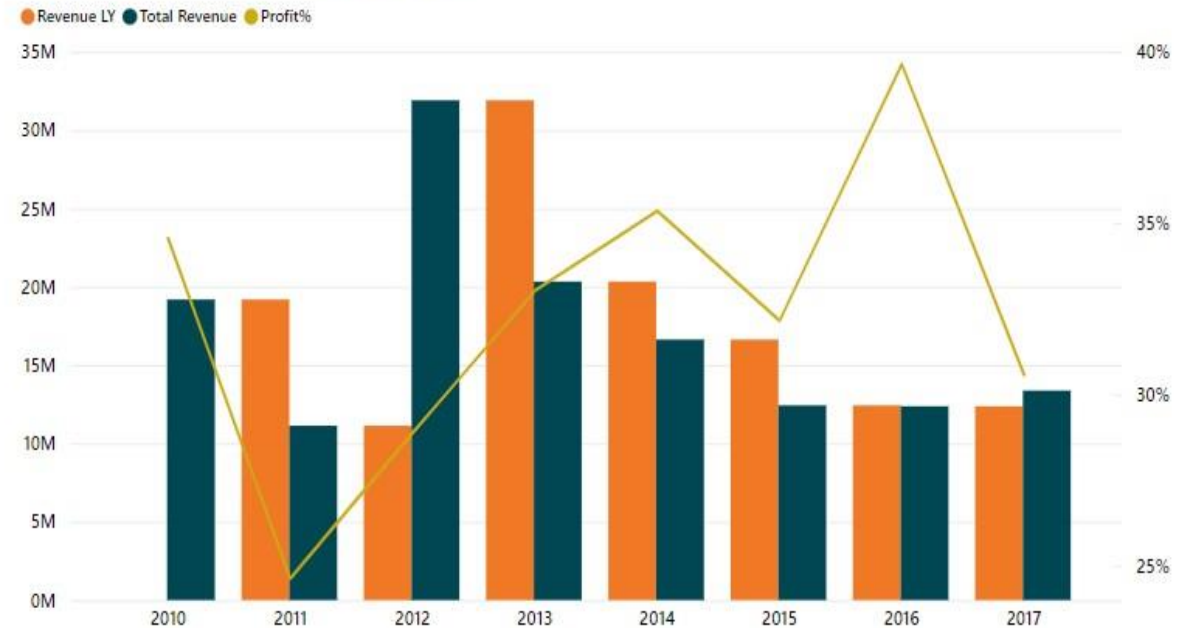


## This Year and Last Year Revenue with Profit% by Year

### KEY INSIGHTS

According to the visual we can see that 2012 has the highest **Total Revenue** with **28.9%** of Profit whereas 2016 has the highest Profit% which is **39.6%**.

This year and Last Year Revenue with Profit% by Year

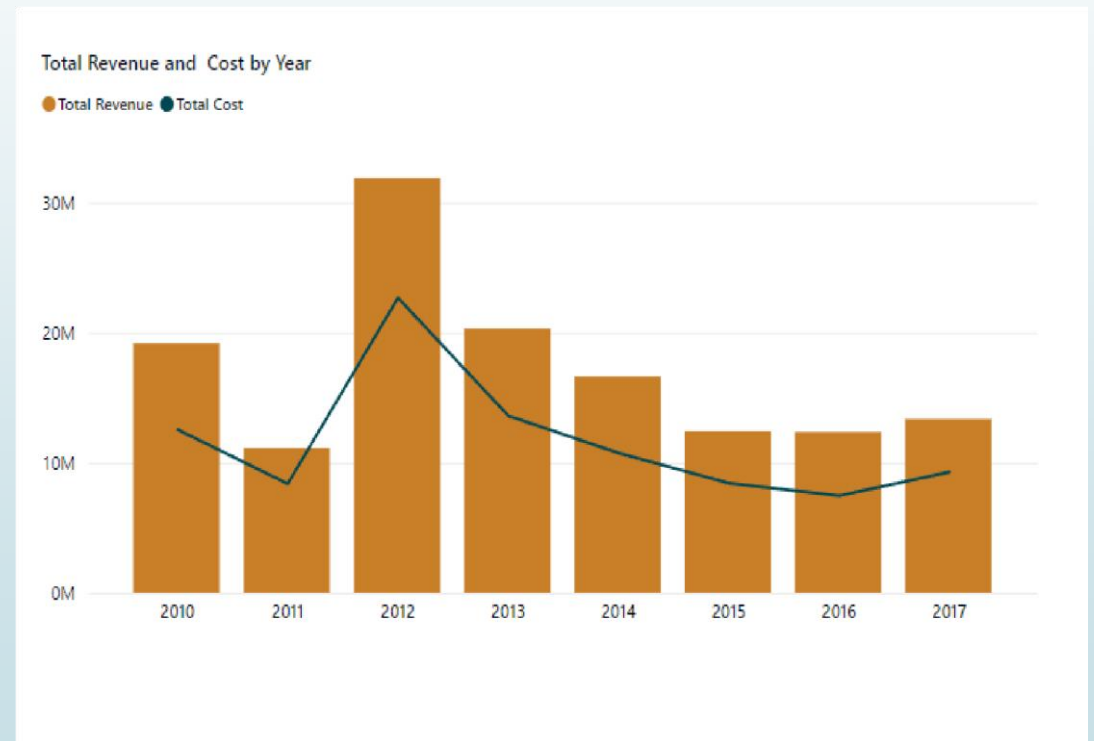


# OVERALL ANALYSIS

**KEY INSIGHTS** According to the visual we can see that 2012 has the highest **Total Revenue of 31.90M** and 2011 has the Lowest **Total Revenue of 11.13M**.

**2012** has the highest **Total Cost of 22.9M** whereas 2016 has the lowest Total Cost of **39.6%**.

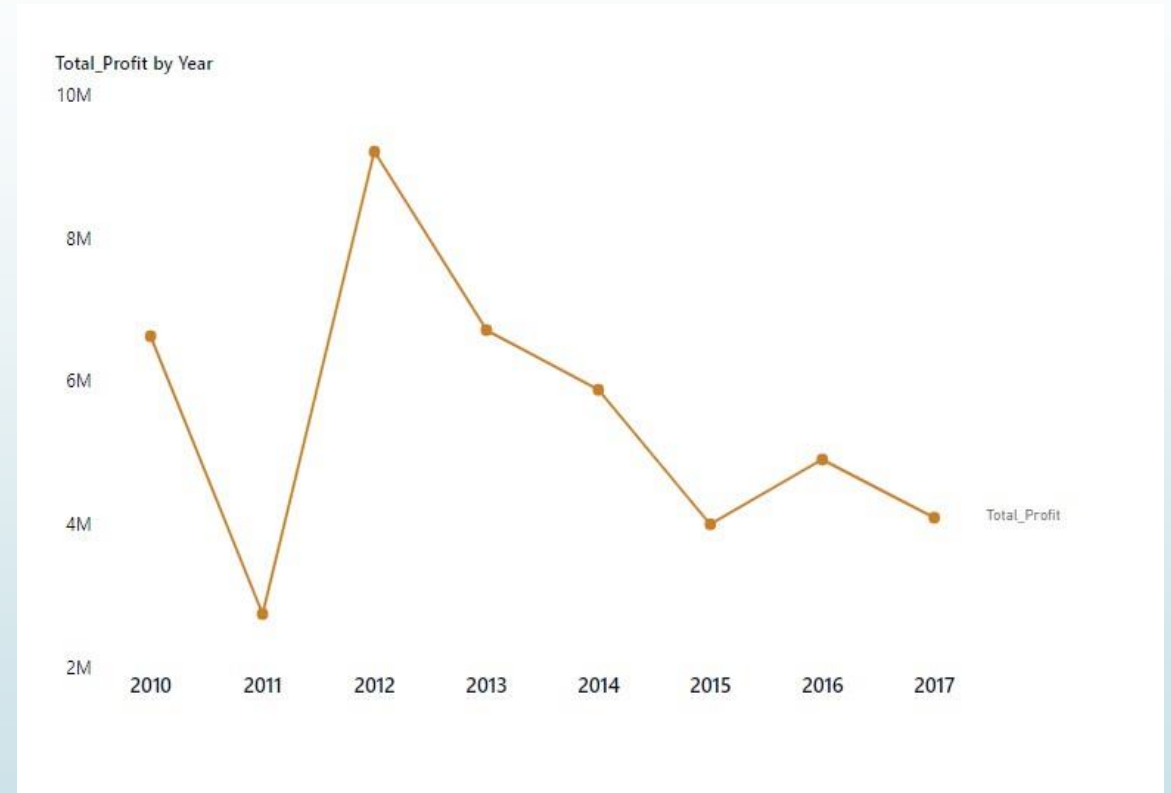
## Total Revenue and Cost by Year



# Total Profit by Year

## KEY INSIGHTS

According to the visual we can see that 2012 has the highest **Profit of 9.21M** and 2011 has the Lowest **Total Profit of 2.74M**.



# Table Metrics

Country	Total Revenue	Total_Profit	Profit%	Profit Contribution %	Revenue Contribution %
East Timor	24,92,526.12	3,37,937.60	↓ 13.6%	↓ 0.8%	→ 1.8%
Mauritania	8,24,431.86	1,59,832.50	↓ 19.4%	↓ 0.4%	↓ 0.6%
Russia	11,58,502.59	2,24,598.75	↓ 19.4%	↓ 0.5%	↓ 0.8%
Brunei	43,68,316.68	8,46,885.00	↓ 19.4%	→ 1.9%	↑ 3.2%
Lithuania	53,96,577.27	10,46,233.75	↓ 19.4%	→ 2.4%	↑ 3.9%
Cameroon	38,51,030.28	7,81,681.30	↓ 20.3%	↓ 1.8%	→ 2.8%
Sierra Leone	30,97,359.15	6,49,879.30	↓ 21.0%	↓ 1.5%	→ 2.3%
Turkmenistan	58,22,036.20	12,67,258.40	↓ 21.8%	→ 2.9%	↑ 4.2%
Bulgaria	27,79,199.71	6,26,223.87	↓ 22.5%	↓ 1.4%	→ 2.0%
Australia	24,89,933.49	5,76,605.12	↓ 23.2%	↓ 1.3%	→ 1.8%
Angola	27,98,046.49	6,93,911.51	↓ 24.8%	↓ 1.6%	→ 2.0%
<b>Total</b>	<b>13,73,48,768.31</b>	<b>4,41,68,198.40</b>	<b>32.2%</b>	<b>100.0%</b>	<b>100.0%</b>

Country	Total Revenue	Total_Profit	Profit%	Profit Contribution %	Revenue Contribution %
Belize	6,00,821.44	4,03,773.12	↑ 67.2%	↓ 0.9%	↓ 0.4%
Bangladesh	9,02,980.64	6,06,834.72	↑ 67.2%	↓ 1.4%	↓ 0.7%
Cape Verde	4,55,479.04	3,06,097.92	↑ 67.2%	↓ 0.7%	↓ 0.3%
Fiji	10,82,418.40	7,27,423.20	↑ 67.2%	↓ 1.6%	↓ 0.8%
Lebanon	8,61,563.52	5,79,000.96	↑ 67.2%	↓ 1.3%	↓ 0.6%
Macedonia	8,56,973.76	5,75,916.48	↑ 67.2%	↓ 1.3%	↓ 0.6%
Madagascar	8,02,333.76	5,39,196.48	↑ 67.2%	↓ 1.2%	↓ 0.6%
Albania	2,47,956.32	1,66,635.36	↑ 67.2%	↓ 0.4%	↓ 0.2%
Cote d'Ivoire	3,80,512.96	2,55,718.08	↑ 67.2%	↓ 0.6%	↓ 0.3%
Libya	6,74,635.57	4,50,780.97	↑ 66.8%	↓ 1.0%	↓ 0.5%
Mali	1,51,359.90	79,245.74	↑ 52.4%	↓ 0.2%	↓ 0.1%
<b>Total</b>	<b>13,73,48,768.31</b>	<b>4,41,68,198.40</b>	<b>32.2%</b>	<b>100.0%</b>	<b>100.0%</b>

## KEY INSIGHTS

According to the Table we can see that From Belize Country to the Cote d'Ivoire has the highest Profit% of 67.2% and East Timor Country has the Lowest Profit% of 13.6%