

Wireframe Document

ANALYZING AMAZON SALES DATA

Version – 1.0

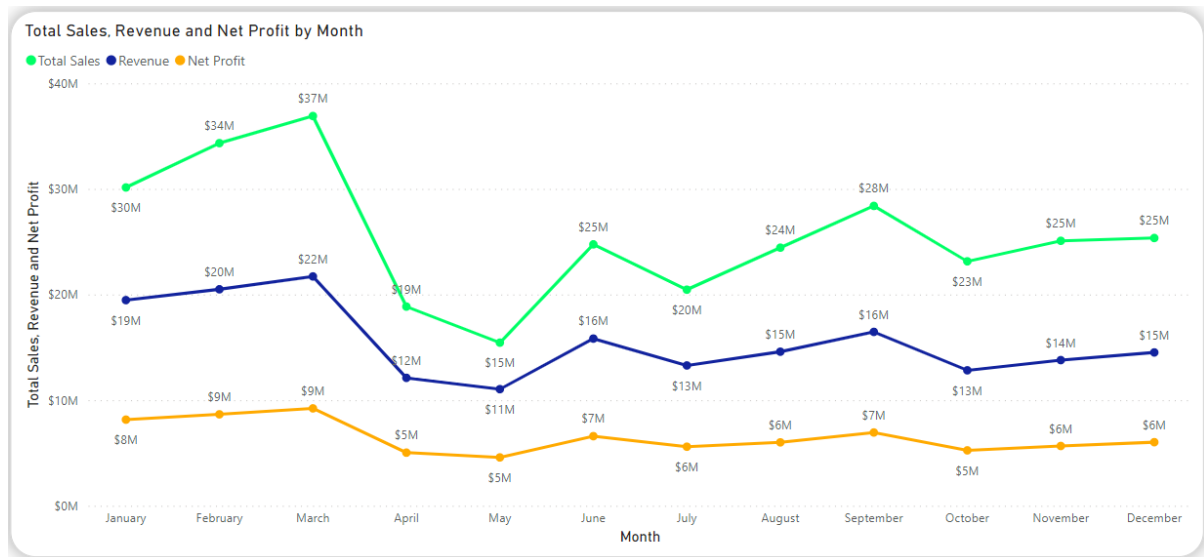
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By : Kshitij Yejare

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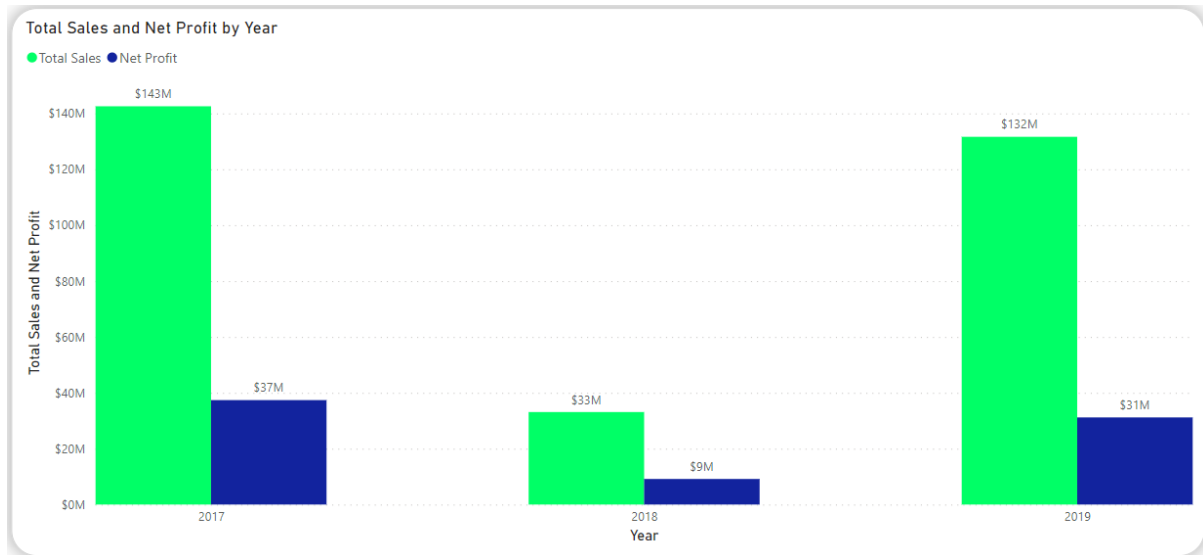
Date	Version	Description	Author
25-07-2022	1.0	Introduction, Problem Statement, Dataset Information, Architecture Description	Kshitij

1. How sales trend differ month wise?



At \$3,69,02,220.869999774, March had the highest Total Sales and was 138.91% higher than May, which had the lowest Total Sales at \$1,54,46,354.590000003. Total Sales and total Revenue are positively correlated with each other. March accounted for 12.01% of Total Sales. Across all 12 Month, Total Sales ranged from \$1,54,46,354.590000003 to \$3,69,02,220.869999774, Revenue ranged from \$1,10,43,338.72 to \$2,17,14,172.68, and Net Profit ranged from \$45,80,239.6 to \$92,21,717.72.

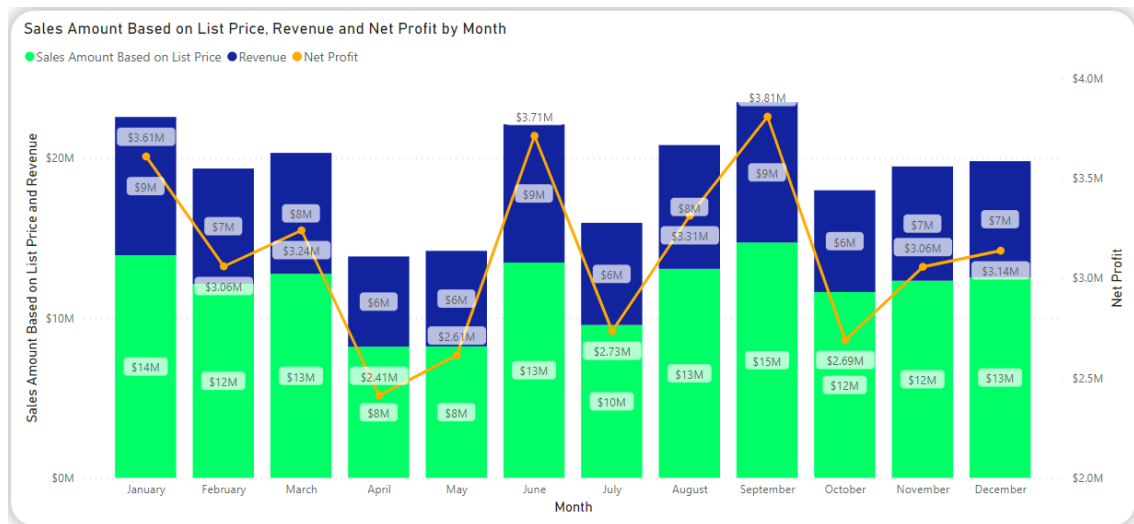
2. What is yearly sales and net profit?



Total Sales (7.67% decrease) and Net Profit (16.58% decrease) both trended down between 2017 and 2019.

3. How sales trends differ yearly-month wise?

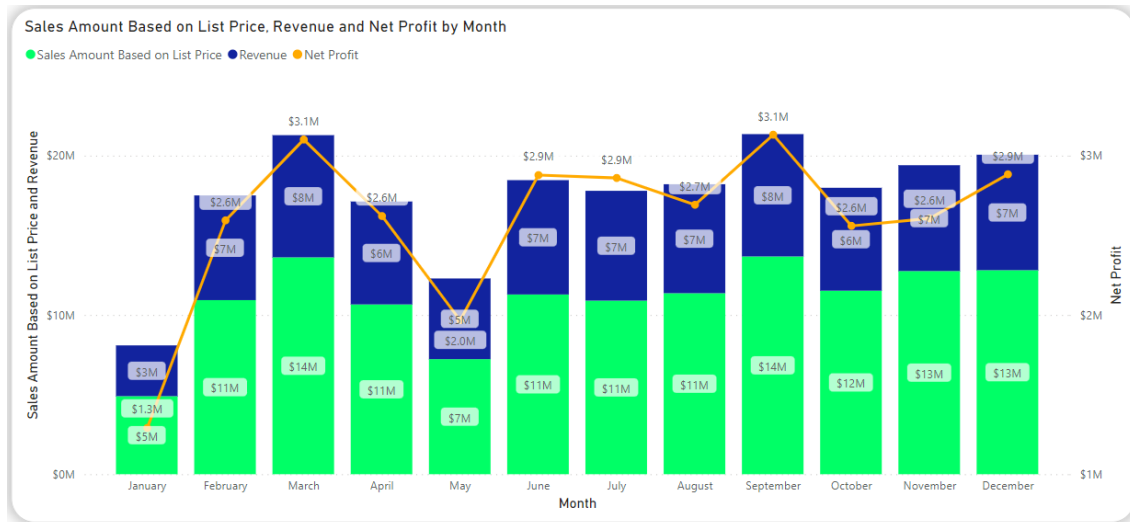
2017 Sales Trends :



At \$1,47,19,995.480000025, September had the highest Sales Amount Based on List Price and was 79.54% higher than April, which had the lowest Sales Amount Based on List Price at \$81,98,890.8799999999. Sales Amount Based on List Price and total Revenue are positively correlated with each other. September accounted for 10.32% of Sales Amount Based on List Price. Across all 12 Month, Sales Amount Based on List Price ranged from \$81,98,890.8799999999 to \$1,47,19,995.480000025, Revenue ranged from \$56,50,633.87 to \$87,83,739.49, and Net Profit ranged from \$24,11,999.06 to \$38,07,619.38.

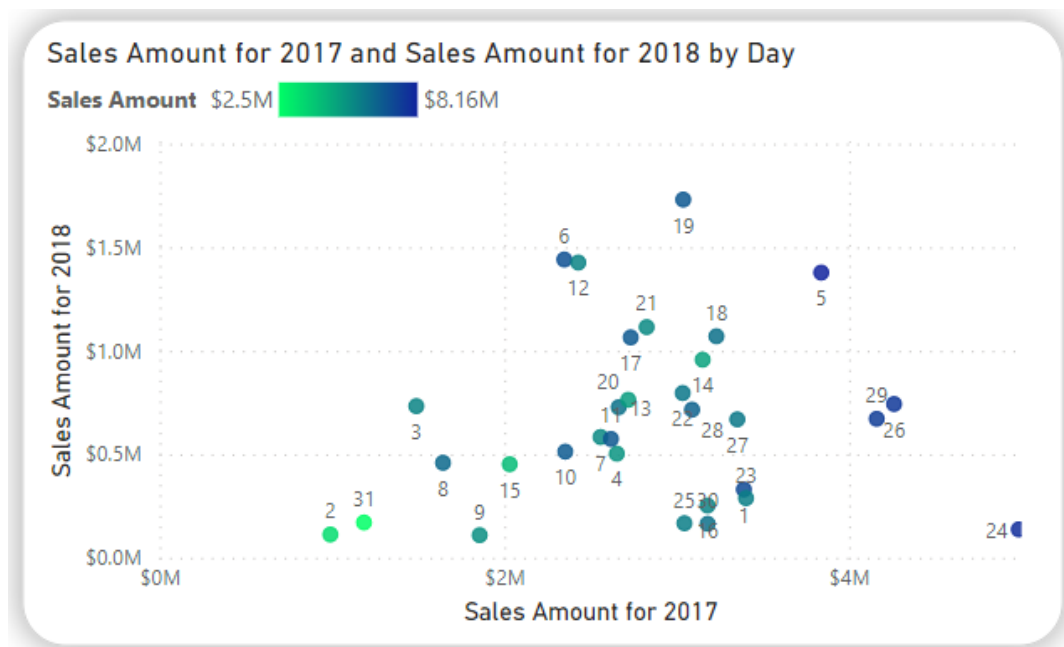
2018 Sales Trends :

At \$1,13,11,402.319999991, January had the highest Sales Amount Based on List Price and was 7.49% higher than March, which had the lowest Sales Amount Based on List Price at \$1,05,23,374.019999992. Sales Amount Based on List Price and total Revenue are positively correlated with each other. January accounted for 34.17% of Sales Amount Based on List Price. January had \$1,13,11,402.319999991 Sales Amount Based on List Price, \$76,33,808.48 Revenue, and \$32,58,036.33 Net Profit. February had \$1,12,69,199.859999998 Sales Amount Based on List Price, \$67,07,430.91 Revenue, and \$30,07,451.87 Net Profit. March had \$1,05,23,374.019999992 Sales Amount Based on List Price, \$64,76,231.61 Revenue, and \$28,82,059.54 Net Profit.

2019 Sales Trends :

At \$1,36,72,271.640000027, September had the highest Sales Amount Based on List Price and was 179.02% higher than January, which had the lowest Sales Amount Based on List Price at \$49,00,166.9900000012. Sales Amount Based on List Price and total Revenue are positively correlated with each other. September accounted for 10.39% of Sales Amount Based on List Price. Across all 12 Month, Sales Amount Based on List Price ranged from \$49,00,166.9900000012 to \$1,36,72,271.640000027, Revenue ranged from \$31,87,480.58 to \$76,79,926.49, and Net Profit ranged from \$12,90,189.03 to \$31,31,453.77.

4. Comparing sales for 2017 by Sales for 2018 on which Day Sales Changed the most?



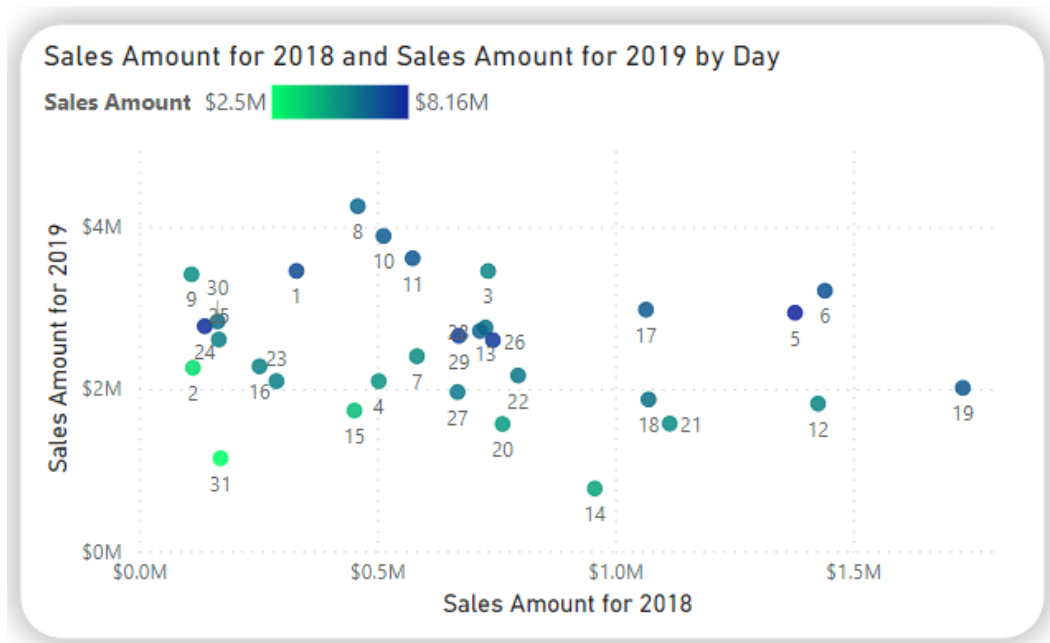
In the case of sales amount of 2017 and 2018 with the help of correlation, we got some important dates where the customers more often to buy products.

Important dates: 5, 6, 12, 18, 19, 21.

Dark blue colour: Highest Sales Dates - 18, 19, 5, 25, 29, 24.

Green colour: Loest Sales Dates – 2, 15, 31.

5. Comparing sales for 2018 by Sales for 2019 on which Day Sales Changed the most?



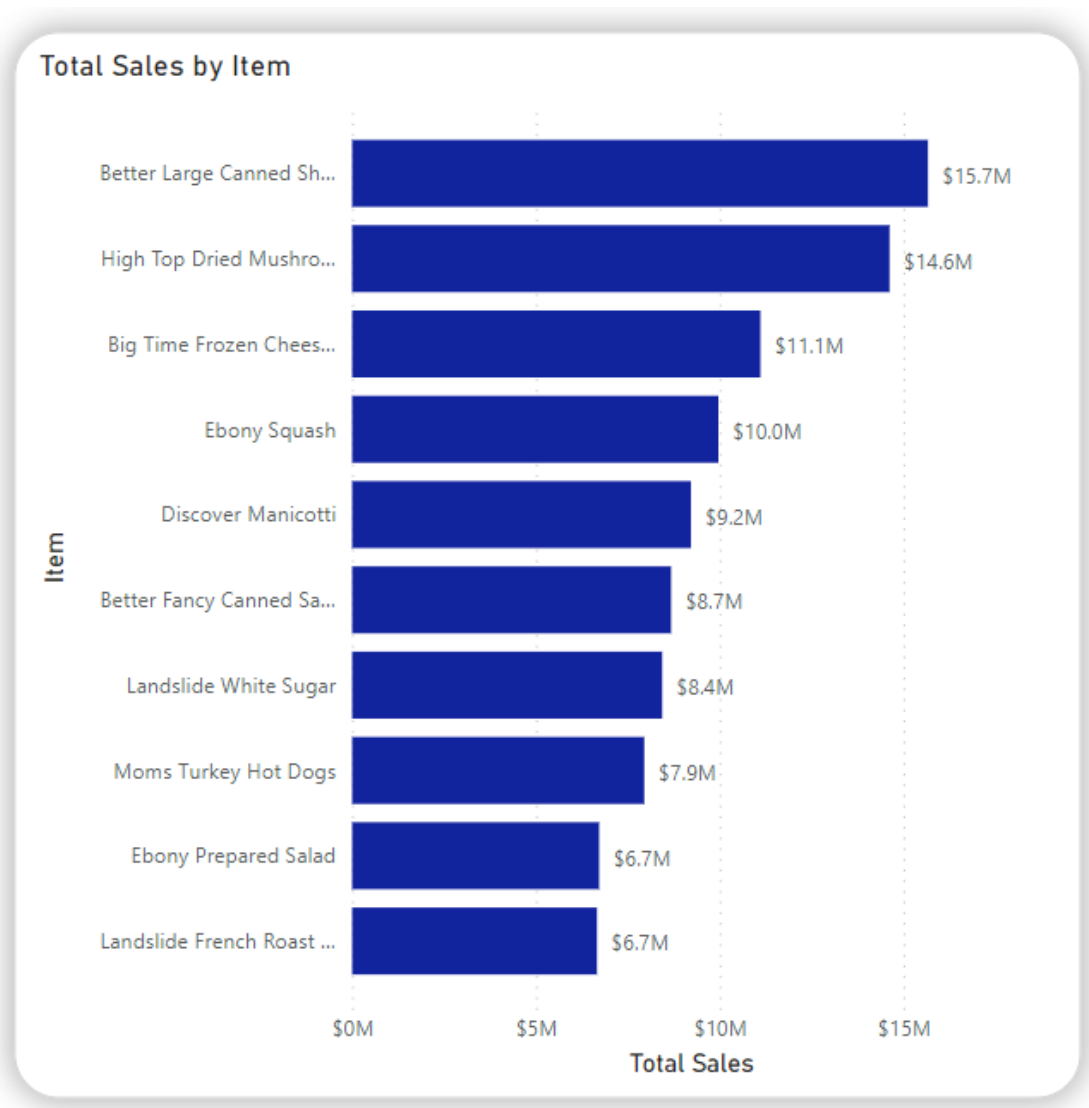
In the case of sales amount of 2018 and 2019 with the help of correlation, we got some important dates where the customers more often to buy products.

Important dates: 5, 6, 12, 17, 19.

Dark blue colour: Highest Sales Dates - 17, 19, 5, 6.

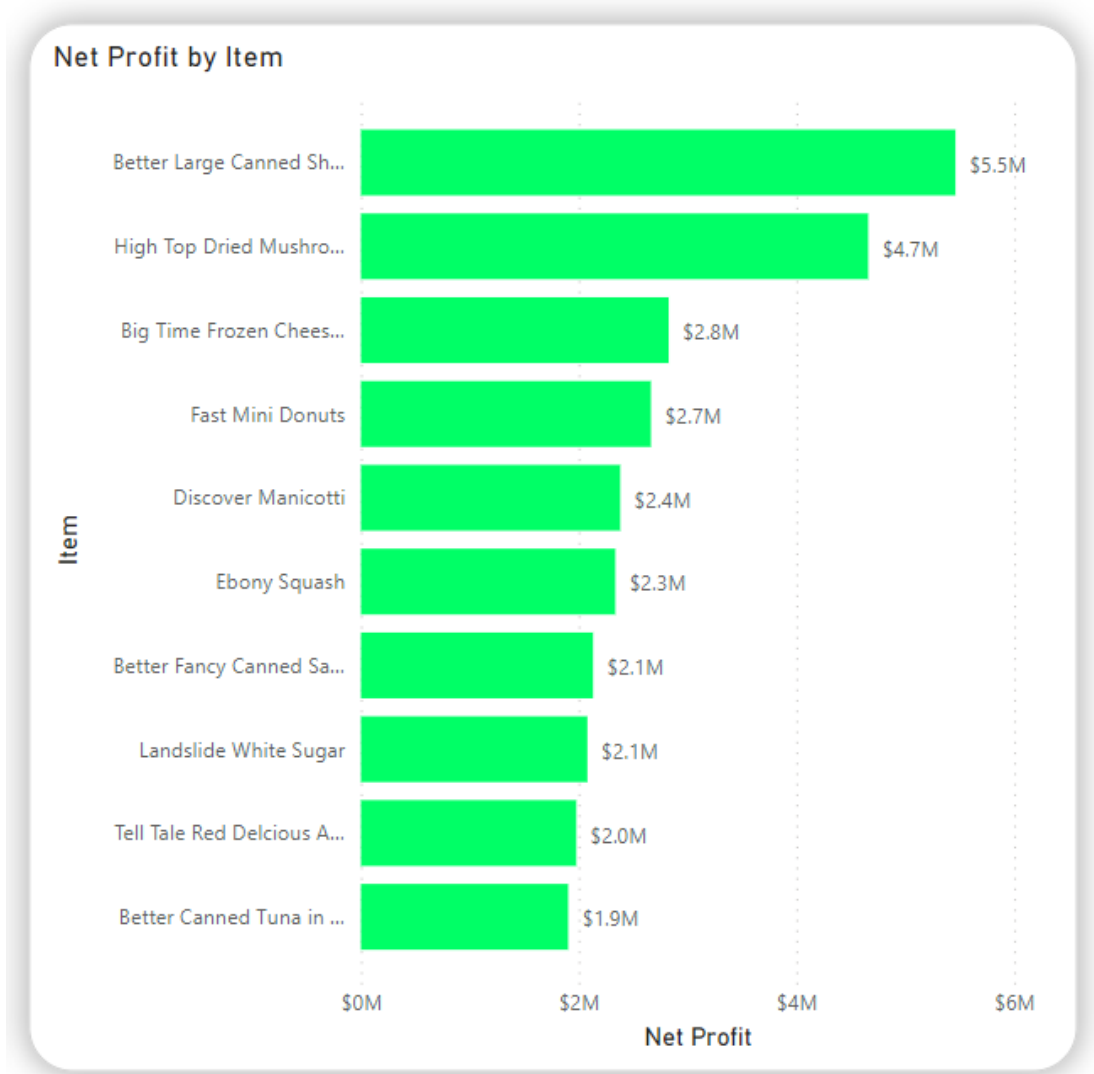
Green colour: Loest Sales Dates – 2, 15, 31.

6. Top 10 trending products based on sales?



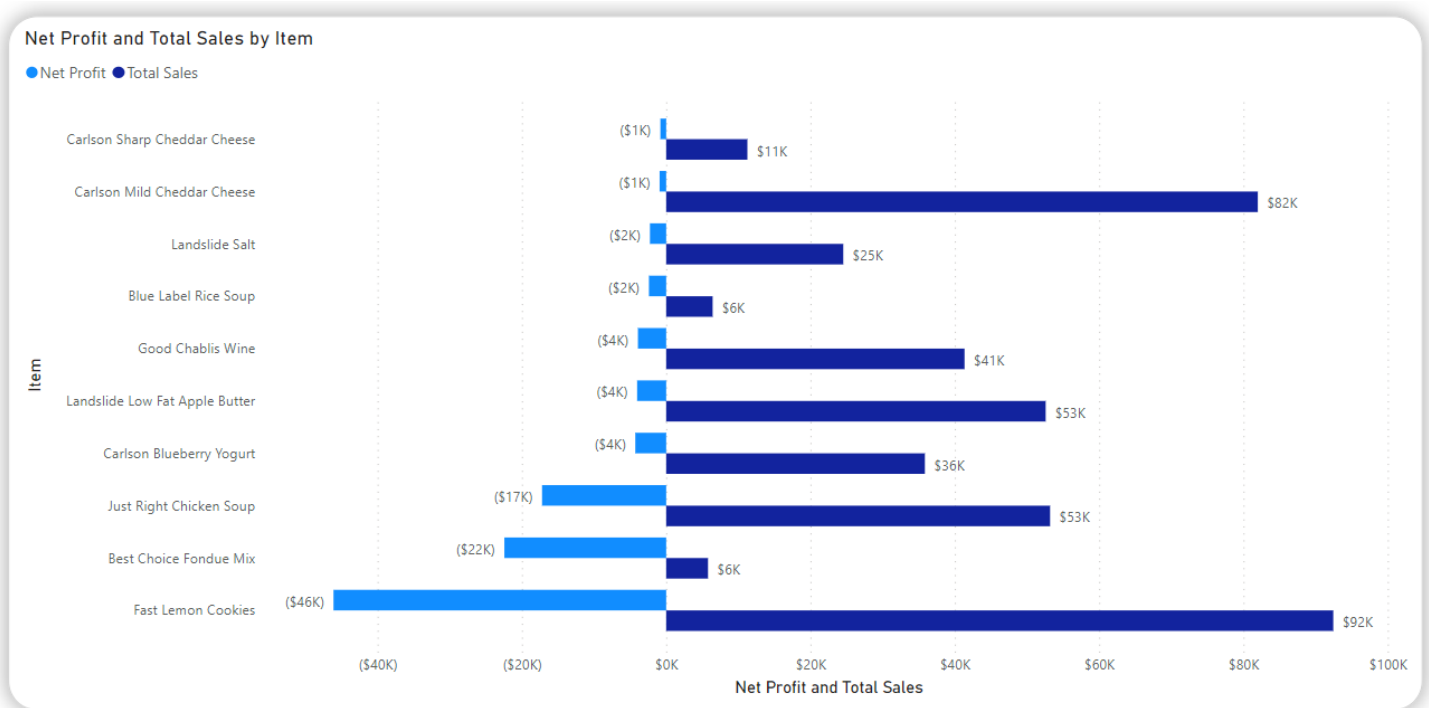
At \$1,56,63,614.45000002, Better Large Canned Shrimp had the highest Total Sales and was 135.18% higher than Landslide French Roast Coffee, which had the lowest Total Sales at \$66,60,375.740000005. [] Better Large Canned Shrimp accounted for 15.82% of Total Sales. Across all 10 Item, Total Sales ranged from \$66,60,375.740000005 to \$1,56,63,614.45000002.

7. Top 10 products making highest profit?



At \$54,59,826.26, Better Large Canned Shrimp had the highest Net Profit and was 186.85% higher than Better Canned Tuna in Oil, which had the lowest Net Profit at \$19,03,351.46. [] Better Large Canned Shrimp accounted for 19.21% of Net Profit. Across all 10 Item, Net Profit ranged from \$19,03,351.46 to \$54,59,826.26.

8. Products making loss all time?



At (\$800.91999999999996), Carlson Sharp Cheddar Cheese had the highest Net Profit and was 98.26% higher than Fast Lemon Cookies, which had the lowest Net Profit at (\$46,106.589999999997). [] Fast Lemon Cookies accounted for 44.20% of Net Profit. Total Sales and Net Profit diverged the most when the Item was Fast Lemon Cookies, when Total Sales were \$1,38,560.76999999996 higher than Net Profit.