

Wireframe Document

ANALYZING AMAZON SALES DATA

Version – 1.0

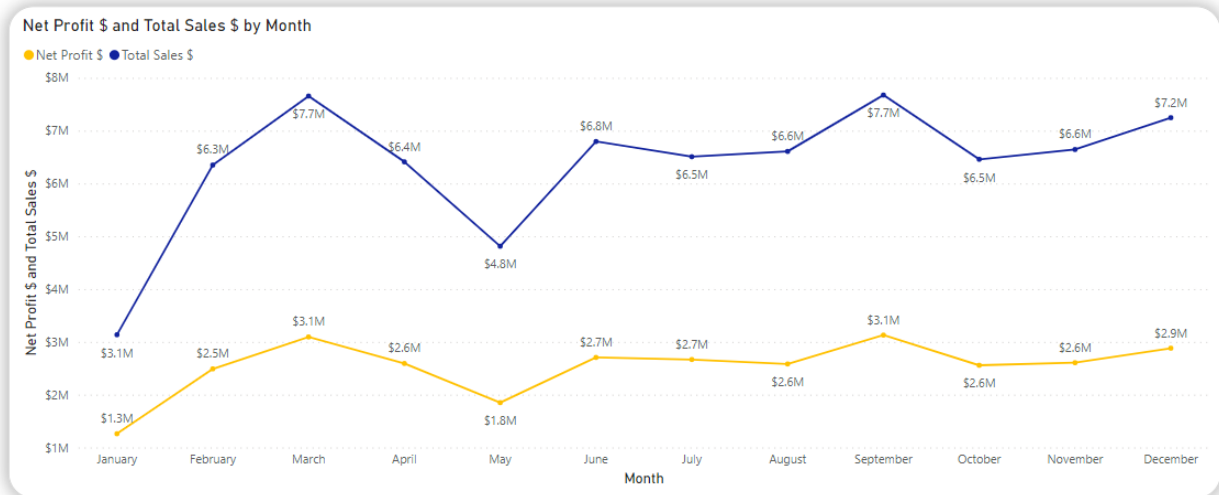
25-07-2022

By : Kshitij Yejare

Document Control

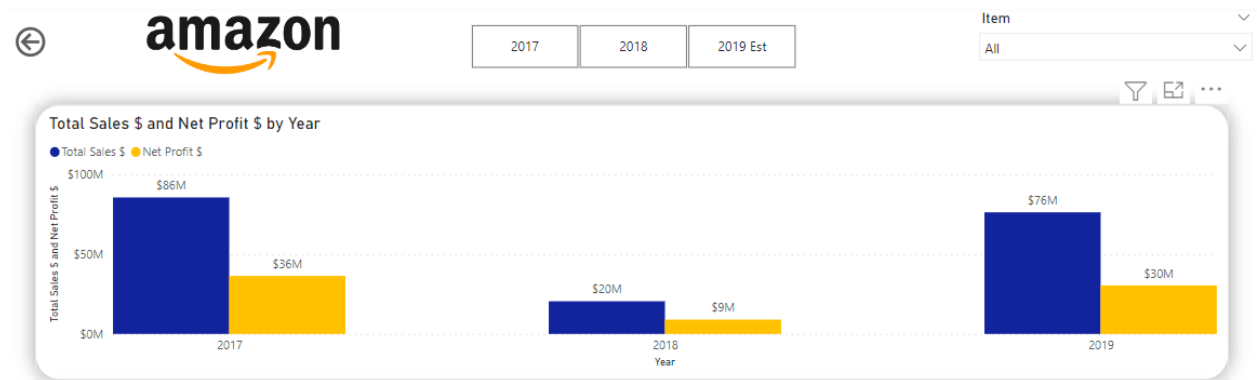
Date	Version	Description	Author
25-07-2022	1.0	Introduction, Problem Statement, Dataset Information, Architecture Description	Kshitij
01 -09-2022	1.1	Insights update	Kshitij

1. How sales trend differ month wise?



At \$31,28,980.53, September had the highest Net Profit \$ and was 148.07% higher than January, which had the lowest Net Profit \$ at \$12,61,337.04. Net Profit \$ and total Total Sales \$ are positively correlated with each other. September accounted for 10.29% of Net Profit \$. Total Sales \$ and Net Profit \$ diverged the most when the Month was March, when Total Sales \$ were \$45,61,858.03 higher than Net Profit \$.

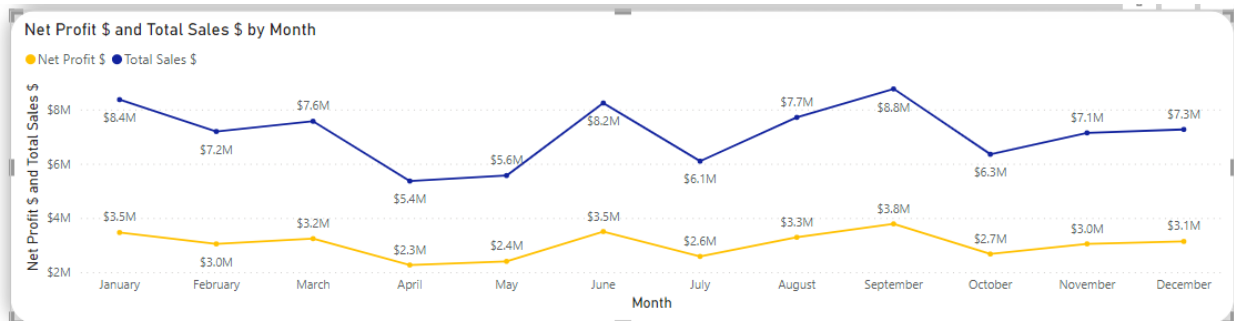
2. What is yearly sales and net profit?



Total Sales \$ (10.87% decrease) and Net Profit \$ (16.49% decrease) both trended down between 2017 and 2019.

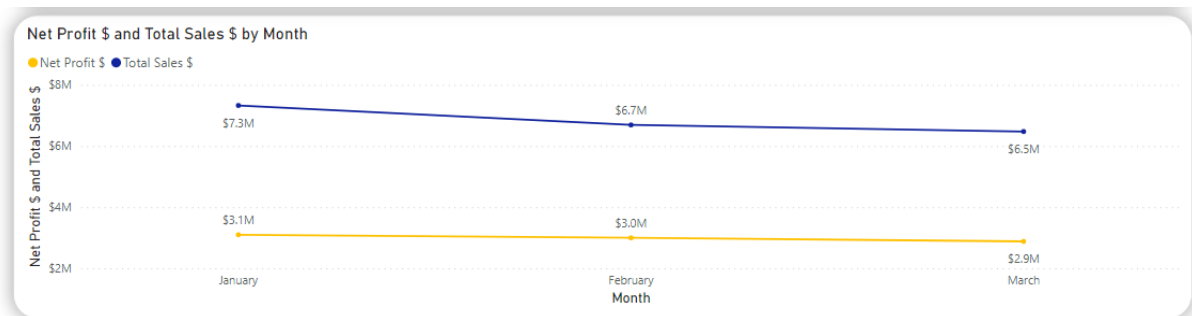
3. How sales trends differ yearly-month wise?

2017 Sales Trends :



At \$37,83,626.57, September had the highest Net Profit \$ and was 66.93% higher than April, which had the lowest Net Profit \$ at \$22,66,622.83. Net Profit \$ and total Total Sales \$ are positively correlated with each other. September accounted for 10.39% of Net Profit \$. Total Sales \$ and Net Profit \$ diverged the most when the Month was September, when Total Sales \$ were \$49,75,085.3 higher than Net Profit \$.

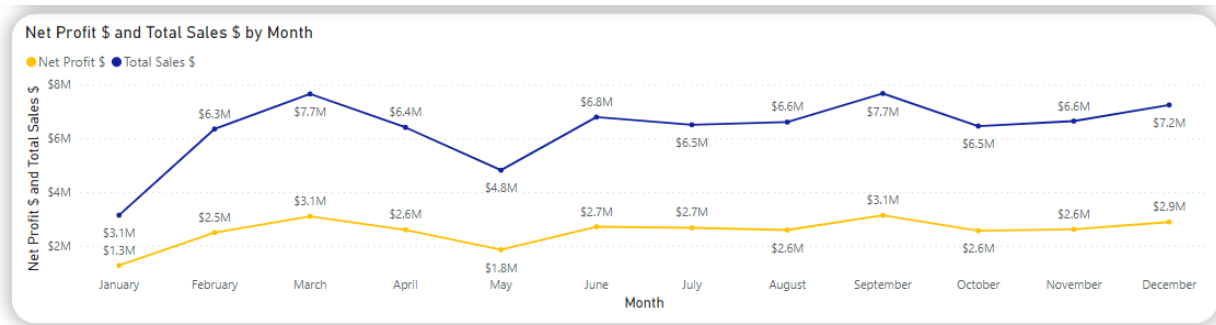
2018 Sales Trends :



At \$30,99,266.34, January had the highest Net Profit \$ and was 7.55% higher than March, which had the lowest Net Profit \$ at \$28,81,733.44. Net Profit \$ and total Total Sales \$ are positively correlated with each other. January accounted for 34.51% of Net Profit \$. Total Sales \$ and Net Profit \$ diverged the most when the Month was January, when Total Sales \$ were \$42,28,540.94 higher than Net Profit \$.

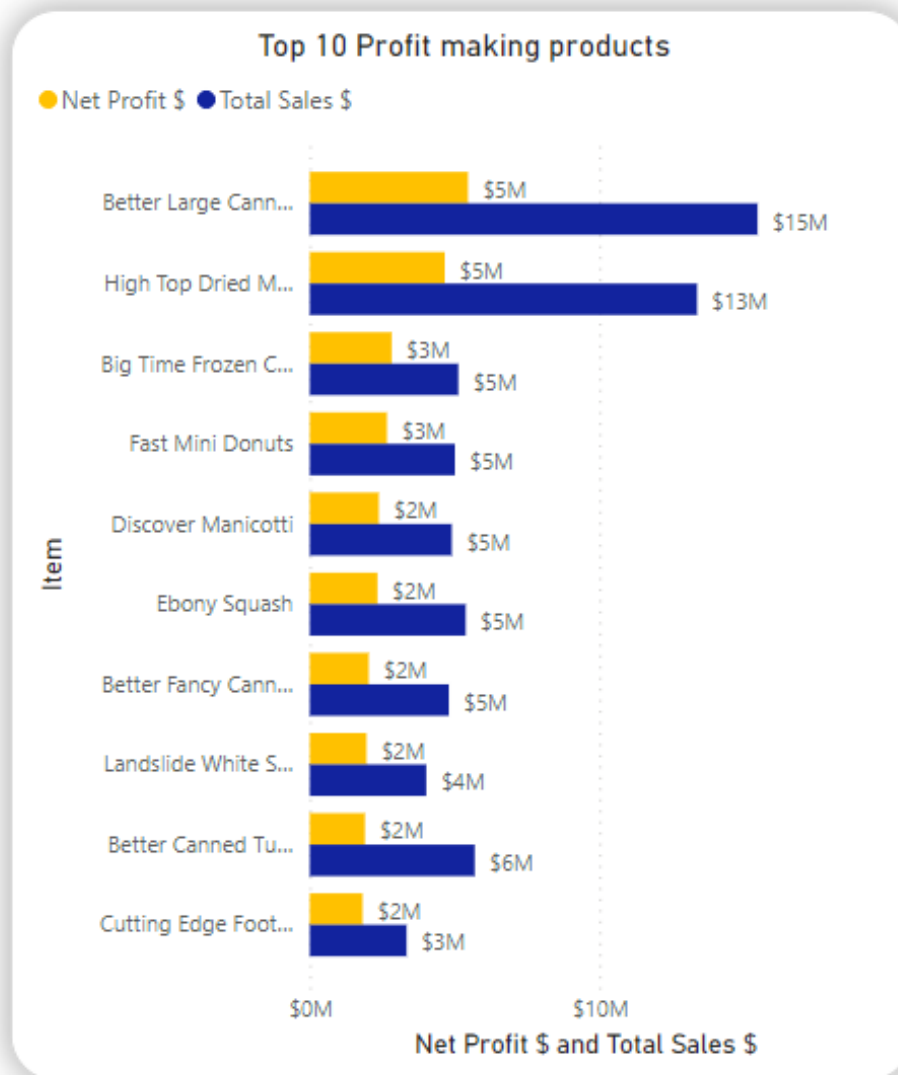
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2019 Sales Trends :



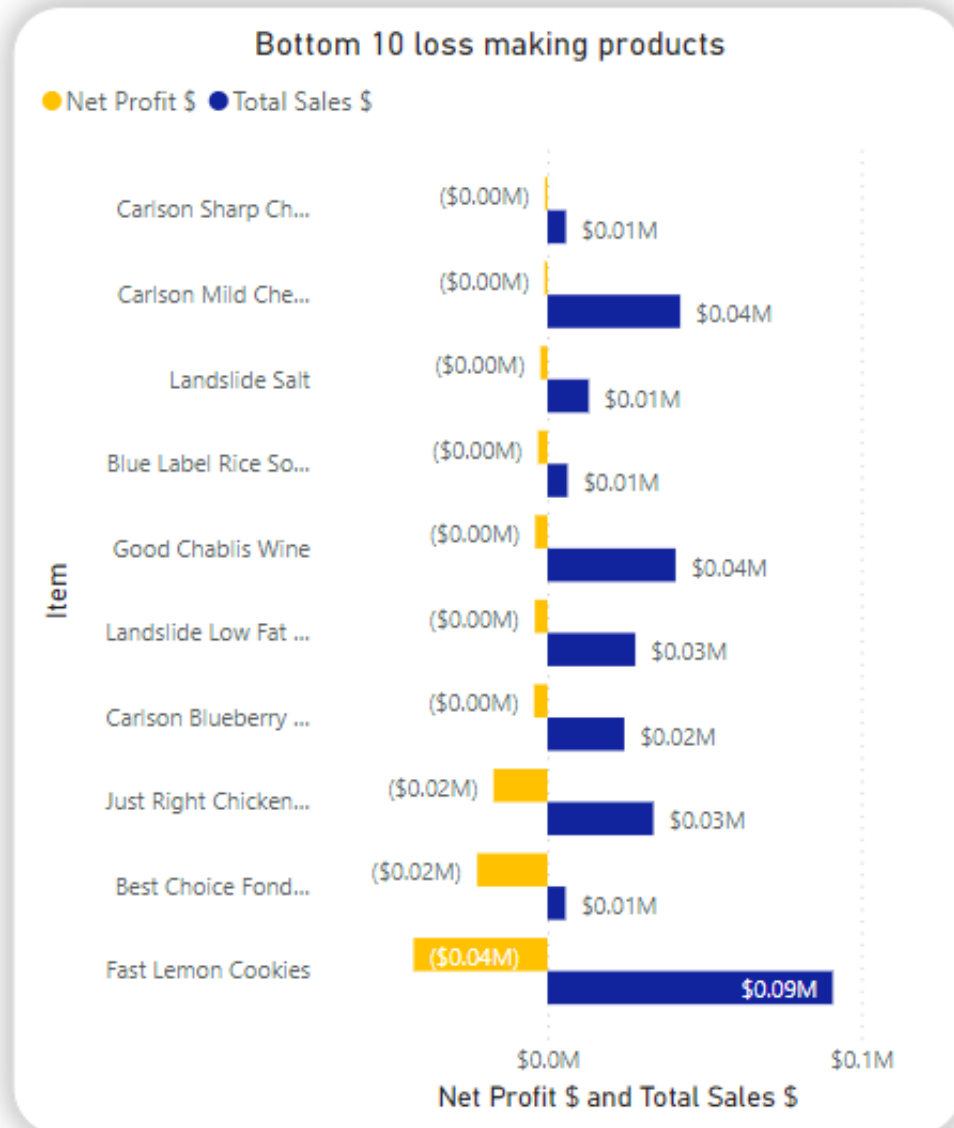
At \$31,28,980.53, September had the highest Net Profit \$ and was 148.07% higher than January, which had the lowest Net Profit \$ at \$12,61,337.04. Net Profit \$ and Total Sales \$ are positively correlated with each other. September accounted for 10.29% of Net Profit \$. Total Sales \$ and Net Profit \$ diverged the most when the Month was March, when Total Sales \$ were \$45,61,858.03 higher than Net Profit \$.

4. Top 10 products making highest profit?



At \$54,59,826.26, Better Large Canned Shrimp had the highest Net Profit \$ and was 199.79% higher than Cutting Edge Foot-Long Hot Dogs, which had the lowest Net Profit \$ at \$18,21,239.29. Net Profit \$ and total Total Sales \$ are positively correlated with each other. Better Large Canned Shrimp accounted for 19.47% of Net Profit \$. Total Sales \$ and Net Profit \$ diverged the most when the Item was Better Large Canned Shrimp, when Total Sales \$ were \$99,94,346.21 higher than Net Profit \$.

5. Products making loss all time?



At (\$800.92), Carlson Sharp Cheddar Cheese had the highest Net Profit \$ and was 98.12% higher than Fast Lemon Cookies, which had the lowest Net Profit \$ at (\$42,677.23). Net Profit \$ and total Total Sales \$ are negatively correlated with each other. Fast Lemon Cookies accounted for 42.05% of Net Profit \$. Total Sales \$ and Net Profit \$ diverged the most when the Item was Fast Lemon Cookies, when Total Sales \$ were \$1,33,600.27 higher than Net Profit \$.