

Amazon Sales Data Analysis Report



Presented By :-

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Introduction

Amazon is a global e-commerce giant, offering millions of products for online purchase. It has grown beyond retail, providing cloud computing services and developing smart home devices.

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits.

This Project Contains the Sales-trend for month-wise, year-wise, yearly month-wise and key metrics and factors that show the meaningful relationships between the attributes.

Main KPIs

- ❖ Total Revenue Per Country.
- ❖ Total Profit Per Country.
- ❖ Total Cost Per Country.
- ❖ Units Sold Per Item.
- ❖ Unit Making Cost Per Item.
- ❖ Selling Price Per Item.

Proposed Work

- ❖ Data Cleaning: Conducted minor adjustments to enhance data cleanliness. Employed basic Excel functions to rectify date formatting discrepancies.
- ❖ Data Processing: Organized and refined columns within the Excel sheet, eliminating any null entries for improved data integrity.
- ❖ Data Analysis: Extracted key performance indicators (KPIs) from the Excel dataset to unveil valuable insights.
- ❖ Data Visualization/Dashboard Creation: Leveraged Microsoft Power BI to create visually compelling representations of the data, facilitating comprehensive data interpretation and decision-making.

Report / Insights

- ❖ In my analysis, I found that the total revenue amounted was \$137.35 million, with a total profit of \$44.17 million and a total cost of \$93.18 million. The average profit margin and unit price is calculated at \$32.16 and \$276.76, respectively.
- ❖ Among product categories, "Cosmetics" emerged as the highest-selling category, while "Fruits" recorded the lowest sales.
- ❖ Notably, the year 2012 witnessed the highest sales revenue, totaling \$31.90 million.
- ❖ Within the Sub-Saharan Africa region, sales peaked at \$39.67 million, with the "Office Supplies" category contributing approximately \$10.5 million in revenue. This indicates an opportunity to expand operations in underserved areas within Sub-Saharan Africa, particularly for "Office Supplies."

Report / Insights

- ❖ Additionally, my analysis revealed a significant demand for the “Cosmetics” category products among European consumers, resulting in the highest profit generation of \$15 million. Hence, initiating targeted marketing campaigns promoting cosmetic products could further capitalize on this trend.
- ❖ Conversely, the "Fruits" category experienced the lowest sales across all regions. To address this, I recommend launching marketing initiatives highlighting the freshness and quality of Amazon's fruit offerings, thereby enhancing the profit-to-cost ratio.



Dashboard

Conclusion :-

- The analysis of Amazon's sales data provides critical insights into the company's performance across different regions and product categories. By focusing on high-demand areas such as "Cosmetics" in Europe and "Office Supplies" in Sub-Saharan Africa, Amazon can capitalize on existing trends to boost profits. Conversely, addressing the challenges faced by underperforming categories like "Fruits" could unlock additional revenue potential.
- The use of Power BI in this project has enabled the creation of an intuitive and interactive dashboard that offers a clear visualization of the data, facilitating informed decision-making for stakeholders.

Thank you