Amazon Sales Data Analysis - Methods and Insights

This document describes the methods used in analyzing the Amazon sales dataset and provides insights gained from the data through visualizations. The analysis includes handling missing data, aggregating sales trends, and visualizing important business insights.

# 1. Data Preprocessing

The dataset was first loaded using pandas, and necessary preprocessing steps were applied. Key preprocessing steps include:

• Handling missing values in key columns such as 'currency' and 'Amount'.

• Converting the 'Date' column into datetime format to ensure proper time-based analysis.

• Grouping data by specific time periods for trend analysis.

# 2. Visualizations and Insights

## Sales Trend Over Time

A line plot was generated to display the sales trend over time. The data was grouped by month, and the total sales amount was calculated for each period. This plot helps in identifying sales growth, seasonality, and potential drops in sales during specific periods.

• Method: Grouping data by the month and summing the 'Amount' for each period.

• Insight: The sales trend helps in understanding the performance over time. For example, if sales drop during specific months, it could be an indication of low customer demand or external factors affecting the business.