

AMAZON PROJECT

AMAZON

INTERNATIONAL
SALES DATA

REGIONAL SALES

EMPLOYEE DATA

SHIPPING

LOGISTIC DATA

APPAREL

BOOKS

ELECTRONICS

VIDEO GAMES

PRIME USERS

PROFITS AND
REVENUE

amazon

This Tableau dashboard provides a comprehensive view of Amazon's business, covering key metrics like sales, customer engagement, product range, logistics, and financial performance. It allows users to explore trends and insights across various business dimensions, supporting data-driven decision-making.

Made by
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Tanay Kapoor 22csu222





INTERNATIONAL SALES DATA

Region

Asia

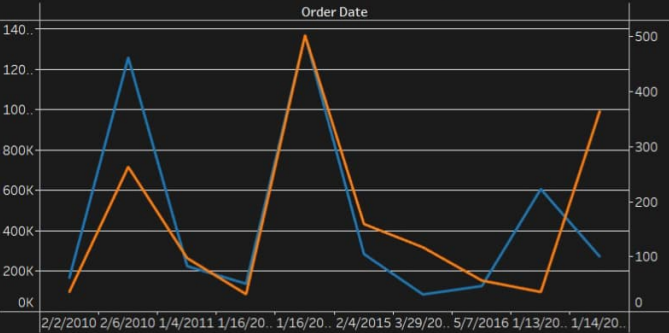
Total Profit

15,1032M

Country wise performance



Profit and Cost Over Time



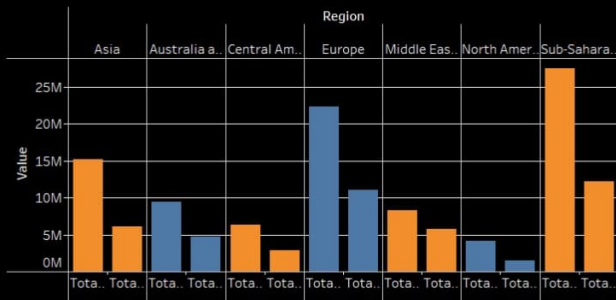
Sales Performance by Category and Region





Regional Sales Performance Overview

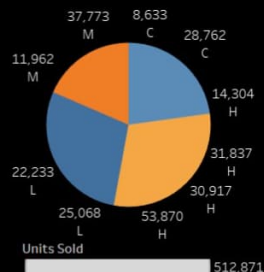
Total cost and profit per region



Items sold per region

Clothes Asia 14,193	Clothes Europe 11,784	Household Asia 12,080	Personal Care North America 12,189
Clothes Middle East and North Africa 14,000		Household North America	Personal Care Europe
Office Supplies Europe 14,053	Office Supplies Asia 11,718	Household Asia	Personal Care Asia
		Fruits Asia	Beverages Europe 9,784
		Fruits	

Order Priority per Region



SUMMARY

->Total cost and profit per region: North America has the highest cost and profit.

->Order priority per region: Asia has the highest priority orders, followed by North America.

->Items sold per region: Asia and Europe lead in items sold.

->Total revenue per region: North America generates the highest revenue.



Total Revenue per region



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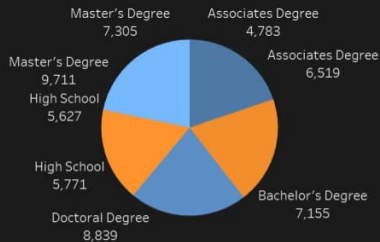
VIDEO GAMES

PRIME USERS

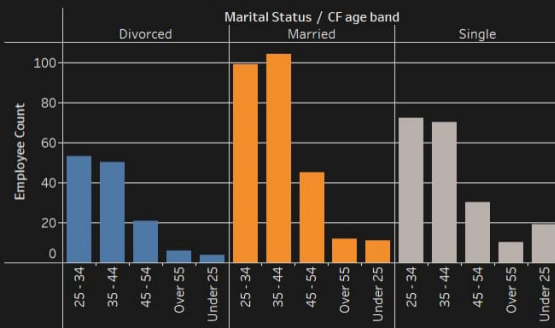
PROFITS AND
REVENUE



Education and monthly income

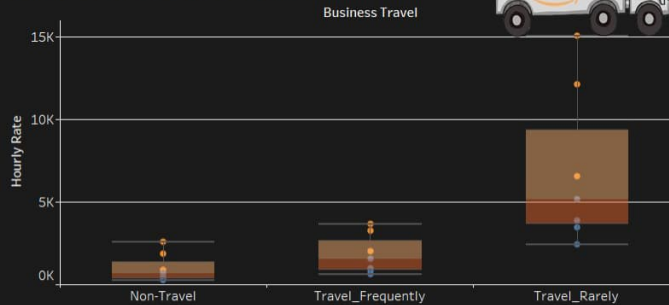


Marital Status of employees



EMPLOYESS DATA

Business travel of a Job holder



SUMMARY

Education & Income: Master's degree holders earn the most, high school least.
Business Travel: Most don't travel, few travel rarely.
Marital Status: Majority are married.
Education & Job Role: Research Directors/Executives have highest qualifications, Sales Reps lowest.



Education of Job Holders

Research Director 42.14 Doctoral Degree	Sales	Human	Human Resources 38.60 Master's Degree			Sales Executive 37.30 Bachelor's Degree		Human
Manager 50.60 Doctoral Degree			Sales Executive 37.31 Master's Degree			Manager 46.65 Bachelor's Degree		

Education.. Life Sciences

Avg. Distance From Home

7.000 14.571

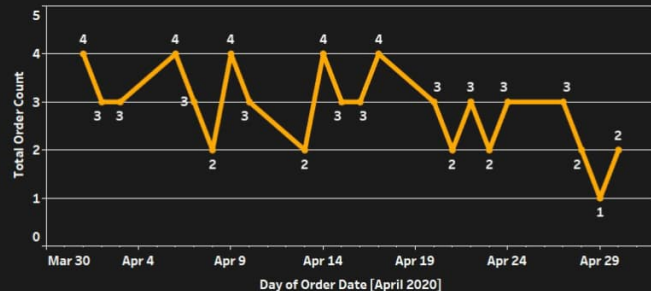
Job Role (All)



Total Count of Orders Not Shipped by Country



Total Count of Orders Shipped



SHIPPING ANALYTICS

Total Count of Orders



SUMMARY

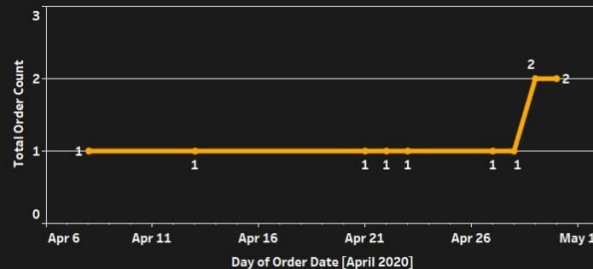
->**Unshipped Orders:**
Most unshipped orders are for Beverages and Dairy Products.

->**Order Count:** Order counts are highest for Beverages and lowest for Meat/Poultry.

->**Shipped Orders:**
Order shipments are relatively consistent throughout April.

->**Unshipped Orders:**
There's a spike in unshipped orders around April 29th.

Total Count of Orders Not Shipped

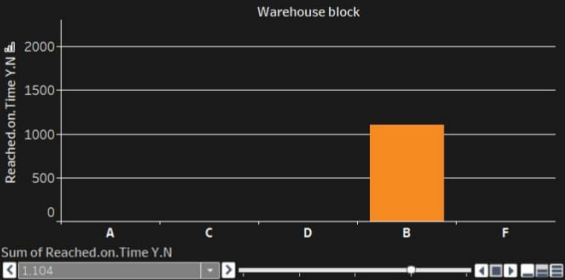


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DELIVERY STATUS AND INFORMATION

Warehouse Performance by Delivery Timeliness



Customer Care Calls by Gender and Product Importance

Gender	Product I..	Mode of Shipment		
		Flight	Road	Ship
F	high	204	233	995
	low	1,235	1,321	5,332
	medium	1,094	1,169	4,978
M	high	289	248	869
	low	1,299	1,172	5,445
	medium	1,179	1,129	4,702

Customer rating
204 5,445

Product importance
high
low
medium

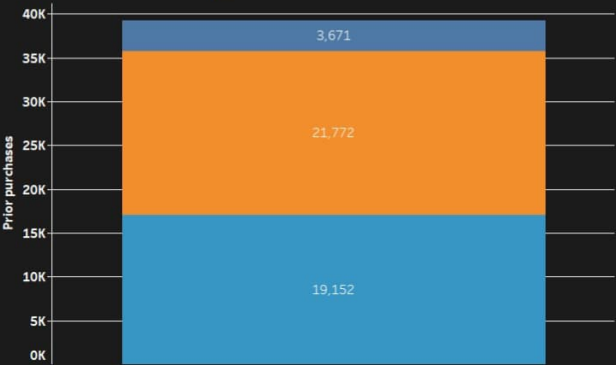
Cost of the Product
382,671 766,477



Customer Care Calls by Product Importance and Warehouse



Product Importance vs. Prior Purchases



SUMMARY

- >Warehouse A: Highest on-time shipments
- >Customer Care Calls: High-importance products, especially for females
- >Warehouse D: Handles most high-importance calls
- >Warehouse B: Handles most medium-importance calls
- >Higher prior purchases lead to more calls for high-importance products

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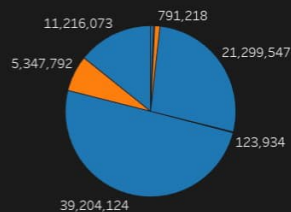
VIDEO GAMES

PRIME USERS

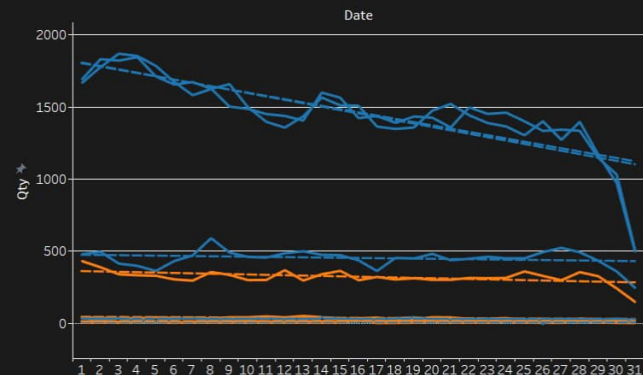
PROFITS AND
REVENUE



Sales by Category

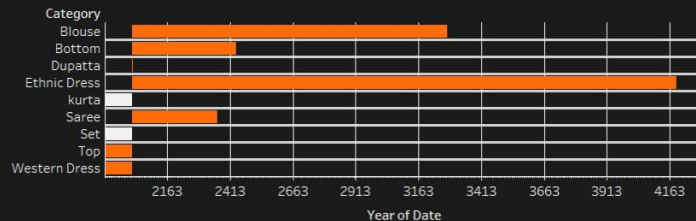


Clothing Sales per day



APPAREL ANALYTICS

Monthly Sales Trends



Category

- Blouse
- Bottom
- Dupatta
- Ethnic Dress
- kurta
- Saree
- Set
- Top
- Western Dress

SUMMARY

>Bottoms have the highest sales quantity.

>Western Dress has the highest sales amount.

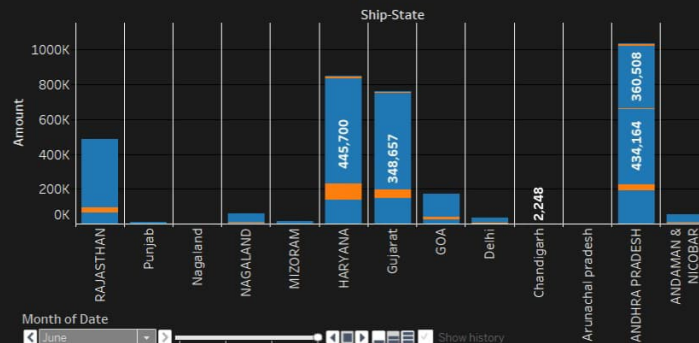
>Sales for Ethnic Dress and Saree have been increasing over time.

>Sales for Blouse have been decreasing.

>Rajasthan and Haryana have the highest sales.

>Andaman and Nicobar and Arunachal Pradesh have the lowest sales.

Sales by Region



Month of Date

June

Show history



ELECTRONICS ITEMS IN AMAZON

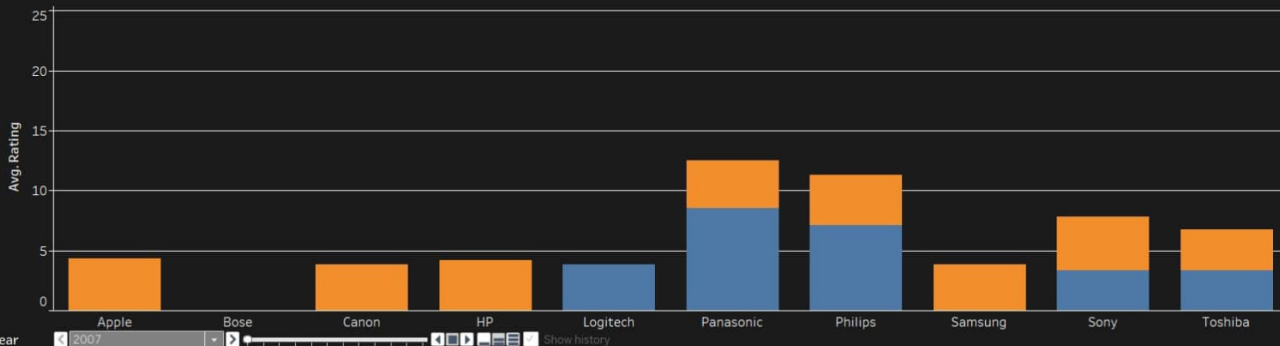
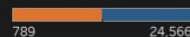
BRAND V/S RATING



Category

- Accessories & Supplies
- Camera & Photo
- Car Electronics & GPS
- Computers & Accessories
- Headphones
- Home Audio
- Portable Audio & Video
- Security & Surveillance
- Television & Video
- Wearable Technology

Count of User Attr



MALE



TOTAL COUNT

Category	
Accessories & Supplies	20,532
Camera & Photo	26,372
Car Electronics & GPS	3,654
Computers & Accessories	45,020
Headphones	48,864
Home Audio	3,054
Portable Audio & Video	18,845
Security & Surveillance	1,681
Television & Video	4,002
Wearable Technology	2,100

FEMALE



Summary

Brand vs. Rating: Samsung and Sony have the highest average ratings.

Category vs. User: Headphones have the most users followed by Camera & Photo.

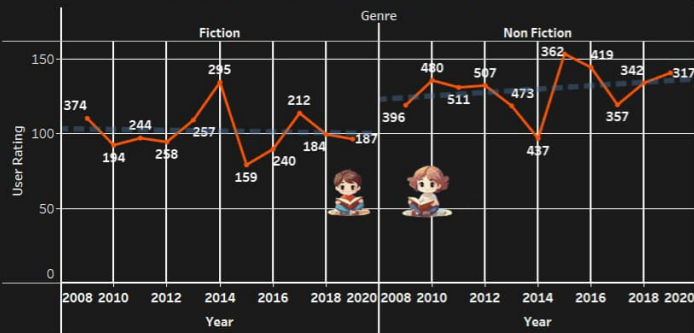
Gender vs. Category: Males prefer Headphones and Camera & Photo while females prefer Headphones and Computers & Accessories.

Total Count: Camera & Photo has the highest number of items.

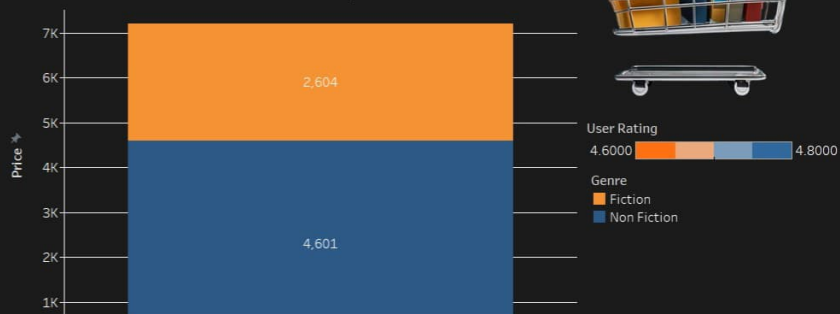


SALES OF BOOKS ON AMAZON

Average User Rating by Genre and Year



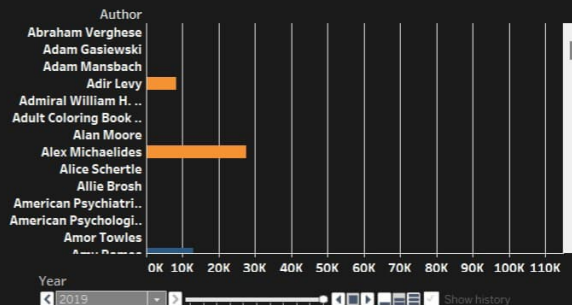
Price Distribution by Genre



Top Rated Books by Year



Number of Reviews by Author



SUMMARY

->Fiction books are generally rated higher than non-fiction.
 ->User ratings have slightly increased over time, peaking in 2018.
 ->Non-fiction books are generally more expensive.
 ->"11/22/63" and "12 Rules for Life" are top-rated.
 ->Abraham Verghese and Adam Gasiewski have many reviews.
 ->Non-fiction authors tend to have more reviews.

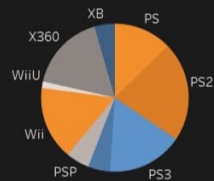


VIDEO GAMES SALES DATA

Regional Video Games Sales



Platform Sales Distribution



Summary

->Regional Sales: EU and NA have the highest sales.

->Platform Sales: PS2 and PS4 are the top-selling platforms.

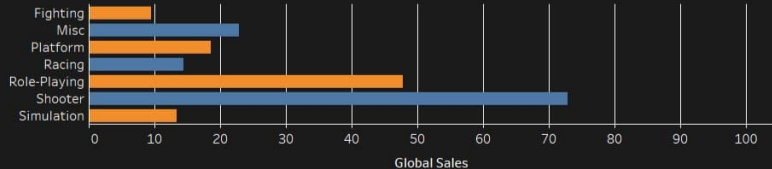
->Sales Over Years: Sales peaked around 2008 and have been declining since.

->Sales by Genre: Role-Playing and Shooter genres are the most popular.

Video Games Sales Over Years



Video Games Sales by Genre



Year

2012

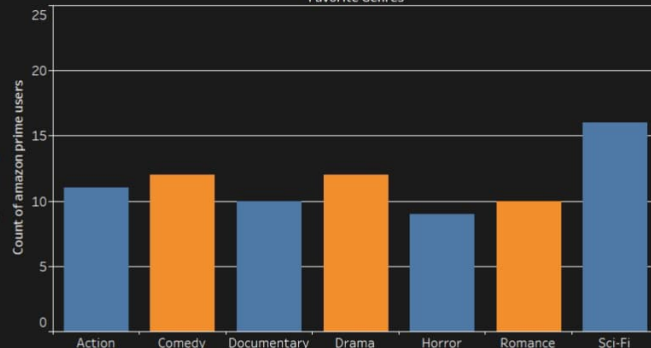
Show history



120.00 157.00

- >Membership starts peak at month's beginning and end.
- >Females slightly lead in sign-ups.
- >Visa is the top payment method, auto-renewal is preferred.
- >Action and Sci-Fi are the most popular genres.
- >Gender distribution is almost equal across devices.
- >Smart TVs have the highest Prime user count.

Favorite Genres

Devices..

Smart TV

Smartphone

Tablet

Female 382

Male 398

Male 436
Female 431

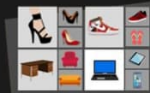
Male
426



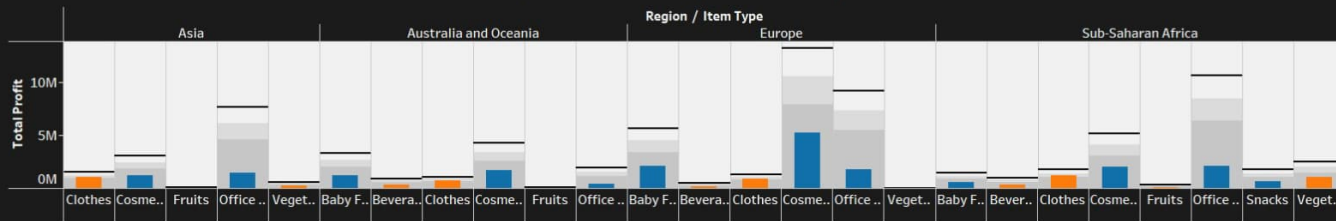
Female
427



PROFIT AND REVENUE ANALYSIS



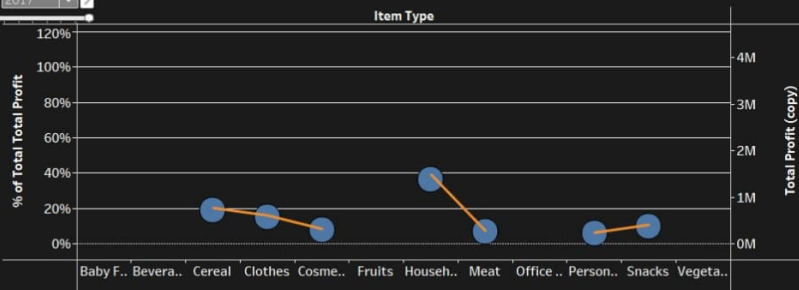
Contribution of Item Types within Regions



Contribution of Item Types within Regions
Europe: Office Supplies and Cosmetics are the top-selling categories.
Asia: Office Supplies and Beverages are the top-selling categories.
Australia and Oceania: Cosmetics and Clothes are the top-selling categories.
Sub-Saharan Africa: Office Supplies and Snacks are the top-selling categories.

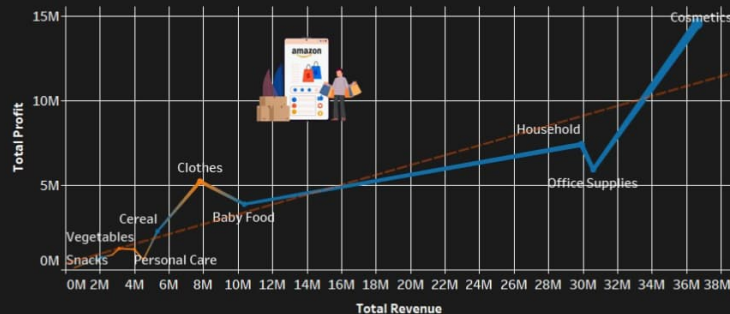
Year of Order Date

The Contribution of Top Products to Total Sales



The Contribution of Top Products to Total Sales
 Household products contribute the most to total sales.

Relationship Between Total Revenue and Total Profit



Relationship Between Total Revenue and Total Profit
 There is a positive correlation between total revenue and total profit.
 Cosmetics and Household items have the highest total profit.