

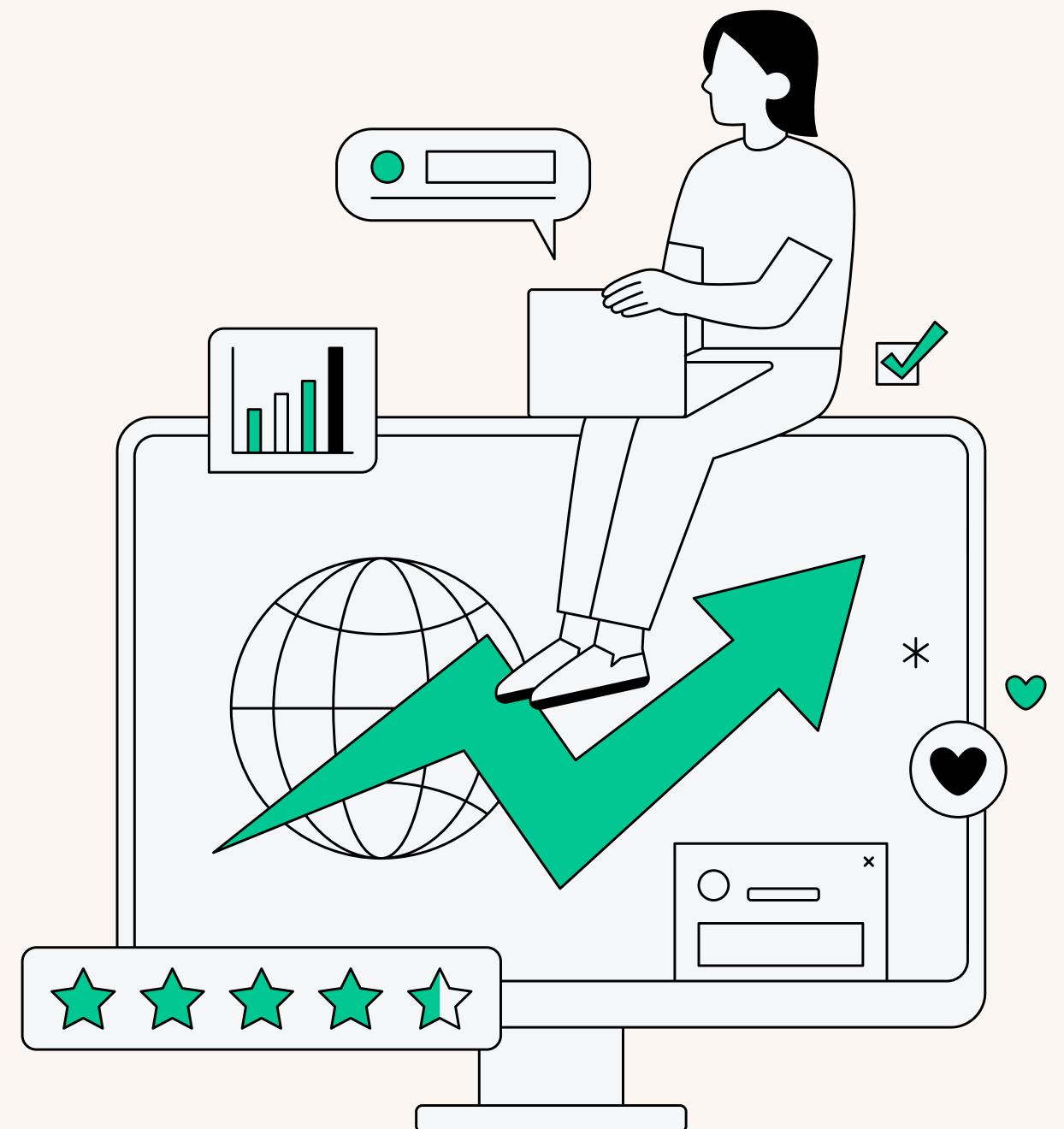
Presented by Meet Nakum

Analysis of results

Analyzing Amazon Sales data

Project 1

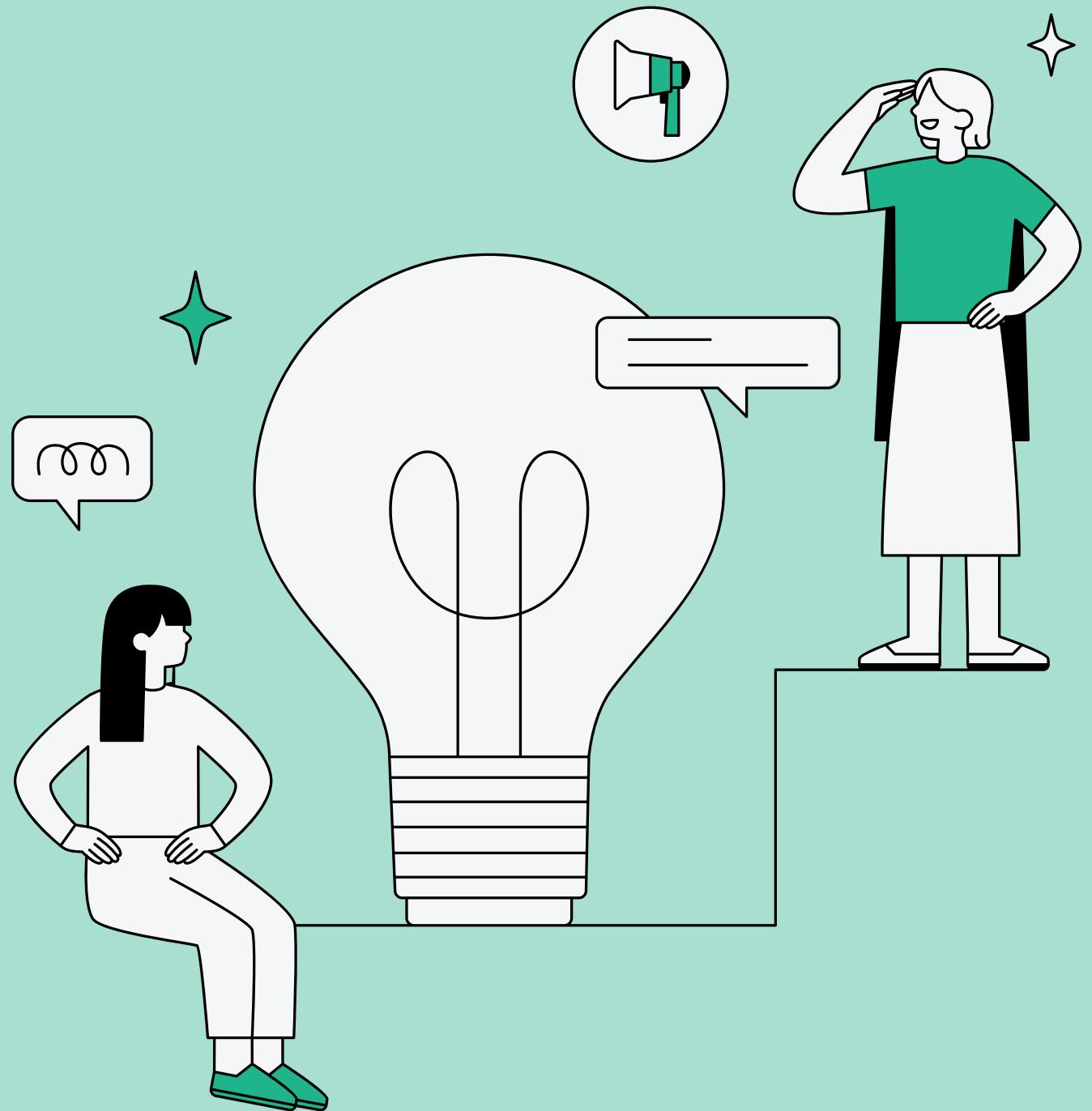
Unified Mentor



Introduction

Problem Statement

The objective of this project is to **analyze Amazon sales data** to identify trends in monthly and yearly sales, understand profit trends, and visualize the performance over time. The insights gained from this analysis can inform strategic decisions and provide valuable information for stakeholders.



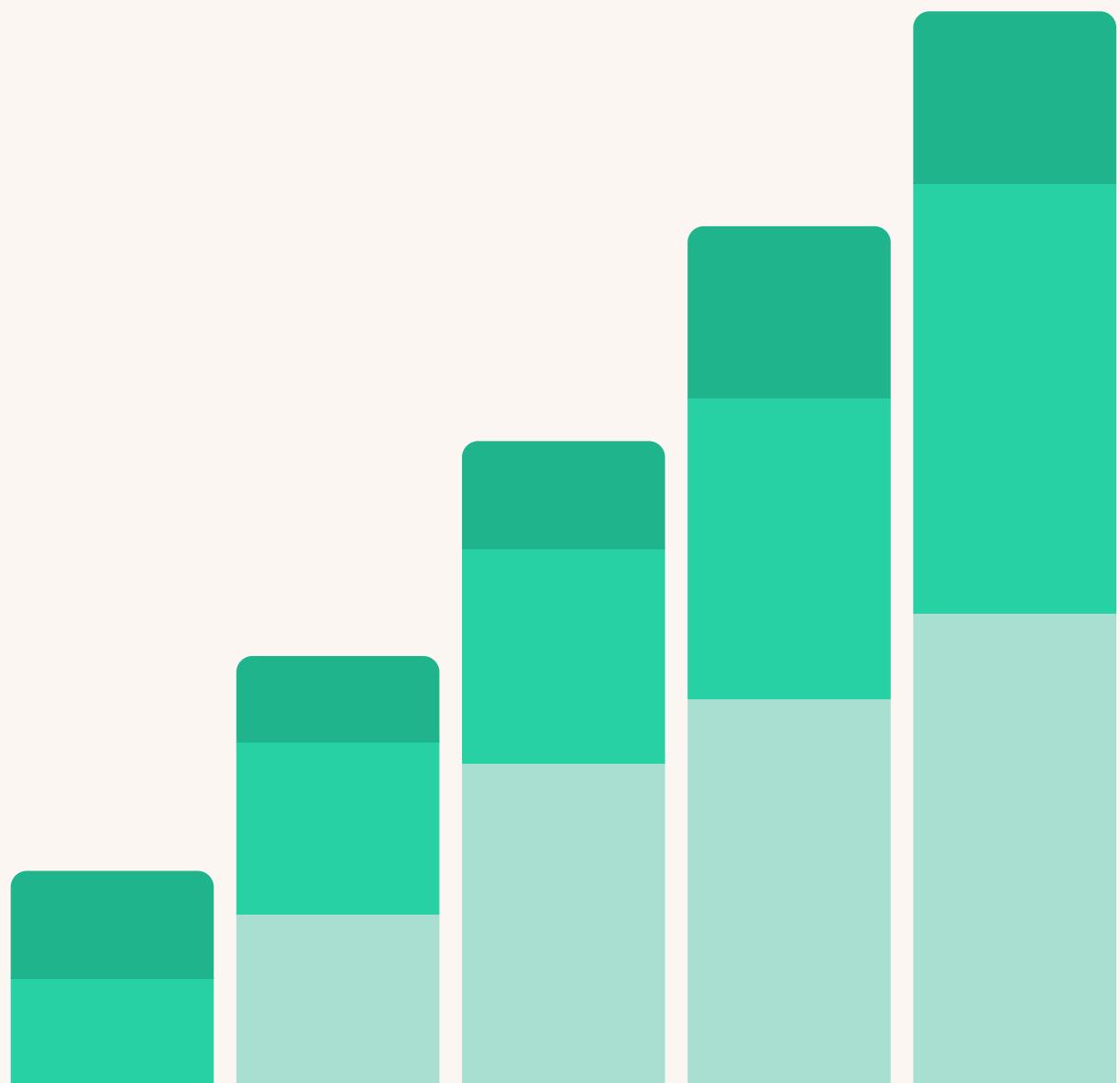
Data Exploration and Preparation

Data Source

The dataset used in this analysis is the "**Amazon Sales Data.csv**" file, containing information about sales transactions.

Data Cleaning and Preprocessing

- Extracted relevant features such as 'Order Date,' 'Year,' 'Month,' 'Year-Month,' and 'Month Year.'
- Handled datetime data conversion and formatting.
- Applied ETL principles for data cleaning and transformation.



Exploratory Data Analysis

Monthly Sales Trend

- Grouped data by month and calculated total revenue.
- Visualized monthly sales trends using a line plot.

Yearly Sales Trend

- Grouped data by year and calculated total revenue.
- Visualized yearly sales trends using a bar chart.

Yearly-Monthly Sales Trend

- Grouped data by month and calculated total revenue.
- Visualized monthly sales trends using a line plot.

Profit Trends

- Grouped data by month-year and calculated total profit.
- Visualized profit trends using a line plot.
- Analyzed yearly and monthly profit trends separately.

Results



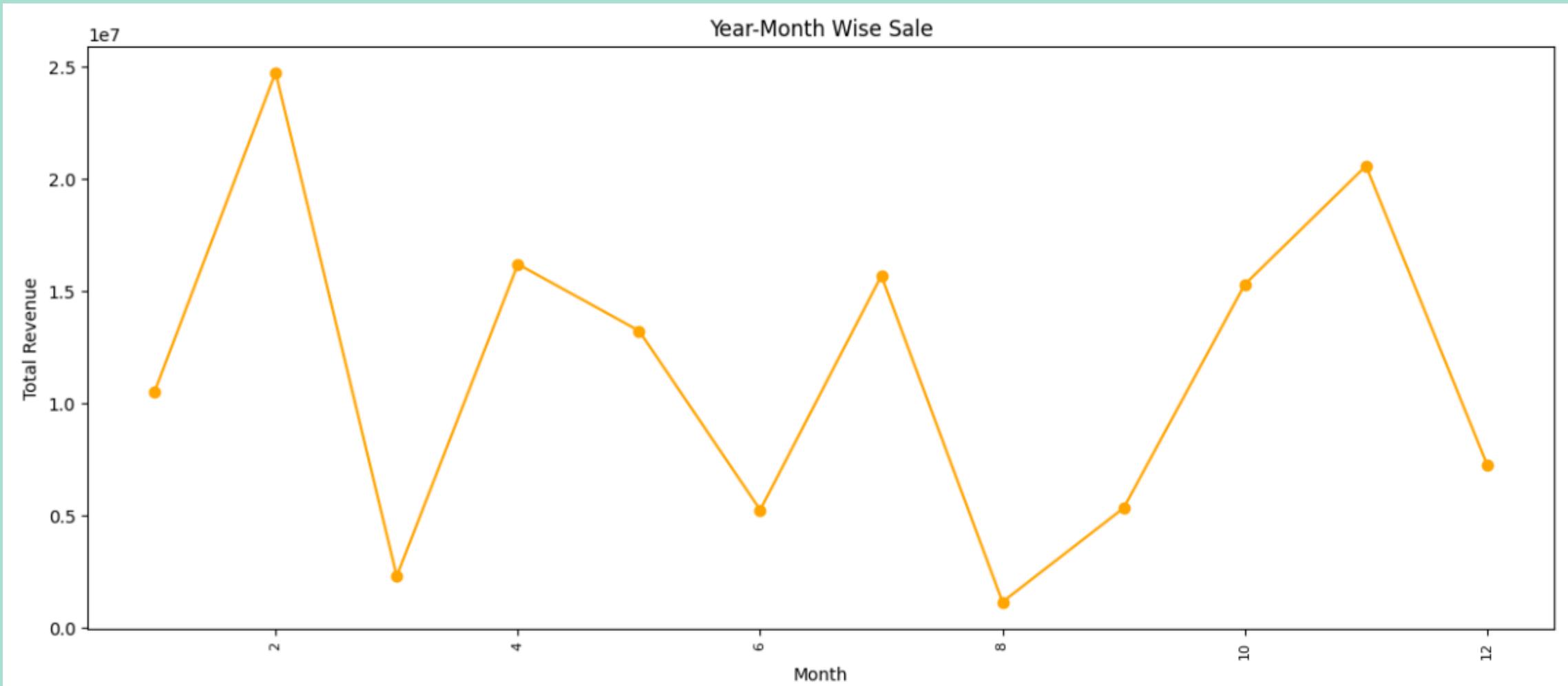
Monthly Sales Trend

Month-wise Sales Trend:

Month

1	10482467.12
2	24740517.77
3	2274823.87
4	16187186.33
5	13215739.99
6	5230325.77
7	15669518.50
8	1128164.91
9	5314762.56
10	15287576.61
11	20568222.76
12	7249462.12

Name: Total Revenue, dtype: float64



Yearly Sales Trend

Year-wise Sales Trend:

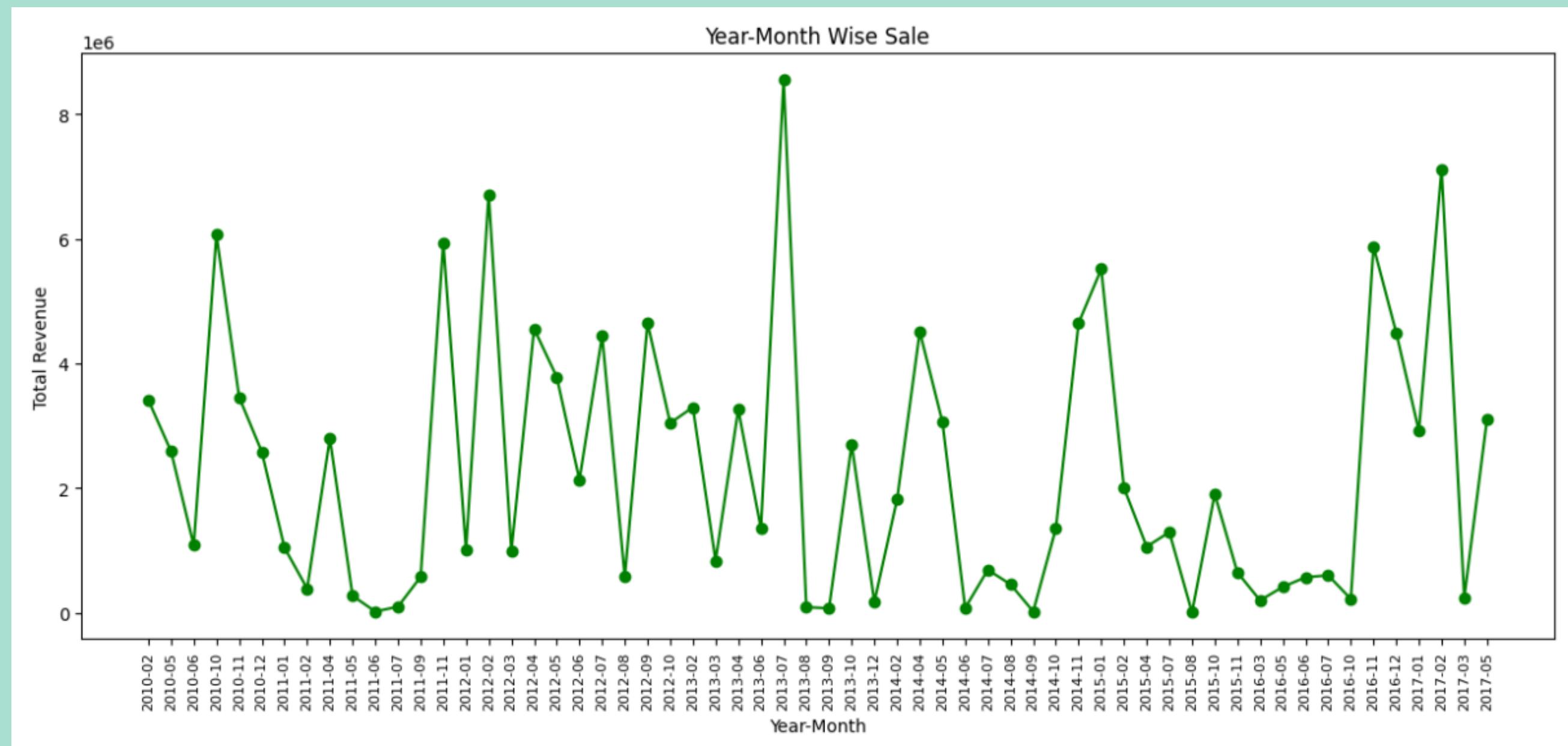
Year	Total Revenue
2010	19186024.92
2011	11129166.07
2012	31898644.52
2013	20330448.66
2014	16630214.43
2015	12427982.86
2016	12372867.22
2017	13373419.63

Name: Total Revenue, dtype: float64

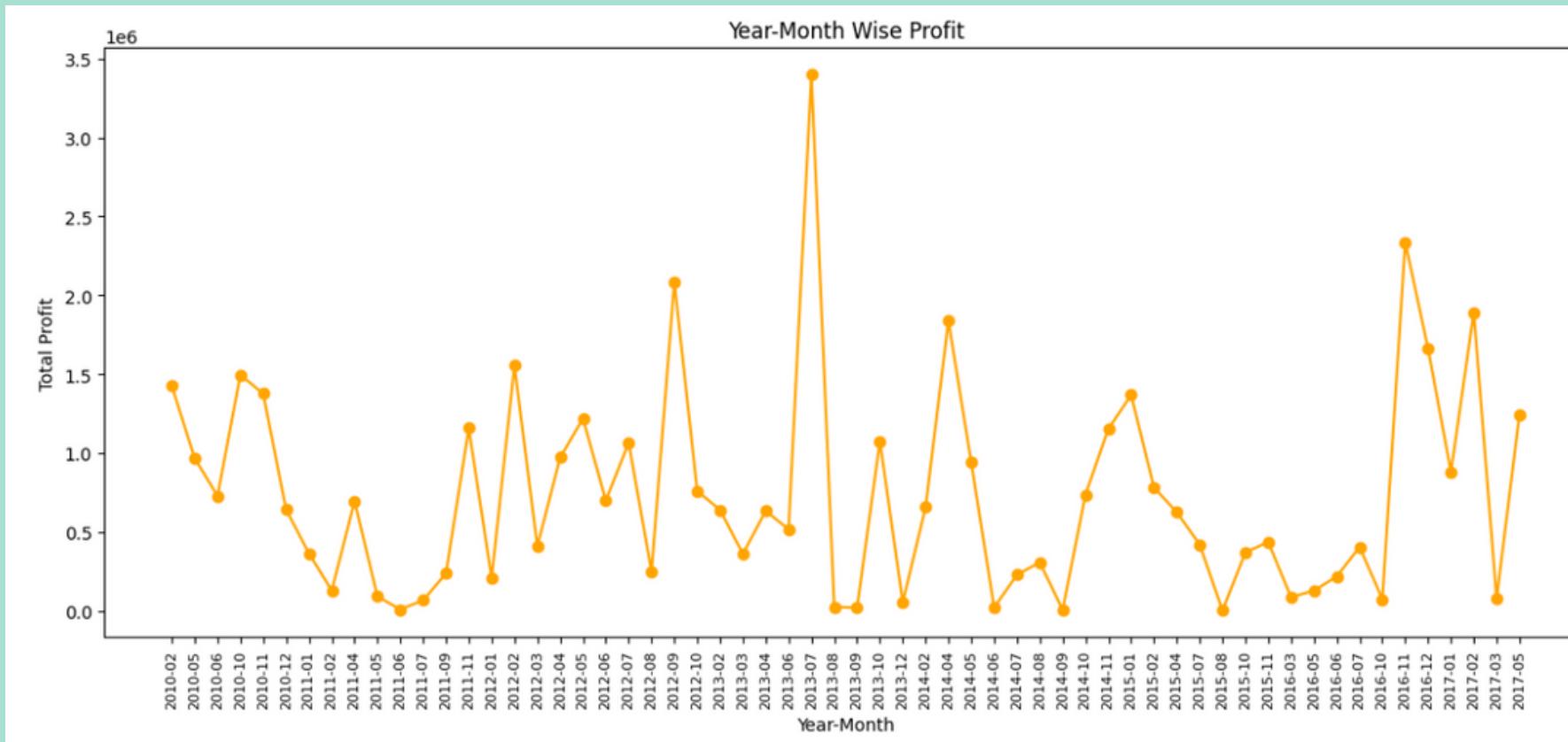


Yearly-Monthly Sales Trend

Yearly-Monthly Sales Trend:	
Year-Month	Total Revenue
2010-02	3410661.12
2010-05	2587973.26
2010-06	1982418.40
2010-10	6664933.75
2010-11	3458252.00
2010-12	2581786.39
2011-01	1842225.35
2011-02	387082.20
2011-04	2798046.49
2011-05	272410.45
2011-06	19183.44
2011-07	97848.64
2011-09	574951.92
2011-11	5938385.58
2012-01	1812884.00
2012-02	6707849.42
2012-03	994765.42
2012-04	4556012.38
2012-05	3782781.82
2012-06	2132075.27
2012-07	4445893.92
2012-08	576782.80
2012-09	4648152.72
2012-10	3042246.77
2013-02	3296425.02
2013-03	835759.10
2013-04	3262562.10
2013-06	1352867.40
2013-07	8545511.20
2013-08	89623.98
2013-09	71253.21
2013-10	2782770.40
2013-12	173676.25
2014-02	1819668.25
2014-04	4510578.10
2014-05	3060338.59
2014-06	75591.66
2014-07	688641.85
2014-08	455479.04
2014-09	28484.71
2014-10	1352370.65
2014-11	4647149.58
2015-01	5513227.50
2015-02	2003911.12
2015-04	1059987.26
2015-07	1292489.45
2015-08	6279.09
2015-10	1904138.04
2015-11	648030.40
2016-03	197883.40
2016-05	414371.10
2016-06	568269.60
2016-07	600821.44
2016-10	221117.00
2016-11	5876485.20
2016-12	4493999.48
2017-01	2914130.27
2017-02	7115008.64
2017-03	246415.95
2017-05	3097864.77



Profit Trends



Conclusion

This project successfully analyzed Amazon sales data, providing valuable insights into monthly and yearly trends and profit distributions. The visualizations and trends identified can be instrumental in making informed business decisions and developing strategies for future growth.



Presented by Meet Nakum

Thank you very much!

