# Amazon Sales Dataset Analysis Report

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## 1. Product Analysis

### Distinct Product Lines:

1. Health and beauty

2. Electronic accessories

3. Home and lifestyle

4. Sports and travel

5. Food and beverages

6. Fashion accessories

### Highest sales & Revenue:

- Top Product Line: Food and Beverages

- Total Revenue: ₹56,144.96

- Highest VAT Paid: ₹2,673.56

### Product Line Performance:

All product lines were marked "Good" for sales performance based on comparison with average sales.

### Gender-Based Product Popularity:

- Male Preference: Health and Beauty (88 purchases)

- Female Preference: Fashion Accessories (96 purchases)

### Average Ratings per Product Line:

| Product Line | Avg. Rating |

|------------------------|-------------|

| Food and Beverages | 7.11 |

| Health and Beauty | 7.00 |

| Fashion Accessories | 7.03 |

| Electronic Accessories | 6.92 |

| Sports and Travel | 6.92 |

| Home and Lifestyle | 6.84 |

## 2. Sales Analysis

### Monthly Revenue:

- January: ₹116,292.11

- March: ₹109,455.74

- February: ₹97,219.58

### Month with Highest COGS:

- January (indicating peak sales volume)

### City with Highest Revenue:

- Naypyitaw: ₹110,568.86

### Sales Occurrence by Time and Day:

- Most Active Day & Time: Wednesday Afternoon (71 sales)

- Most Active Time Overall: Afternoon (454 sales)

### Highest Average Rating per Branch Time:

| Branch | Time of Day | Avg. Rating |

|--------|-------------|-------------|

| A | Afternoon | 7.09 |

| B | Morning | 6.89 |

| C | Evening | 7.11 |

### Day with Highest Avg. Ratings:

- Monday: 7.15

### Highest Avg. Rating per Branch & Day:

| Branch | Day | Avg. Rating |

|--------|---------|-------------|

| A | Friday | 7.31 |

| B | Monday | 7.34 |

| C | Friday | 7.28 |

## 3. Customer Analysis

## Gender Distribution:

- Female Customers: 501

- Predominant Gender: Female

### Gender Split by Branch:

| Branch | Male | Female |

|--------|------|--------|

| A | 179 | 161 |

| B | 170 | 162 |

| C | 150 | 178 |

### Most Frequent Customer Type:

- Member: 501 purchases

### Revenue and VAT by Customer Type:

- Highest Revenue (Member): ₹164,223.81

- Highest VAT (Member): ₹7,820.16

### City with Highest VAT %:

- Naypyitaw: 16.05%

### Most Used Payment Method:

- E-Wallet: 345 times

### Distinct Value Counts:

- Customer Types: 2

- Payment Methods: 3