Amazon Sales Data Analysis

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Date: 27/04/2023

Analysis

As per the problem statement, we have built a dashboard with multiple visualizations through which we can get lots of insights present in the dataset.

Complete Dashboard

1. Overview

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2.Profit

Amazon Sales Dashboard
Year
All
Country
All
Region
All
Home
Sales Anaysis
Profit Analysis
Revenue Analysis
Clear Filter
44.17M
Total Profit
137.35M
Total Revenue
93.18M
Total Cost
Top 5 Item By Profit Margine
Clothes
67.20%
Cereal
43.07%
Vegetables
40.98%
Cosmetics
39.77%
Baby Food
37.55%
Profit Across Countries
NORTH AMERICA
EUROPE
ASIA
Atlantic Ocean
AFRICA
SOUTH AMERICA
Indian Ocean
AUSTRA
Microsoft Bing
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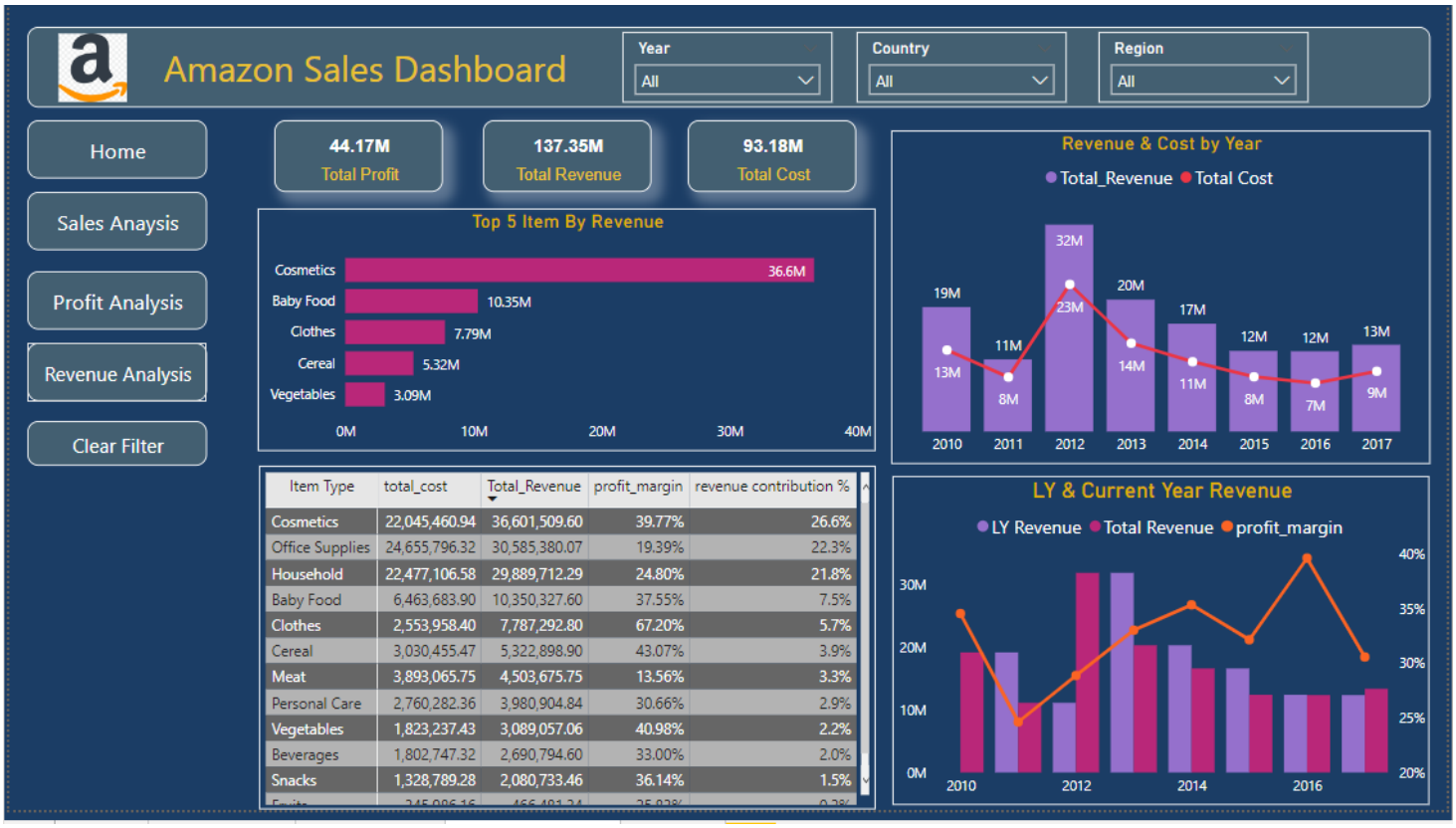
Profit Distribution
Quarter
Qtr 4
Month
December
Year
total_profit
44.17M
Qtr 1
10.82M
Qtr 2
11.53M
Qtr 3
8.50M
October
4.51M
November
6.46M
2010
0.64M
2013
0.05M
Total Profit by Item Type
14.6M
7.4M
5.9M
5.2M
3.9M
2.3M
1.3M
1.2M
0.9M
0.8M
Cosmetics
Household
Office Supplies
Clothes
Baby Food
Cereal
Vegetables
Personal Care
Beverages
Snacks

3. Revenue



Item Type	total_cost	Total_Revenue	profit_margin	revenue contribution %
Cosmetics	22,045,460.94	36,601,509.60	39.77%	26.6%
Office Supplies	24,655,796.32	30,585,380.07	19.39%	22.3%
Household	22,477,106.58	29,889,712.29	24.80%	21.8%
Baby Food	6,463,683.90	10,350,327.60	37.55%	7.5%
Clothes	2,553,958.40	7,787,292.80	67.20%	5.7%
Cereal	3,030,455.47	5,322,898.90	43.07%	3.9%
Meat	3,893,065.75	4,503,675.75	13.56%	3.3%
Personal Care	2,760,282.36	3,980,904.84	30.66%	2.9%
Vegetables	1,823,237.43	3,089,057.06	40.98%	2.2%
Beverages	1,802,747.32	2,690,794.60	33.00%	2.0%
Snacks	1,328,789.28	2,080,733.46	36.14%	1.5%

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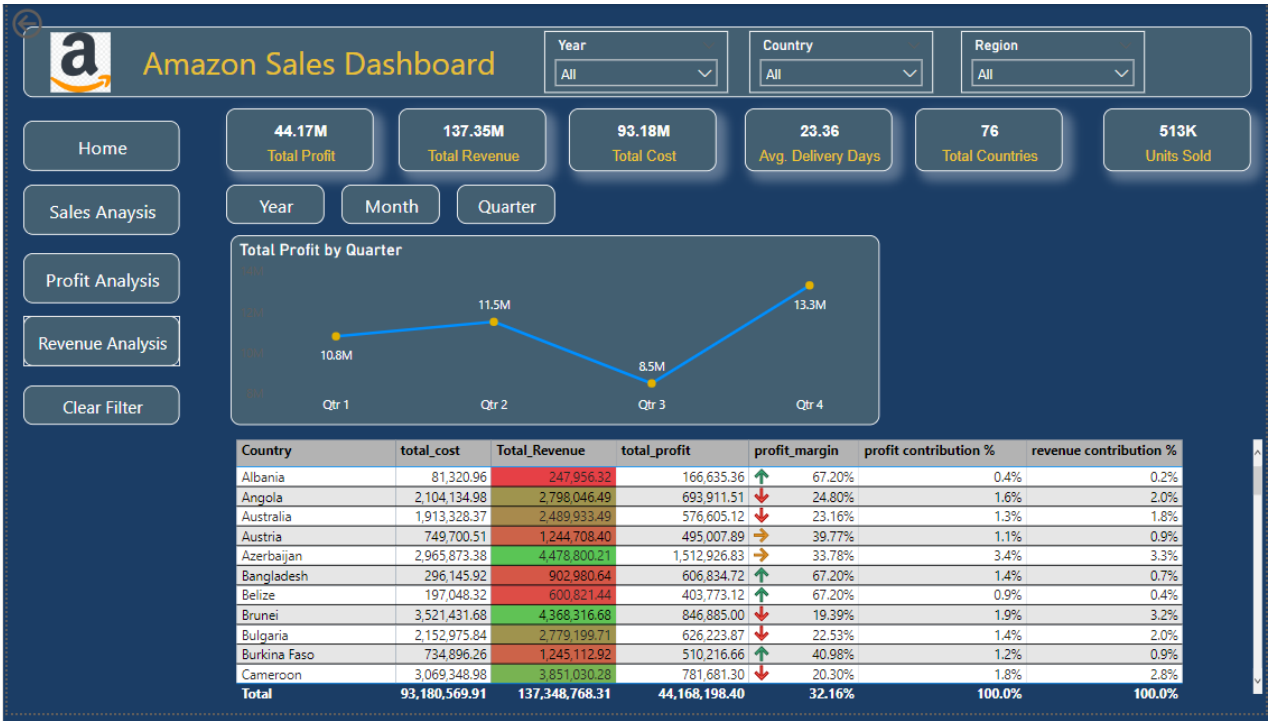
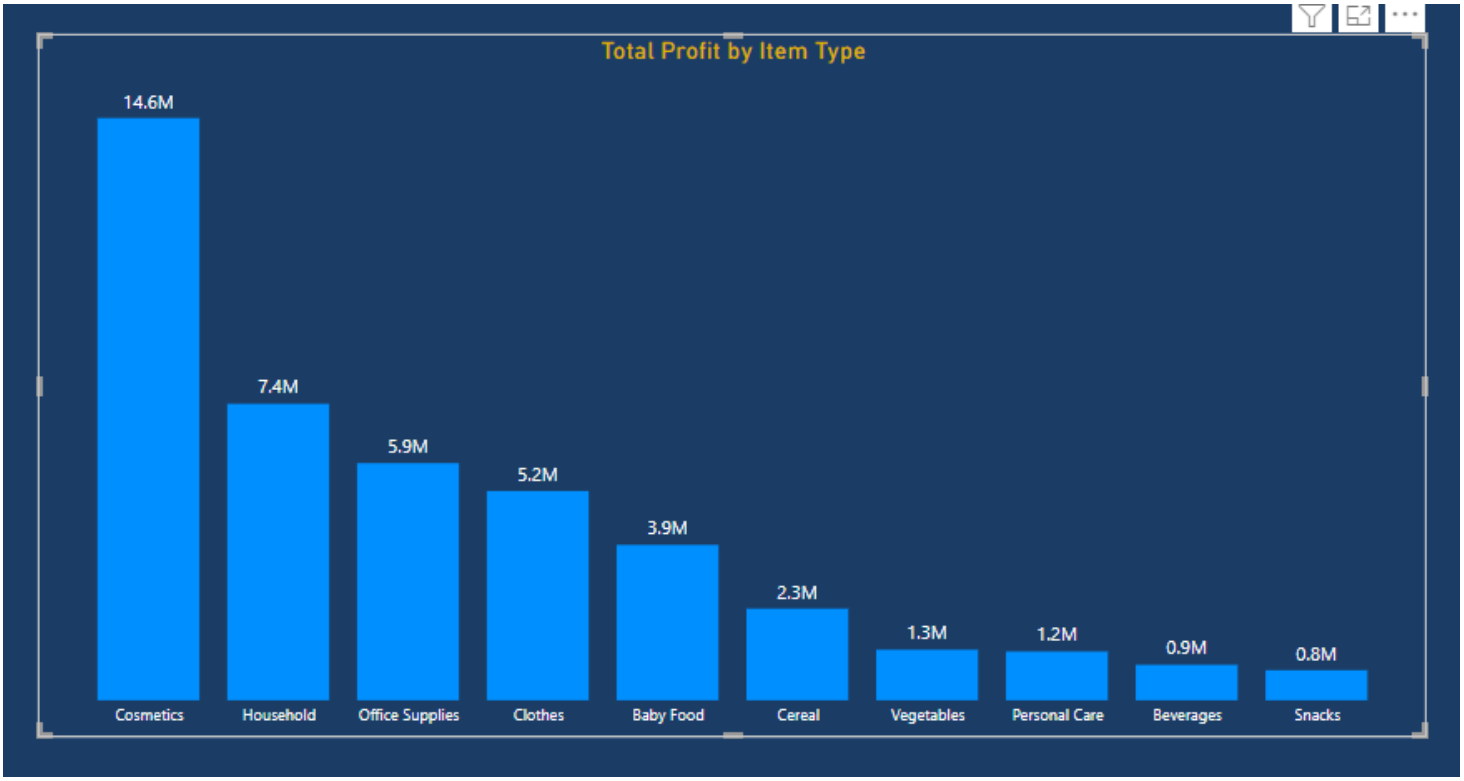
4.Sales



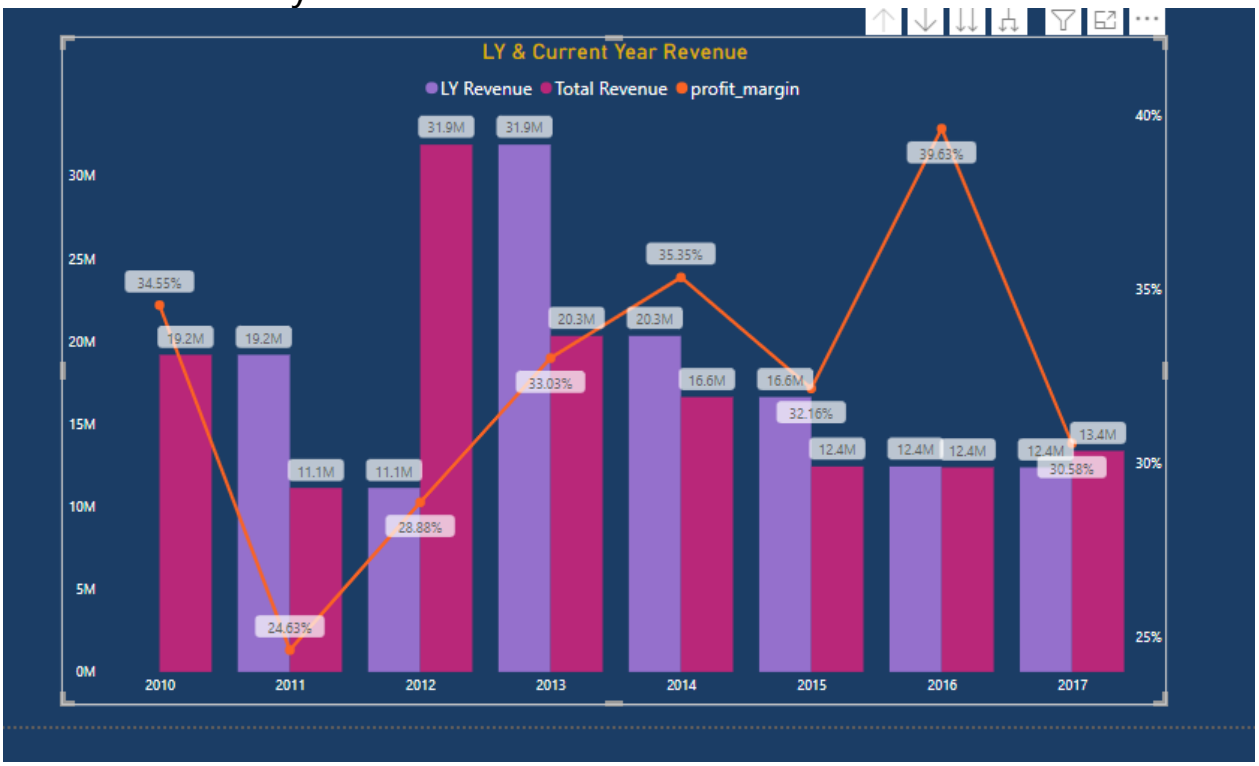
Country	total_cost	Total_Revenue	total_profit	profit_margin	profit contribution %	revenue contribution %
Albania	81,320.96	247,956.32	166,635.36	67.20%	0.4%	0.2%
Angola	2,104,134.98	2,798,046.49	693,911.51	24.80%	1.6%	2.0%
Australia	1,913,328.37	2,489,933.49	576,605.12	23.16%	1.3%	1.8%
Austria	749,700.51	1,244,708.40	495,007.89	39.77%	1.1%	0.9%
Azerbaijan	2,965,873.38	4,478,800.21	1,512,926.83	33.78%	3.4%	3.3%
Bangladesh	296,145.92	902,980.64	606,834.72	67.20%	1.4%	0.7%
Belize	197,048.32	600,821.44	403,773.12	67.20%	0.9%	0.4%
Brunei	3,521,431.68	4,368,316.68	846,885.00	19.39%	1.9%	3.2%
Bulgaria	2,152,975.84	2,779,199.71	626,223.87	22.53%	1.4%	2.0%
Burkina Faso	734,896.26	1,245,112.92	510,216.66	40.98%	1.2%	0.9%
Cameroon	3,069,348.98	3,851,030.28	781,681.30	20.30%	1.8%	2.8%
Total	**93,180,569.91**	**137,348,768.31**	**44,168,198.40**	**32.16%**	**100.0%**	**100.0%**

Components of Dashboard

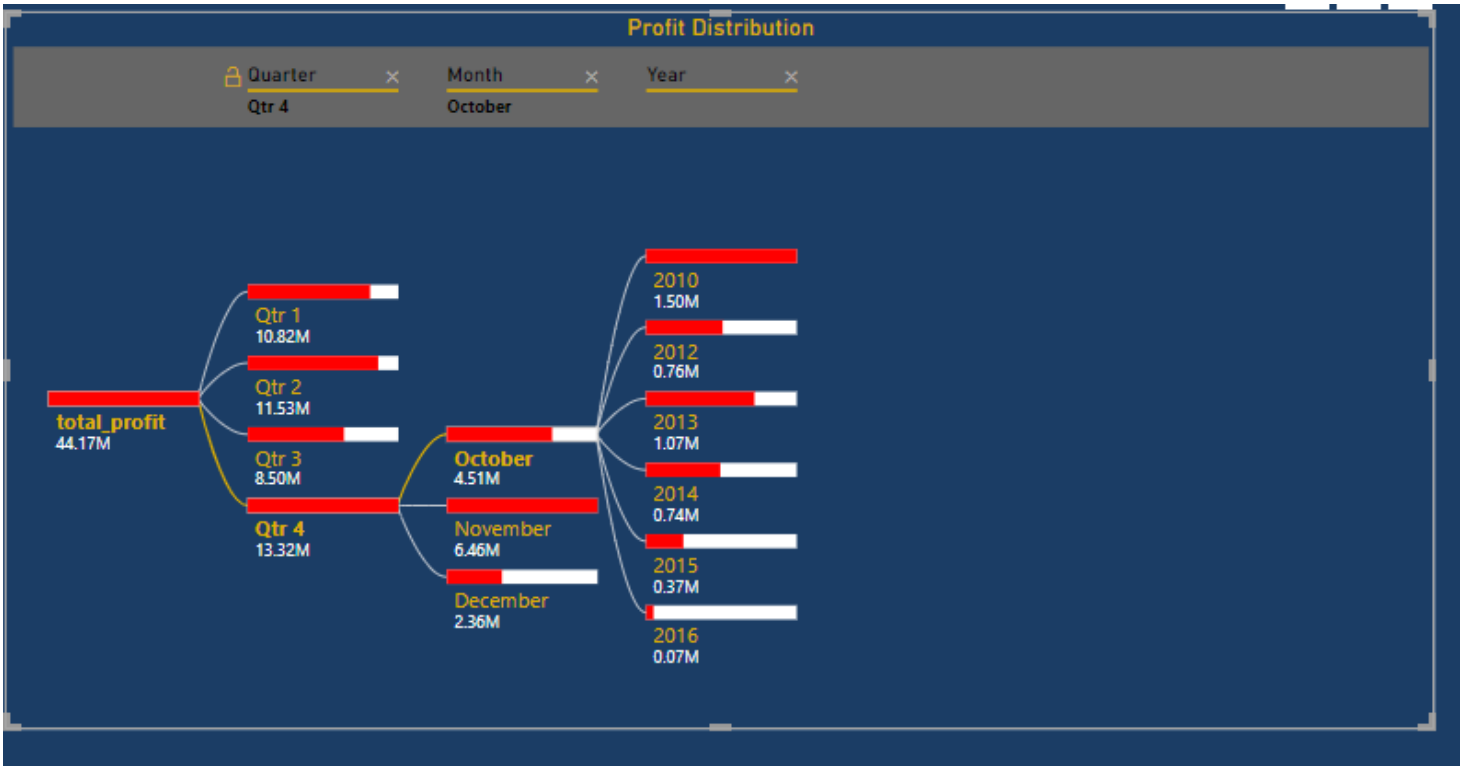
- Total Profit by Item Type



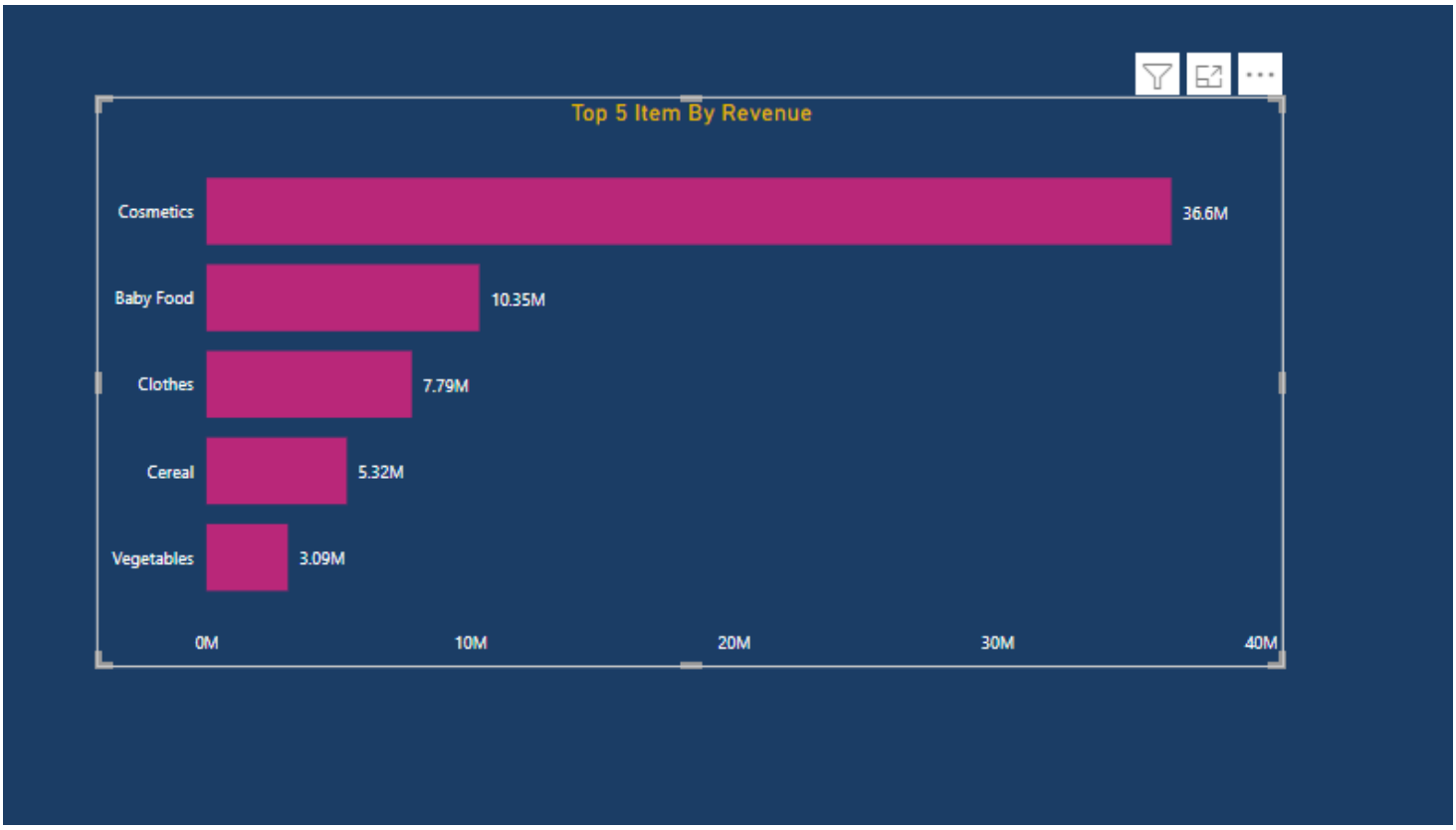
- Last year and Current Year Revenue



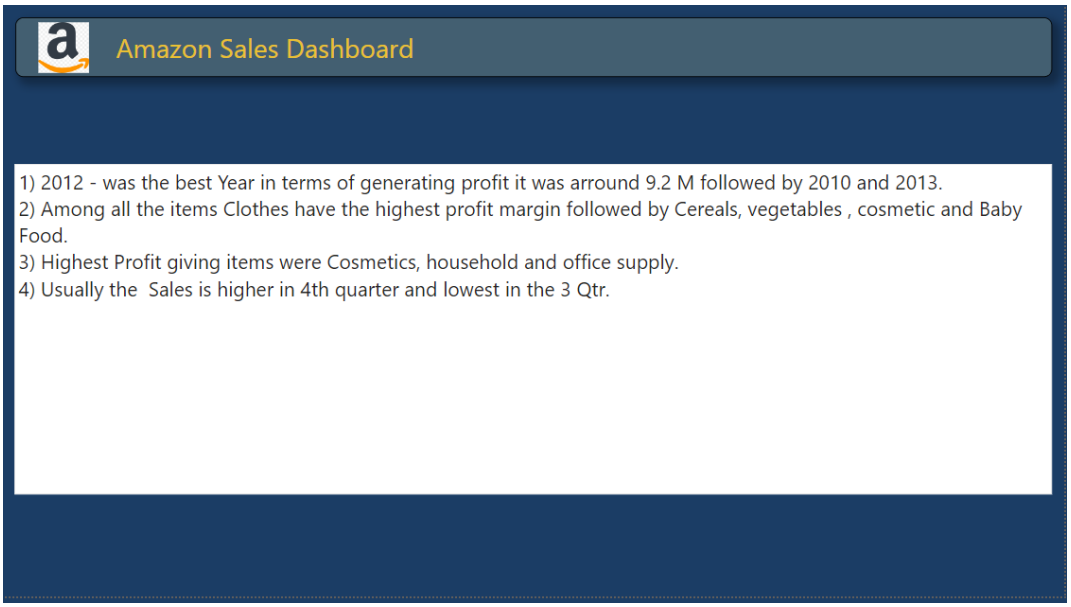
- ❖ Profit Distribution Quarter Month AND YEAR



- ❖ TOP 5 Revenue Generating Items



Insights



1. Djibouti Country has the Highest Total Profit and Kuwait has the least Total Profit.
2. Across all year 2013 has the highest Total Profit in Second Quarter in the month of may on day 7.
3. Clothes, Cosmetics, Baby Food, Household, Office Supplies are the top 5 Items. In which Clothes having Highest Profit% of 67.2% and Office Supplies has lowest Profit% of 19.4%.
4. Across All the Items Cosmetics Has the Highest Total Profit of 14.56M and Fruits has the Lowest Total Profit of 120.50k.
5. In terms of Revenue Contribution%, Cosmetics has the highest and Fruits has the Lowest.
6. Across all the Items Office Supplies Has the highest Total Cost and Cosmetics has the Highest Total Revenue.
7. Across All the Year 2012 has the Highest Total Revenue with 28.9% of Profit whereas 2016 has the highest Profit% which is 39.6%

8. Belize, Bangladesh, Cape Verde, Fiji, Lebanon, Macedonia, Madagascar, Albania, Cote d'Ivoire, Libya, Mali are the Countries having Highest Profit% of 67.2%.

9. The Total Profit Earned Across Various Countries. Djibouti has the highest profit Contribution of 5.5%

10. Kuwait, New Zealand, Kyrgyzstan, Syria, Slovakia, Kiribati, Malaysia are the Countries which has lowest Profit of 0%.

- 11. The Total Revenue Earned Across Various Countries, Honduras has the highest Revenue Contribution% of 4.6%.

12. Kuwait, New Zealand, Kyrgyzstan, Syria, Slovakia, Kiribati, Malaysia are the Countries which has the lowest Revenue Contribution% of 0%.