

# Amazon Sales Report



By: Neelam Kushwaha

# Problem Statement

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Sales management today is the most important function in a commercial and business enterprise.

Do ETL : Extract-Transform-Load some Amazon dataset and find for me Sales-trend -> month wise , year wise , yearly month wise.

Find key metrics and factors and show the meaningful relationships between attributes.

Do your own research and come up with your findings.

# INTRODUCTION

Amazon Sales data refers to sales, high performing sellers and several other data points.

There are millions of Amazon sellers around the world. Amazon sales data Analysis focuses on the process of analyzing consumer behavior, sales, and several other attributes in order to make improved, data-driven decisions. It is key to successfully sustaining their businesses and earning profits and for this purpose, they analyze different metrics like

Total Sales, Sales Quantity, Total Profit, Sales, Last Year Sales and other metrics. By analyzing these different metrics, we will be able to increase and improve our performance. It can also help us to better understand the market trends and customers' buying behaviors and help us to know what they really want.

# Goal

The objective of the project is to Analyse Amazon Sales data to get a substantial data which will help in bringing changes in a business in the future. It will help to reveals flaws in the business model or in the way that one is going about conducting business. Sellers will be able to clearly see where they're losing money, what the problem is, and reduce their losses accordingly. It facilitates coming up with strategic solutions to problems. This project aims to provide visual understanding of the data using Microsoft Power Bi



Extract-Transform-Load Data



Visualize the gathered Insights



Get Insights



# DATA Source



❑ File Name: Amazon Sales Data.csv

❑ Dataset Size : 12.4KB

❑ Number of Rows: 100

❑ Number of columns: 14

❑ Provided by Ineuron

# Feature Description

**ORDER ID**-The ORDER ID is the ID given to the order.

**ORDER DATE**-The order date is the date when the product is ordered

**REGION**-The region in which the customer stays.

**COUNTRY**-The Country in which the customer reside.

**ITEM TYPE**-Item type is the varieties of item sales in the Amazon.

**SALES CHANNEL**-Mode of shopping Online or Offline.

**ORDER PRIORITY**Priority of Sales Range between low to high

**SHIP DATE**-Ship date when the product is dispatched.

**UNIT SOLD**-Number of unit sold per product



**UNIT PRICE**-Selling Price of the product

**UNIT COST**-Cost of the Product.

**TOTAL REVENUE**-Total Sales of the Company.

**TOTAL COST**-Total Cost of the Company.

**TOTAL PROFIT**-Total Profit Earned by the Company.



# Useful Insights



- KPI
- Profit Wise Analysis
- Revenue wise Analysis
- Cost wise Analysis



# KPIS

**93.18M**  
TOTAL COST

**137.35M**  
TOTAL REVENUE

**23**  
Avg Delivery Days

**513K**  
UNIT SOLD

**76**  
Countries

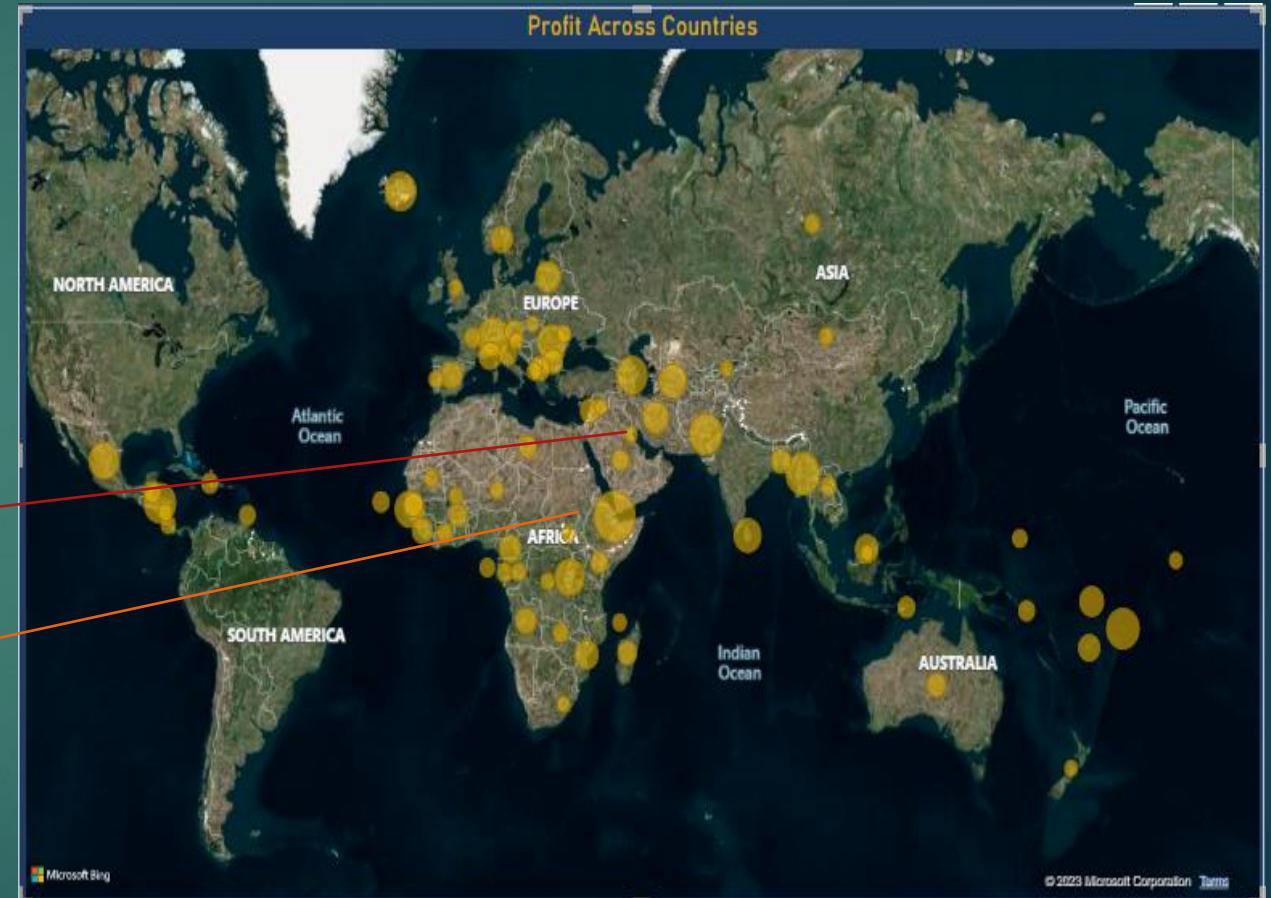
**44.17M**  
TOTAL PROFIT

# Detail Analysis

According to the visual the Profit is Highest in Djibouti and Lowest in Kuwait.

**KUWAIT(1.26K)**

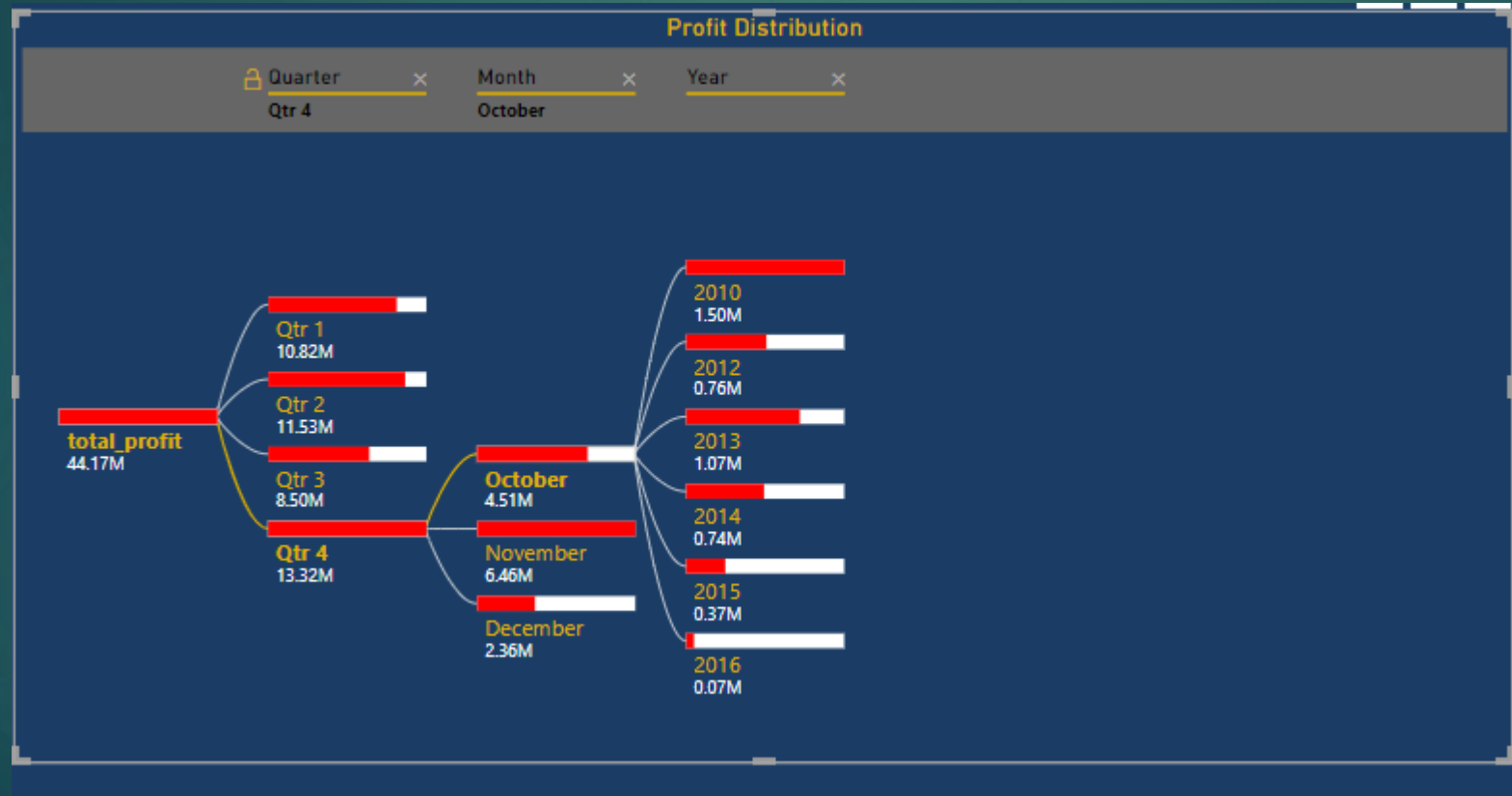
**DJIBOUT (2425.32k)**



# Profit Distribution

## KEY INSIGHTS

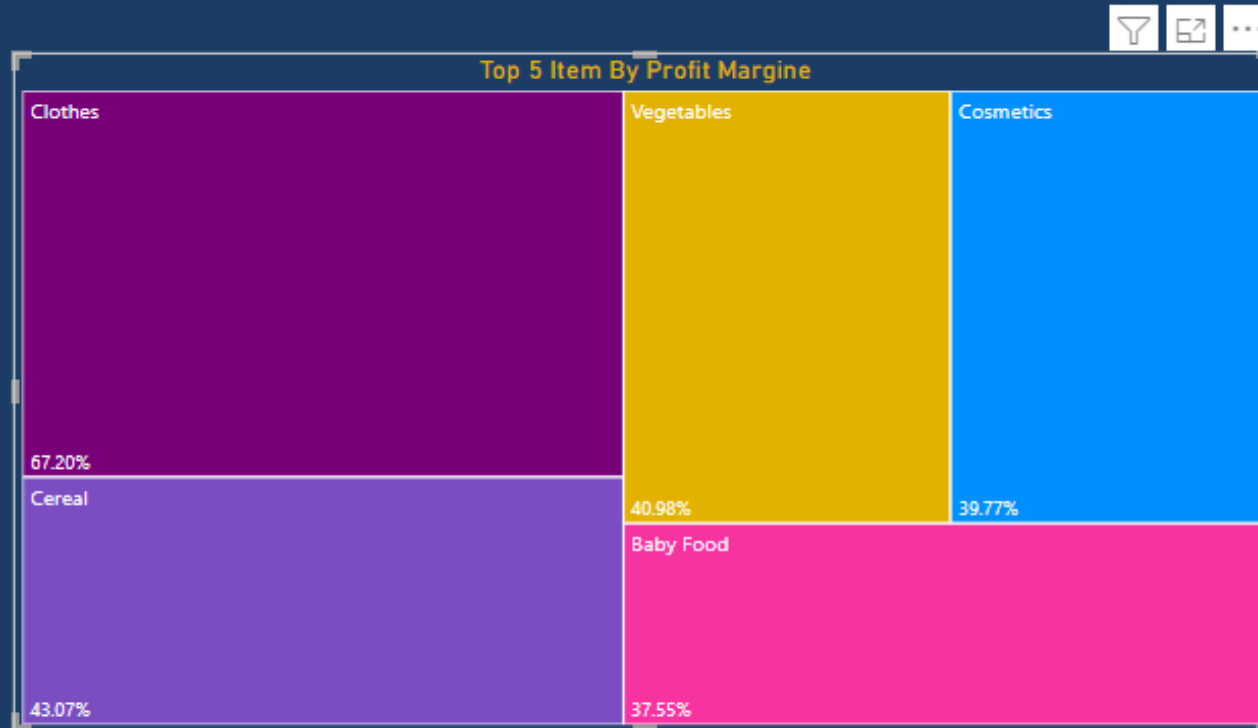
According to the visual Profit is Highest in Fourth Quarter in the month of may on day 7, in the year 2013 and Least in third Quarter.



## Top 5 Items by Profit Margin

### KEY INSIGHTS

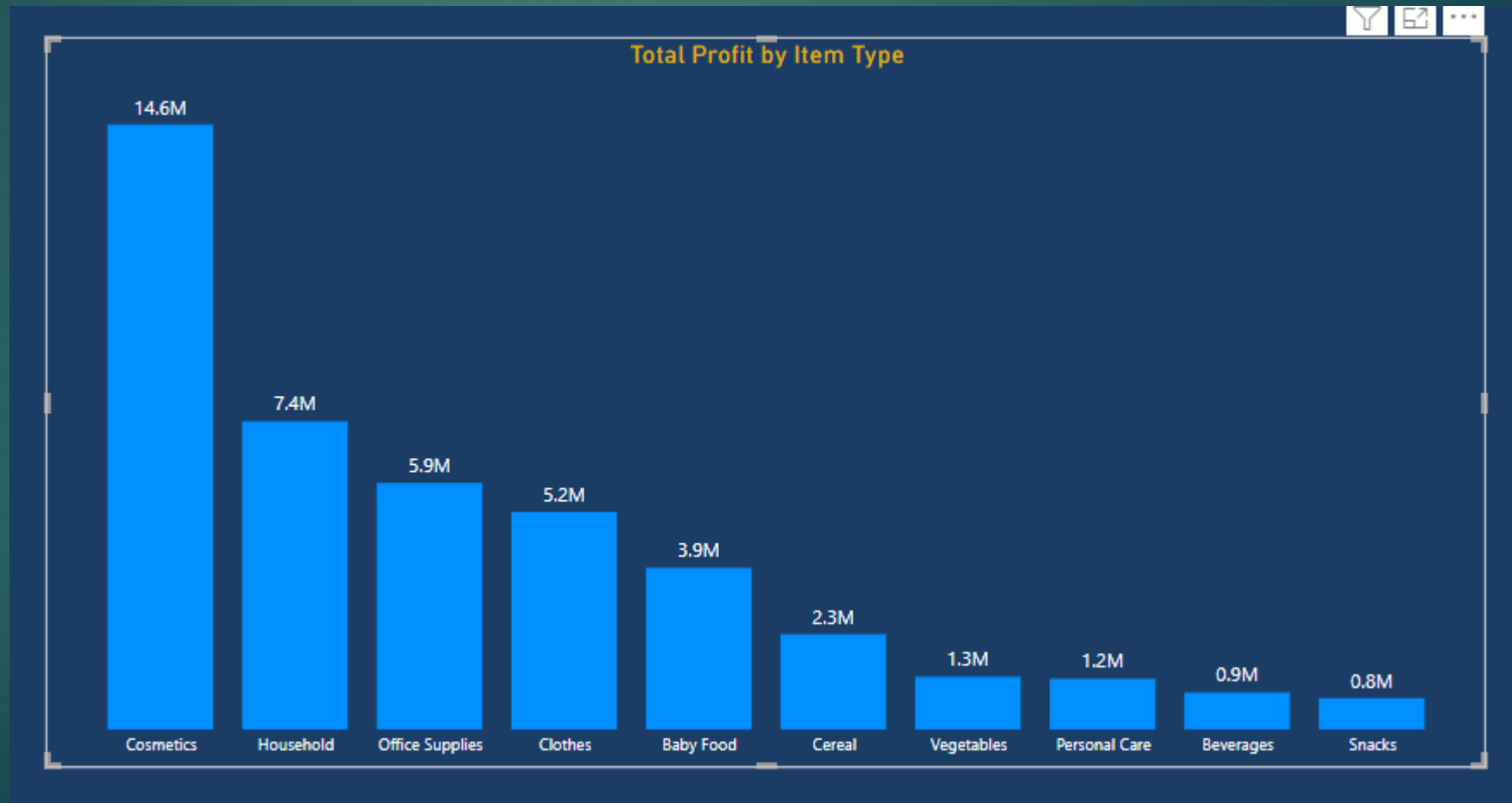
According to the visual we can see the Items which has highest **Profit Margin** which is **Clothes** having **67.2%** and **Office Supplies** has **Lowest Profit margin** having **19.4%**.



## Profit Distribution

### KEY INSIGHTS

According to the visual we can see Clearly that the **Cosmetics** Item has **Highest** Total Profit where as **snacks and beverages** has the **Lowest**



# Detail Revenue Analysis

## KEY INSIGHTS

According to the visual we can see that the **Cosmetics** Items are Top in terms of Contributing to revenue.

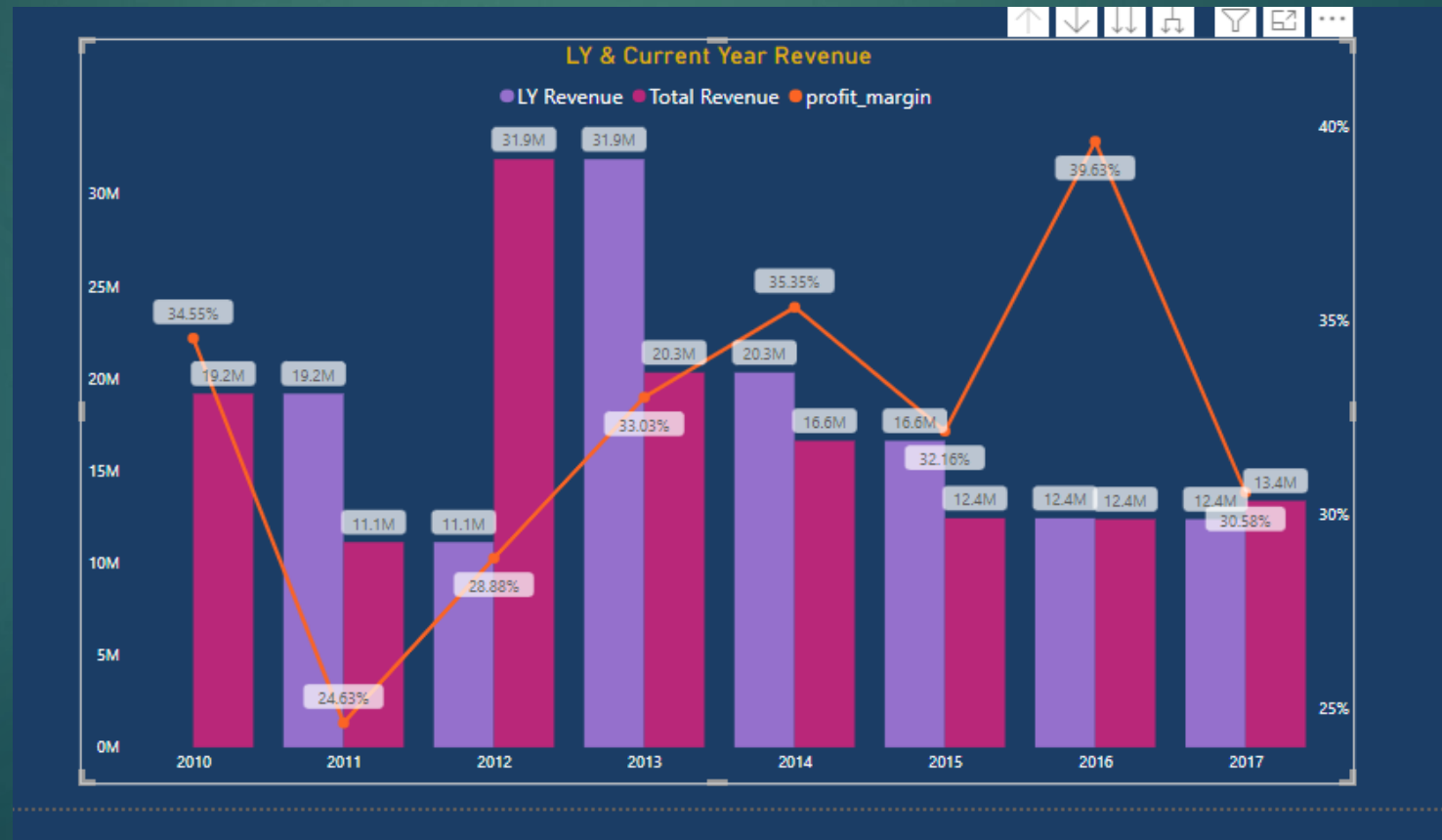


## Last year , Total Revenue along with Profit %

### KEY INSIGHTS

According to the visual we can see that 2012 heights total revenue and 2011 having the lowest revenue.

Though Profit percentage were high in 2016



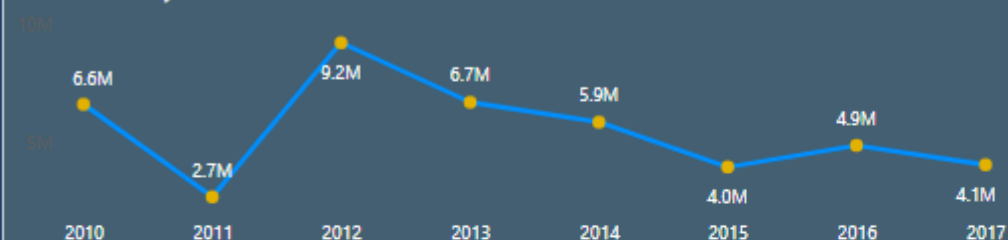
# Sales Analysis

Year

Month

Quarter

Total Profit by Year



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%
Angola	2,104,134.98	2,798,046.49	693,911.51	↓	24.80%	1.6%
Australia	1,913,328.37	2,489,933.49	576,605.12	↓	23.16%	1.8%
Austria	749,700.51	1,244,708.40	495,007.89	→	39.77%	1.1%
Azerbaijan	2,965,873.38	4,478,800.21	1,512,926.83	→	33.78%	3.4%
Bangladesh	296,145.92	902,980.64	606,834.72	↑	67.20%	1.4%
Belize	197,048.32	600,821.44	403,773.12	↑	67.20%	0.9%
Brunei	3,521,431.68	4,368,316.68	846,885.00	↓	19.39%	1.9%
Bulgaria	2,152,975.84	2,779,199.71	626,223.87	↓	22.53%	1.4%
Burkina Faso	734,896.26	1,245,112.92	510,216.66	↑	40.98%	1.2%
Cameroon	3,069,348.98	3,851,030.28	781,681.30	↓	20.30%	1.8%
<b>Total</b>	<b>93,180,569.91</b>	<b>137,348,768.31</b>	<b>44,168,198.40</b>		<b>32.16%</b>	<b>100.0%</b>