Project Id: 78G0OL

Problem Statement:

Analyze and Provide Insights on Amazon Sales Report

Problem Description:

The provided dataset contains information about sales transactions on Amazon, including details such as order ID, date, status, fulfilment method, sales channel, product category, size, quantity, amount, shipping details, and more. The objective is to conduct a comprehensive analysis of the data and extract actionable insights to support business decision-making.

Datasets: https://drive.google.com/file/d/1YrjYKtS1WHmINL6eafRsrDzrZaw2_WvX/view?usp=sharing

Key Objectives:

1. Sales Overview: Understand the overall sales performance, trends, and patterns over time.

2. Product Analysis: Analyze the distribution of product categories, sizes, and quantities sold to identify popular products.

3. Fulfillment Analysis: Investigate the fulfillment methods used and their effectiveness in delivering orders.

4. Customer Segmentation: Segment customers based on their buying behaviour, location, and other relevant factors.

5. Geographical Analysis: Explore the geographical distribution of sales, focusing on states and cities.

6. Business Insights: Provide actionable insights and recommendations based on the analysis to optimize sales strategies, improve customer satisfaction, and enhance overall business performance.

Deliverables:

1. Comprehensive analysis report summarizing key findings, insights, and recommendations.

2. Visualizations (charts, graphs) illustrating various aspects of the data analysis.

3. Insights on product preferences, customer behaviour, and geographical sales distribution.

4. Recommendations for improving sales strategies, inventory management, and customer service.

Expected Outcome:

By conducting a thorough analysis of the Amazon sales report, the goal is to gain valuable insights that can be leveraged to optimize business operations, enhance customer experience, and drive revenue growth. The analysis should provide actionable recommendations tailored to the specific needs and challenges of the business.