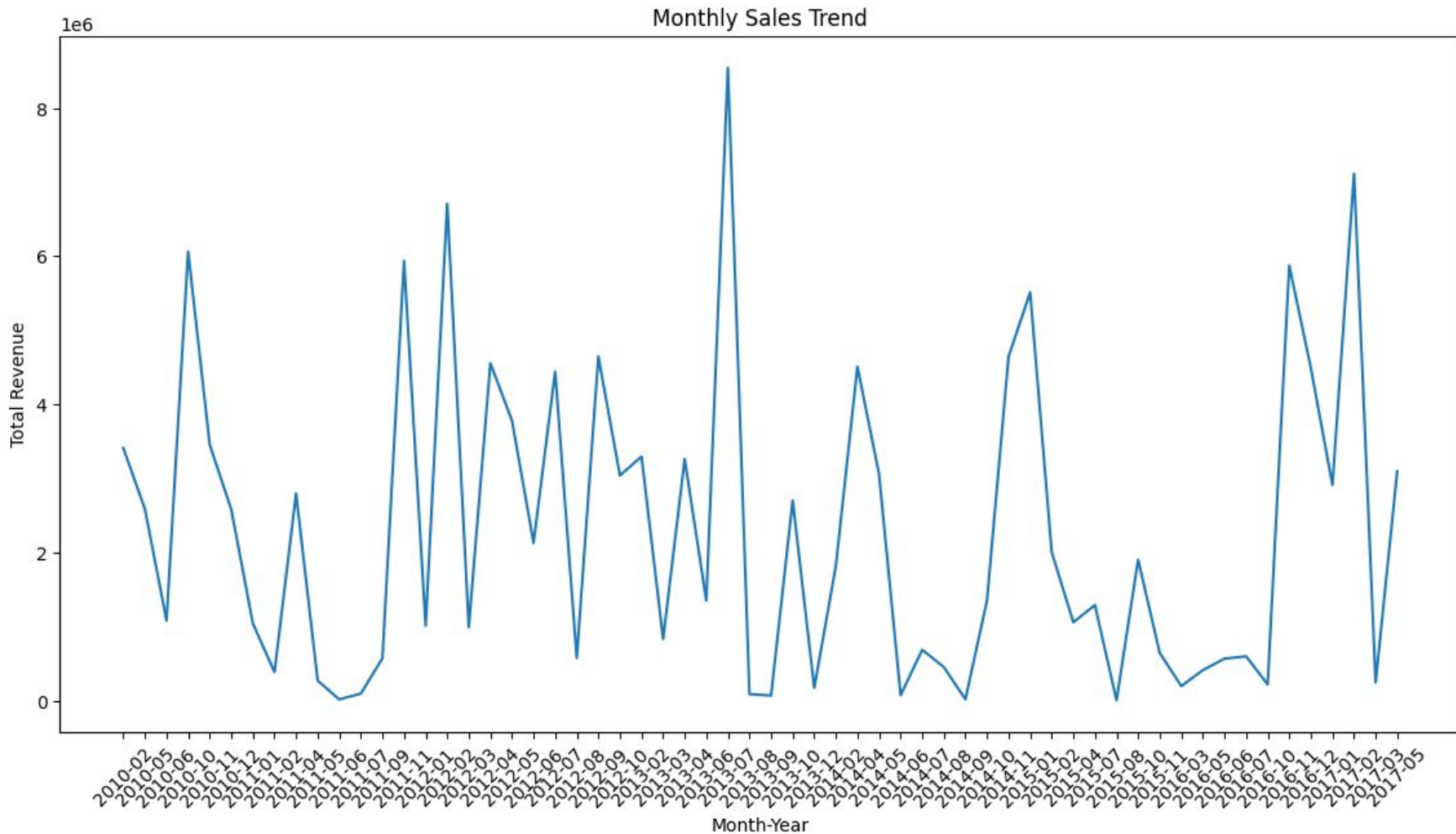


AMAZON SALES DATA ANALYSIS

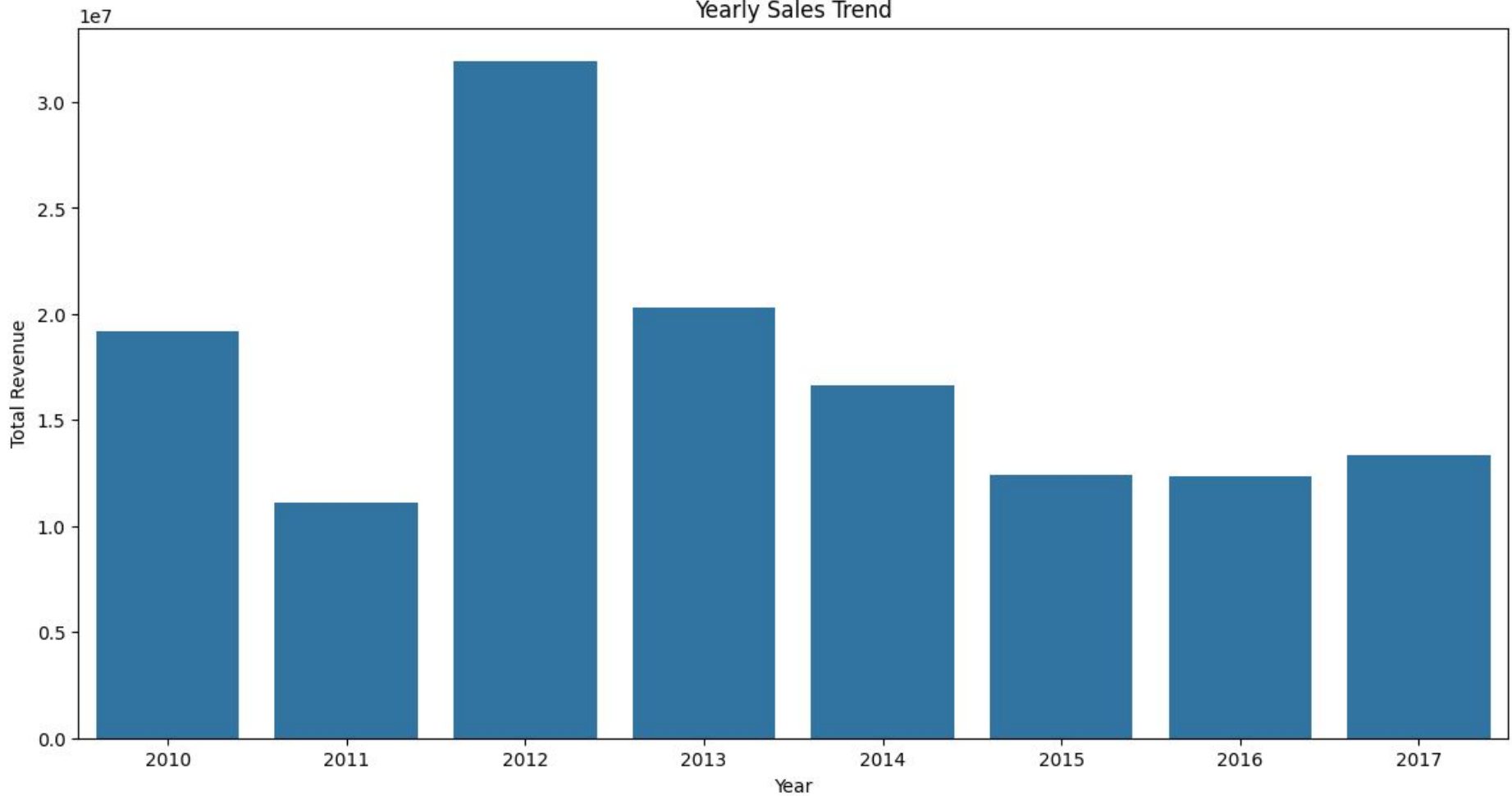
Niraj Sanjay Raut

Overview

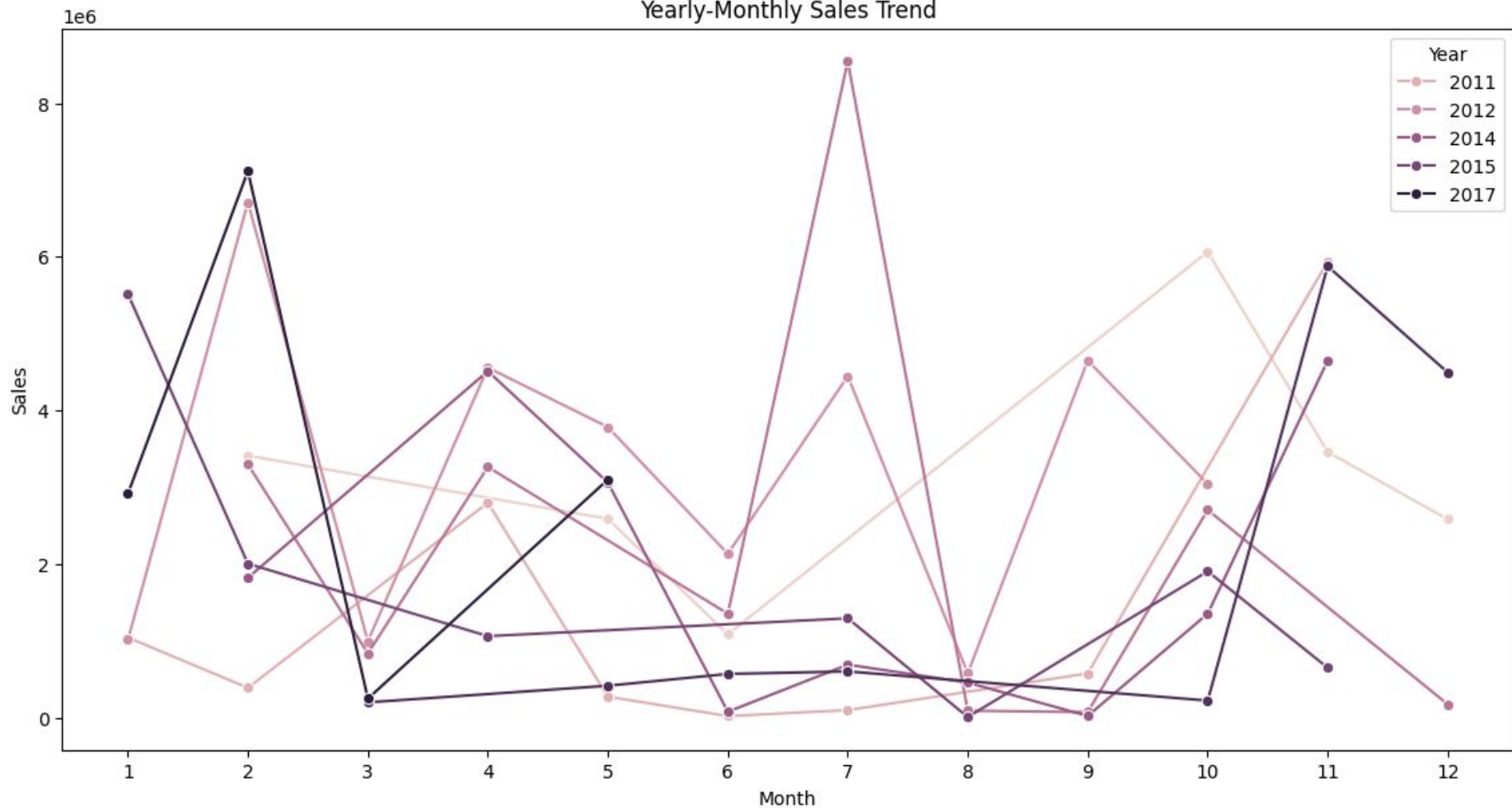
An Amazon sales dataset typically includes information about various products sold on Amazon, including details about the sales performance, customer reviews, product information, and more.



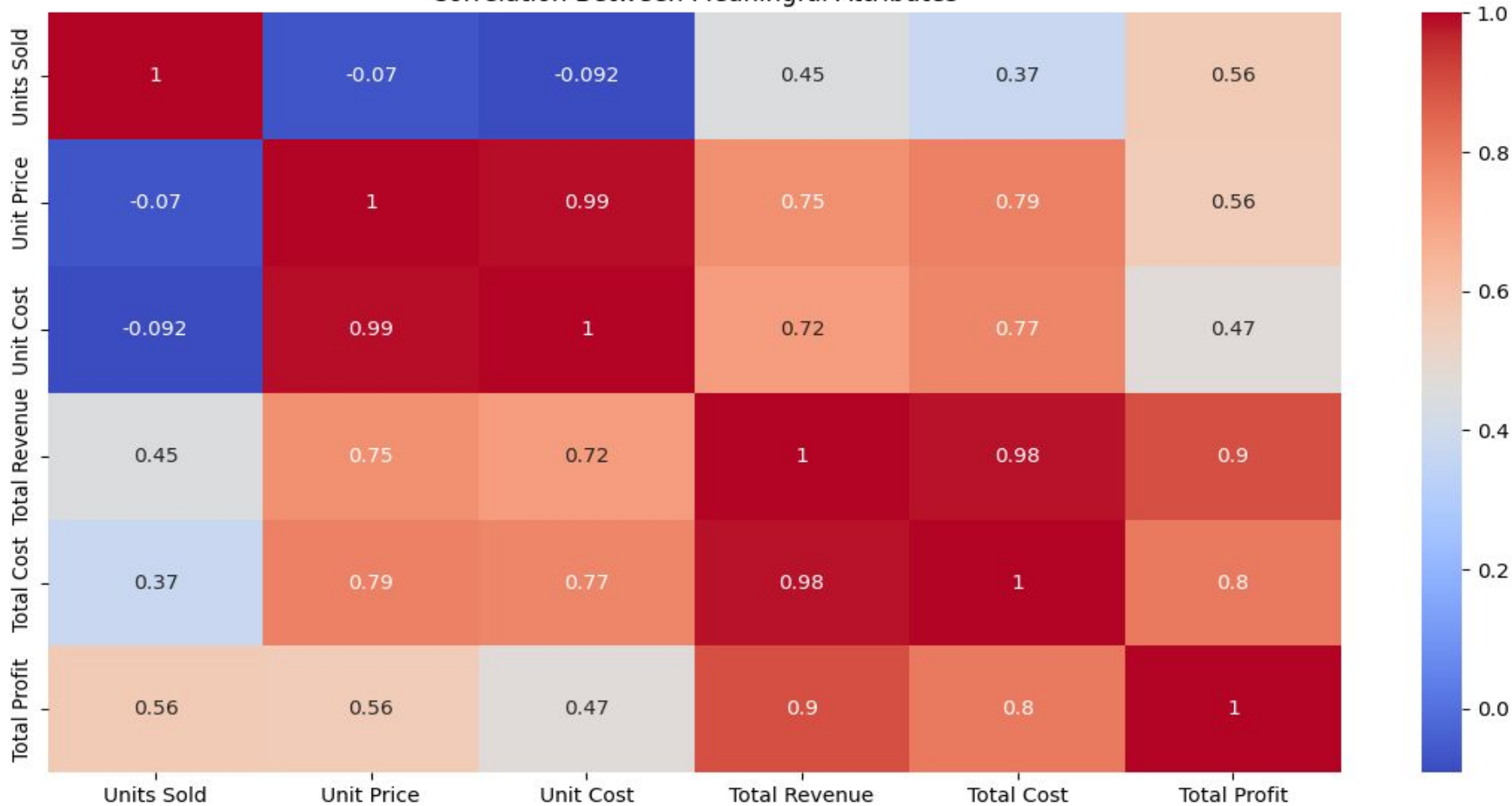
Yearly Sales Trend



Yearly-Monthly Sales Trend



Correlation Between Meaningful Attributes



FINDINGS

1. Monthly Sales Trends:

The monthly sales trend graph provides a clear picture of the fluctuations in total revenue over time.

Peaks and troughs in sales can be identified, indicating periods of high and low sales activity.

This information is valuable for understanding seasonal trends and planning inventory and marketing strategies accordingly.

2. Yearly Sales Trends:

The yearly sales trend graph shows the overall growth or decline in total revenue year over year.

This analysis helps in assessing the long-term performance of the business and evaluating the effectiveness of annual sales strategies.

3. Yearly-Monthly Sales Trends:

The yearly-monthly sales trend graph combines both yearly and monthly perspectives, allowing for a detailed examination of sales performance across different months of each year.

This granularity can help identify specific months that consistently perform well or poorly, providing insights for targeted promotions and sales campaigns.