



**amazon**

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a thick, orange curved arrow that starts under the 'a' and points towards the 'n', resembling a smile.

# Slide 1: Title Slide

- ▶ **Title:** Amazon Data Analysis
- ▶ **Subtitle:** Insights and Findings
- ▶ **Presented by:** [Parijat Prasun]
- ▶ **Date:** [14-06-2024]

# Slide 2: Agenda

- ▶ Introduction
- ▶ Data Overview
- ▶ Feature Engineering
- ▶ Business Questions and Insights
- ▶ Conclusion

# Slide 3: Introduction

- ▶ Briefly introduce the purpose of the analysis.
- ▶ Mention the key objectives:
- ▶ Understanding sales patterns.
- ▶ Identifying top-performing products and customer behavior.
- ▶ Highlighting revenue and cost insights.

# Slide 4: Data Overview

- ▶ **Dataset:** Amazon sales data.
- ▶ **Key Columns:**
- ▶ Invoice ID, Branch, City, Customer Type, Gender, Product Line, Unit Price, Quantity, Tax 5%, Total, Date, Time, Payment, Cogs, Gross Margin Percentage, Gross Income, Rating, Time Of Day, Day Name, Month Name .

# Slide 5: Feature Engineering

- ▶ **New Columns Added:**
- ▶ TIME\_OF\_DAY (Morning, Afternoon, Evening)
- ▶ DAY\_NAME (Mon, Tue, Wed, Thu, Fri)
- ▶ MONTH\_NAME (Jan, Feb, Mar)
- ▶ **Purpose:** Enhance the dataset for more detailed analysis.

# Slide 6: Business Insights - Part 1

- ▶ **Distinct Cities:** 3 (Mandalay, Naypyitaw, Yangon)
- ▶ **Branch Correspondence:**
  - ▶ A = Yangon
  - ▶ B = Mandalay
  - ▶ C = Naypyitaw
- ▶ **Distinct Product Lines:** 6 (Fashion Accessories, Food and Beverage, Health and Beauty, Home and Lifestyle, Sports and Travel, Electronic Accessories)

# Slide 7: Business Insights - Part 2

- ▶ **Most Frequent Payment Method:** E-Wallet
- ▶ **Highest Sales Product Line:** Fashion Accessories
- ▶ **Monthly Revenue:**
  - ▶ January: \$116,291.87
  - ▶ February: \$97,219.37
  - ▶ March: \$109,455.51
- ▶ **Peak COGS In Month:** January



# Slide 8: Business Insights - Part 3

- ▶ **Highest Revenue Product Line:** Food and Beverages
- ▶ **City with Highest Revenue:** Naypyitaw
- ▶ **Highest VAT Product Line:** Fashion Accessories

# Slide 9: Business Insights - Part 4

- ▶ **Product Line Sales Performance:**
- ▶ Electronic Accessories, Food and Beverages, Fashion Accessories Are The Product Which Sells More Than Average Sale.
- ▶ **Branch Exceeding Average Sales:** Branch A
- ▶ **Most Frequent Product Line by Gender:**
- ▶ Female: Fashion Accessories
- ▶ Male: Health and Beauty

# Slide 10: Business Insights - Part 5

- ▶ **Highest Rating Give By User In :** Food and Beverages Product
- ▶ **Sales Occurrences by Time of Day:** Afternoon Is The Time Where Sales Are Much Higher.
- ▶ **Customer Type with Highest Revenue:** Customer Who Have Membership They Generate More Revenue.

# Slide 11: Business Insights - Part 6

- ▶ **City with Highest VAT Percentage:** Naypyitaw Is The City Where Highest VAT Percentage.
- ▶ **Customer Type with Highest VAT Payments:** Customer Who Have Membership They Also Give More VAT Percentage.
- ▶ **Distinct Customer Types:** 2 (Member, Normal)
- ▶ **Distinct Payment Methods:** 3 (Cash, Credit Card, E-Wallet)

# Slide 12: Business Insights - Part 7

- ▶ **Most Frequent Customer Type:** Member (501)
- ▶ **Highest Purchase Frequency Customer Type:** Member
- ▶ **Predominant Gender:** Female Is Dominating Gender In This Dataset.

# Slide 13: Business Insights - Part 8

- ▶ **Time of Day with Most Ratings:** Most Rating Give By User In Afternoon
- ▶ **Time of Day with Highest Ratings by Branch:**
- ▶ Branch A: Afternoon
- ▶ Branch B: All Times
- ▶ Branch C: Afternoon

# Slide 14: Business Insights - Part 9

- ▶ **Day with Highest Average Ratings:** Monday (7.15)
- ▶ **Highest Average Ratings by Branch:** Branch B on Monday (7.34)