

UNIFIED MENTOR PVT. LIMITED

INTERNSHIP PROJECT

Amazon Sales Data Analysis



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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.

STEPS INVOLVED:

- Acquired Data - Data source: Excel (xlsx file)
- Cleansed and Transformed Data
- Dashboard Creation
- Data Analysis
- Employed DAX Functions
- Data Modeling
- Provided Insights and Recommendations to the business

DASHBOARDS & INSIGHTS





Units Sold Dashboard

Year/Quarter/Mont...

All

Region and Country

All

Item Type

All

Sales Channel

All

Revenue

\$137.35M

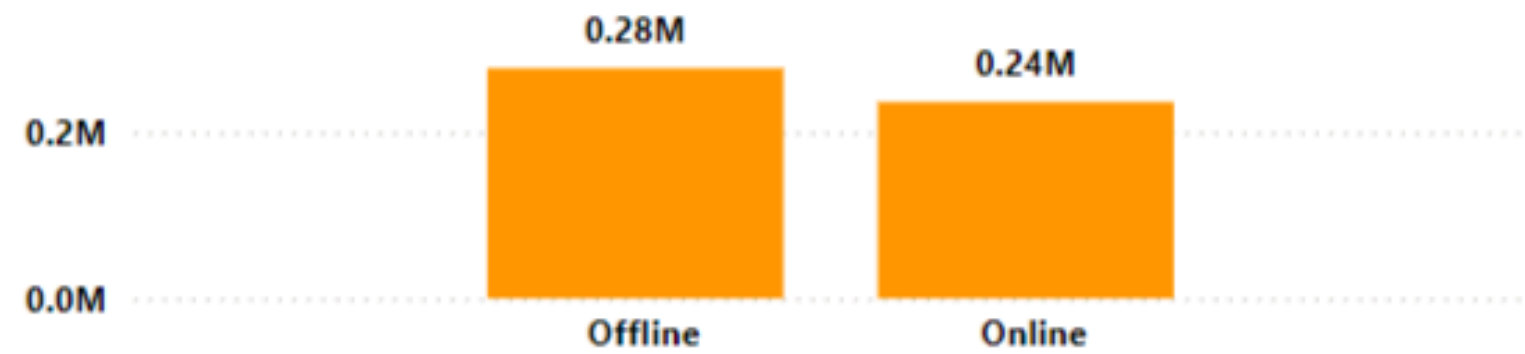
Units Sold

512.87K

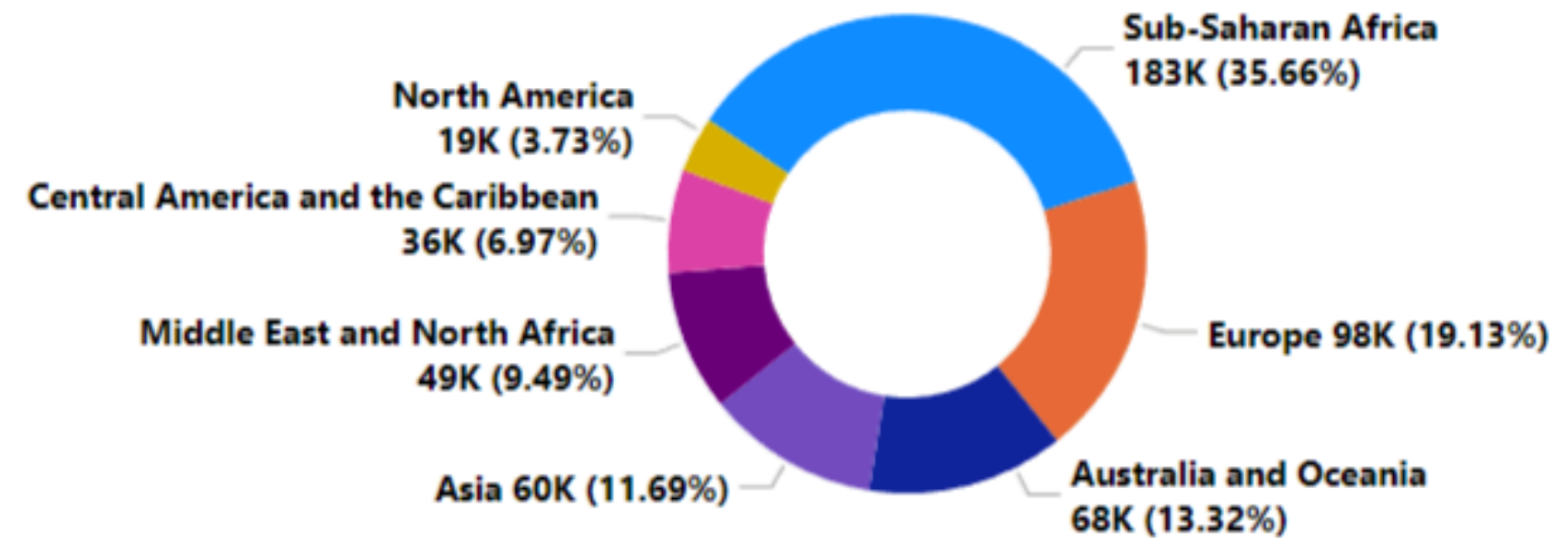
Profit

\$44.17M

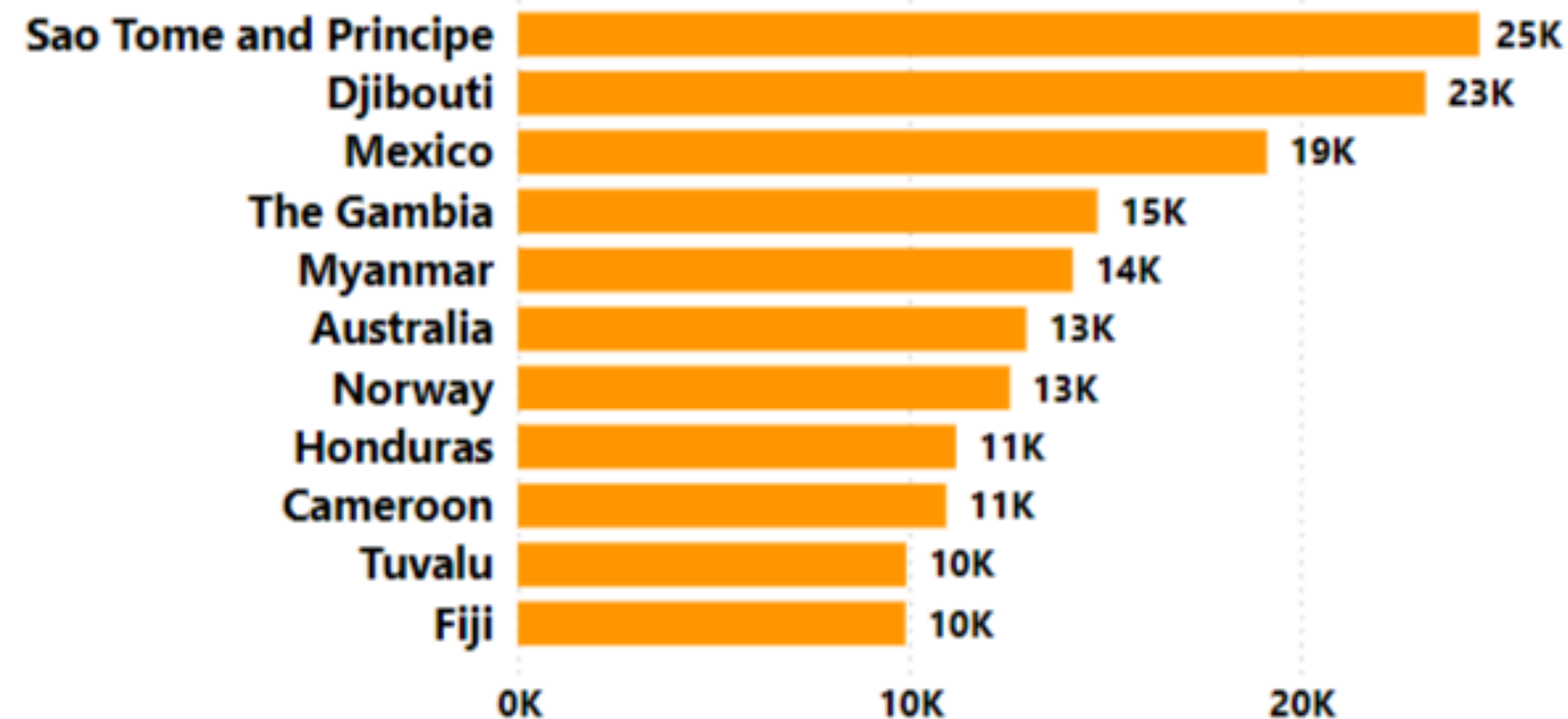
Total Units Sold by Sales Channel



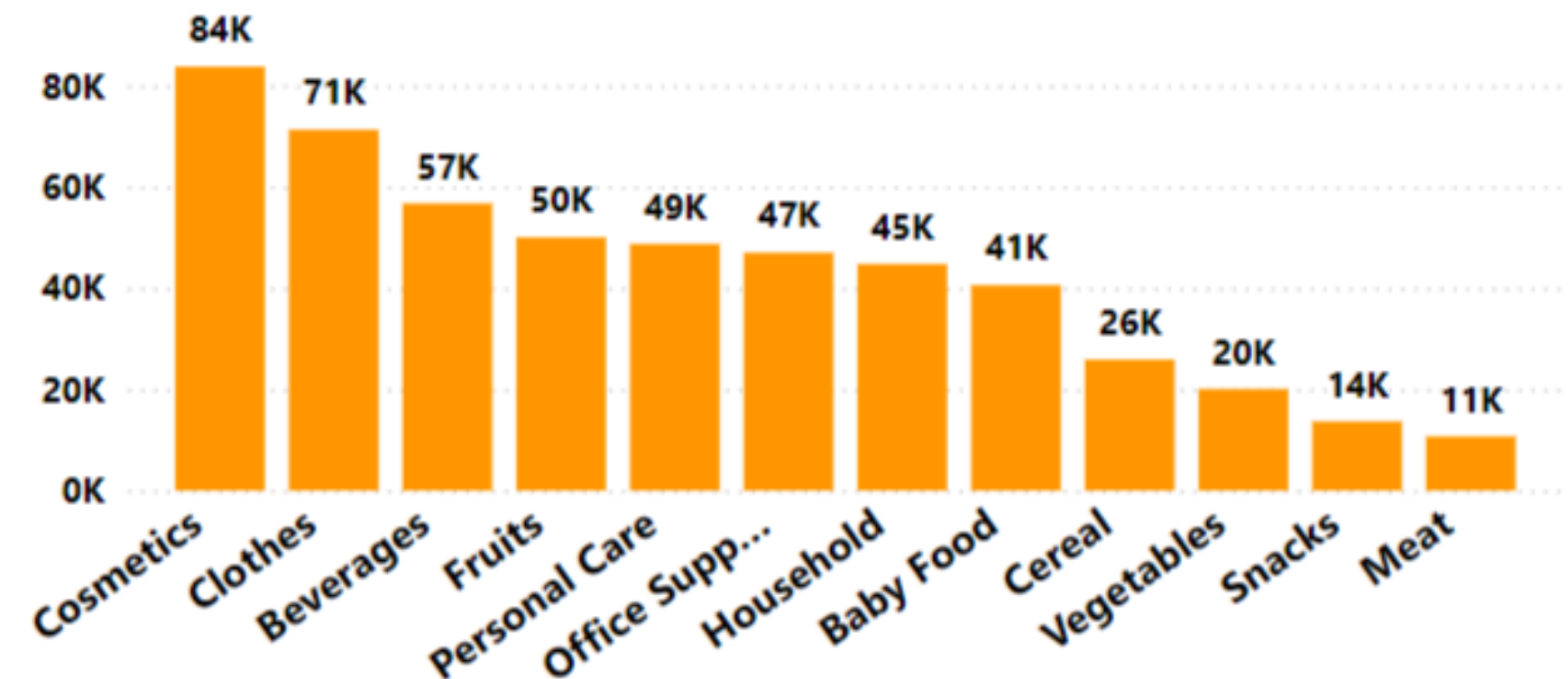
Total Units Sold by Region



Total Units Sold by Country



Total Units Sold by Items



INSIGHTS (Units Sold Dashboard)

- From KPIs we see that total revenue is \$137.35M, total units sold is 512.87K, total profit is \$44.17M.
- Units sold by channels: Online - 0.28M, Offline - 0.24M.
- Highest units sold by: Country - Sao Tome and Principe, Region - Sub Saharan Africa.
- Top 5 items sold are cosmetics, clothes, beverages, fruits and personal care.
- Dashboard can be filtered using Year/Quarter/Month, Region/Country, item type and sales channel filter.



Revenue Dashboard

Year/Quarter/Mont... ▾

All ▾

Region and Country ▾

All ▾

Item Type ▾

All ▾

Sales Channel ▾

All ▾

Revenue

\$137.35M

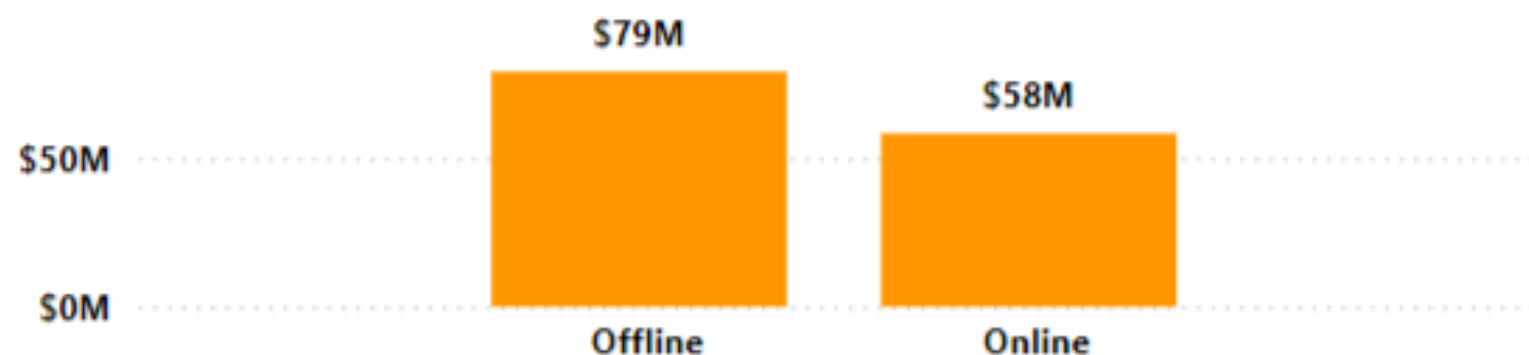
Units Sold

512.87K

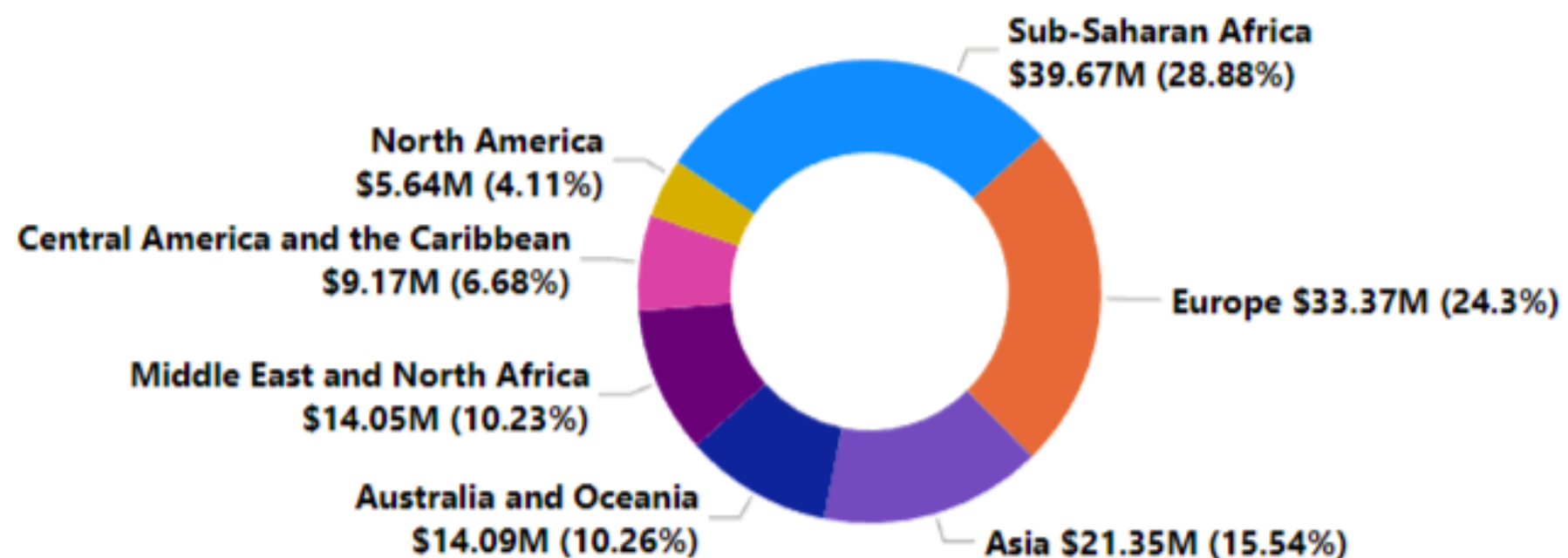
Profit

\$44.17M

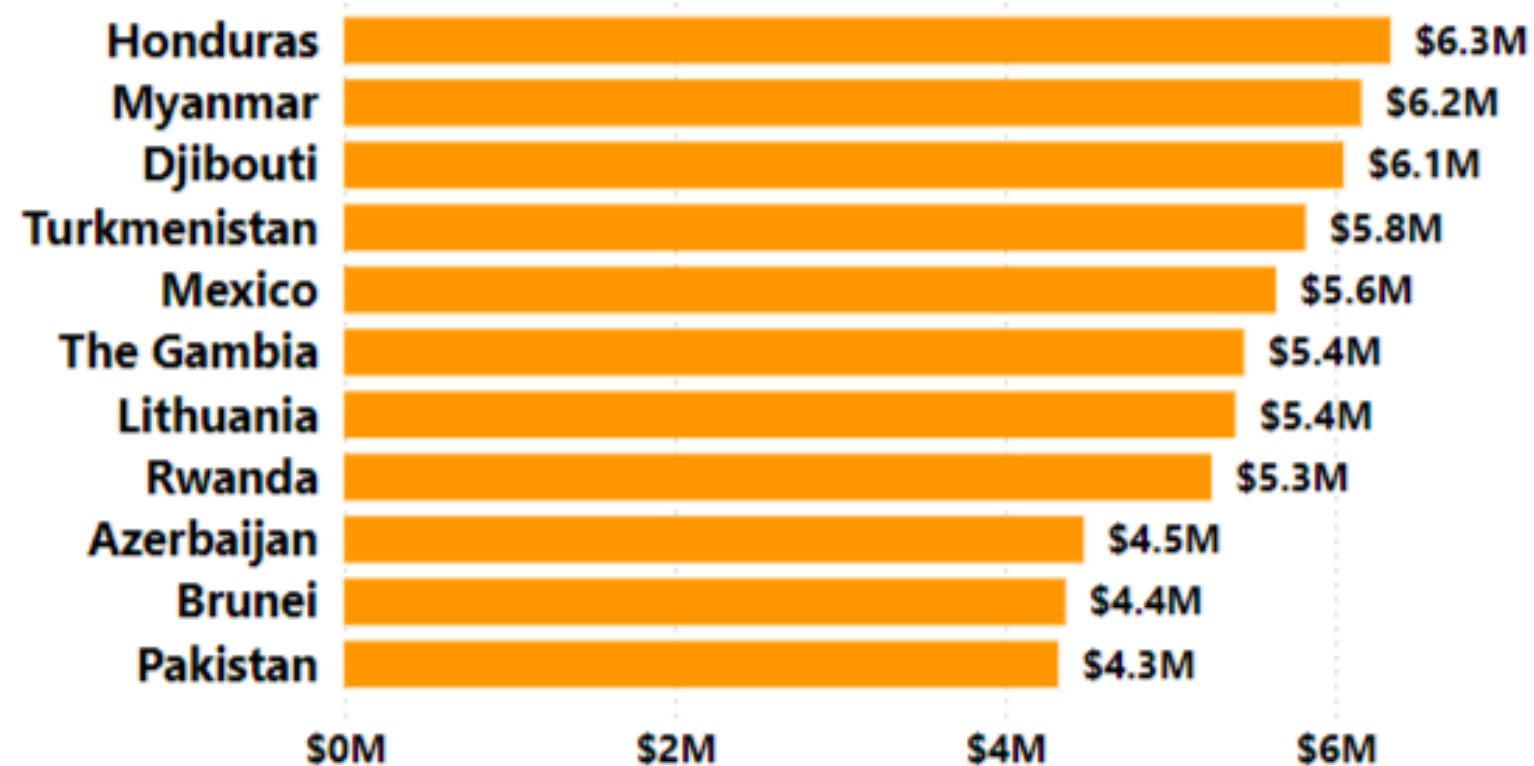
Total Revenue by Sales Channel



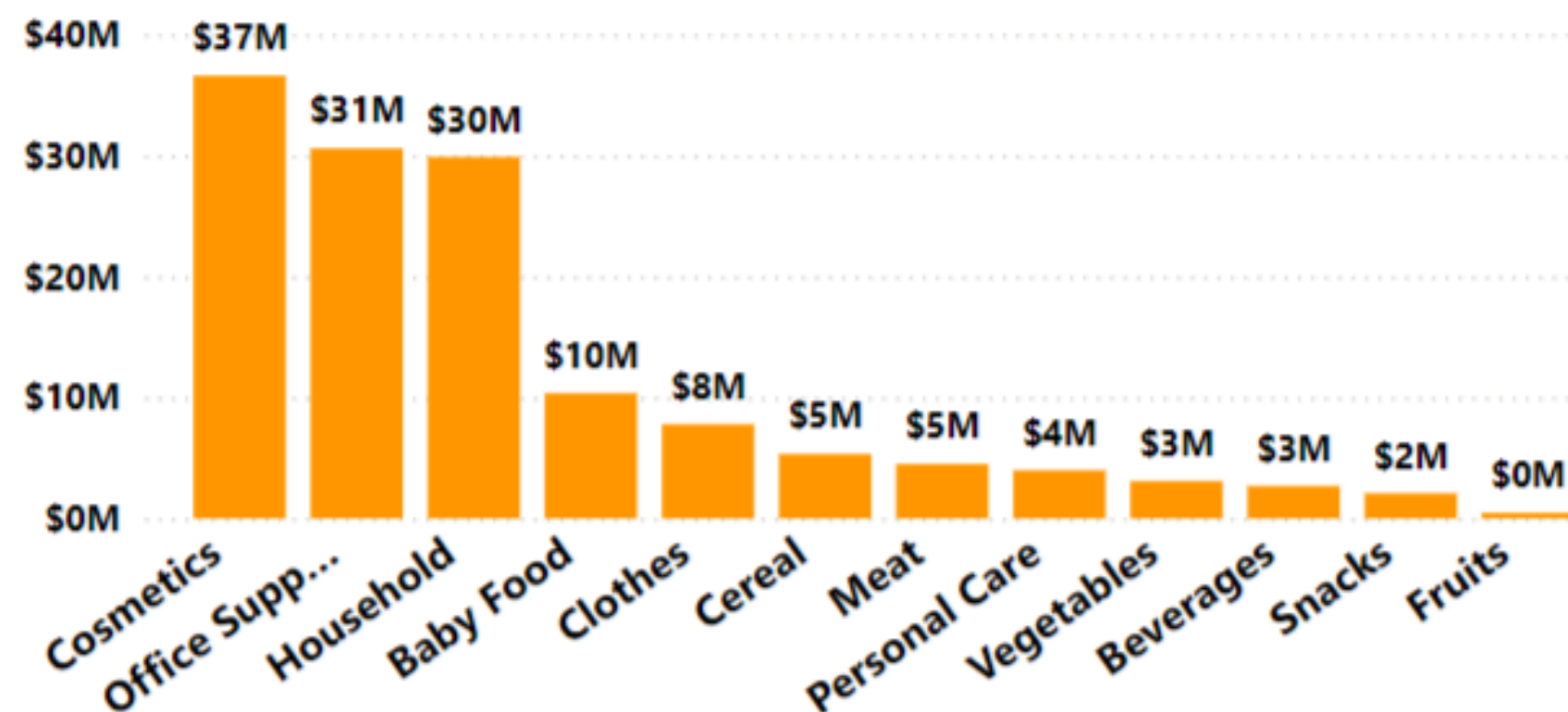
Total Revenue by Region



Total Revenue by Country



Total Revenue by Items



INSIGHTS (Revenue Dashboard)

- From KPIs we see that total revenue is \$137.35M, total units sold is 512.87K, total profit is \$44.17M.
- Revenue by channels: Online - \$79M, Offline - \$58M.
- Highest revenue by: Country - Honduras, Region - Sub-Saharan Africa.
- Top 5 revenue generated items are cosmetics, office supplies, household, baby food and clothes.
- Dashboard can be filtered using Year/Quarter/Month, Region/Country, item type and sales channel filter.



Profit Dashboard

Year/Quarter/Mont...

All

Region and Country

All

Item Type

All

Sales Channel

All

Revenue

\$137.35M

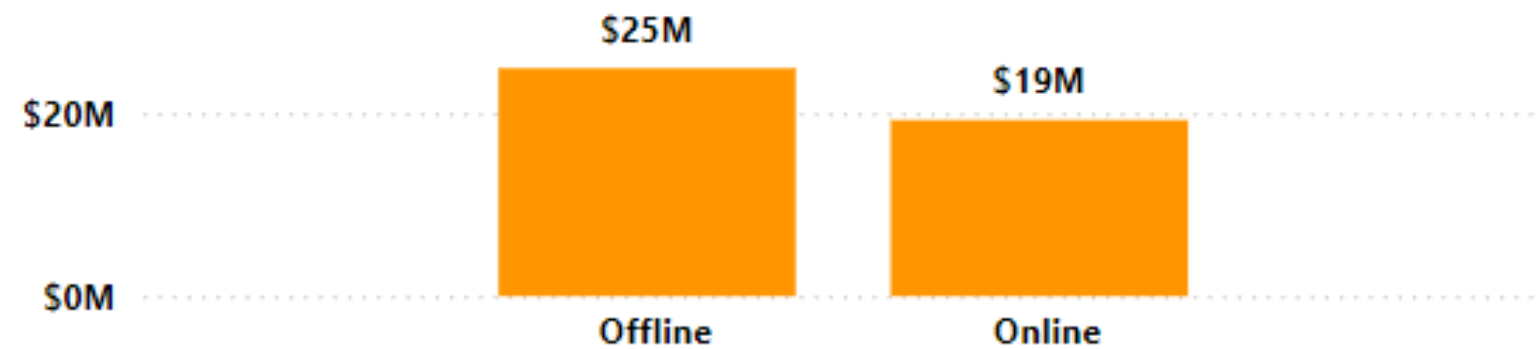
Units Sold

512.87K

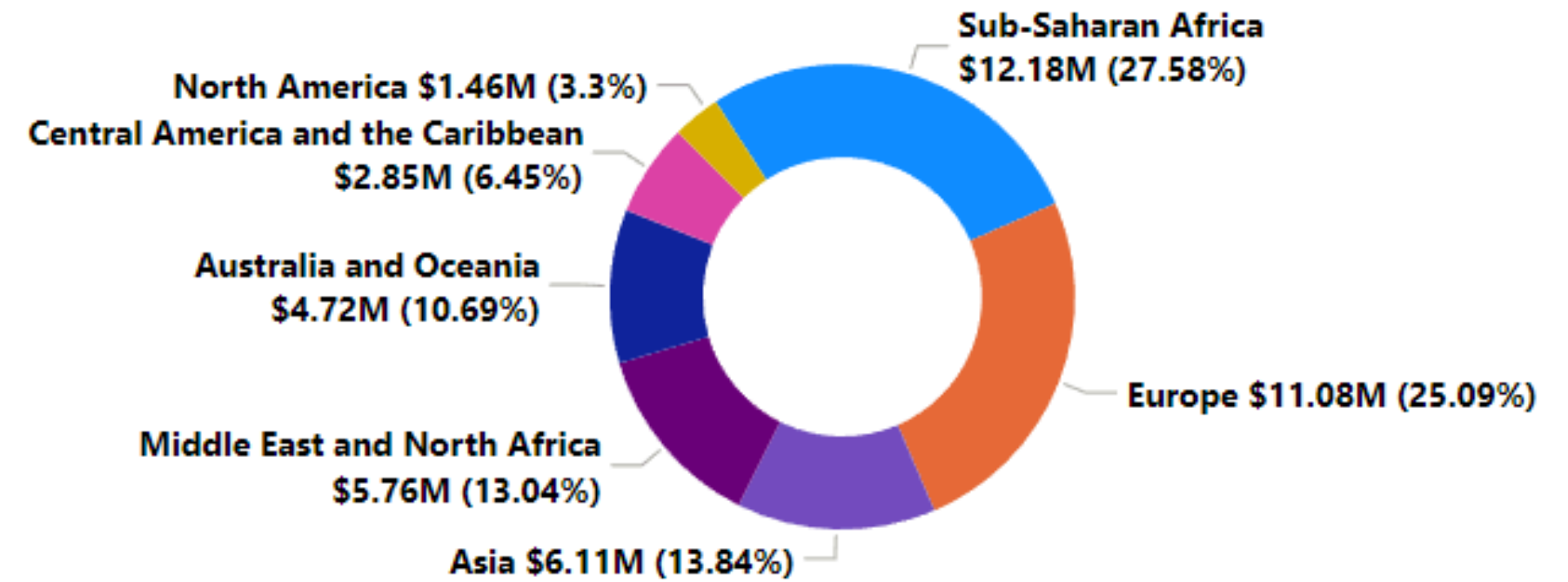
Profit

\$44.17M

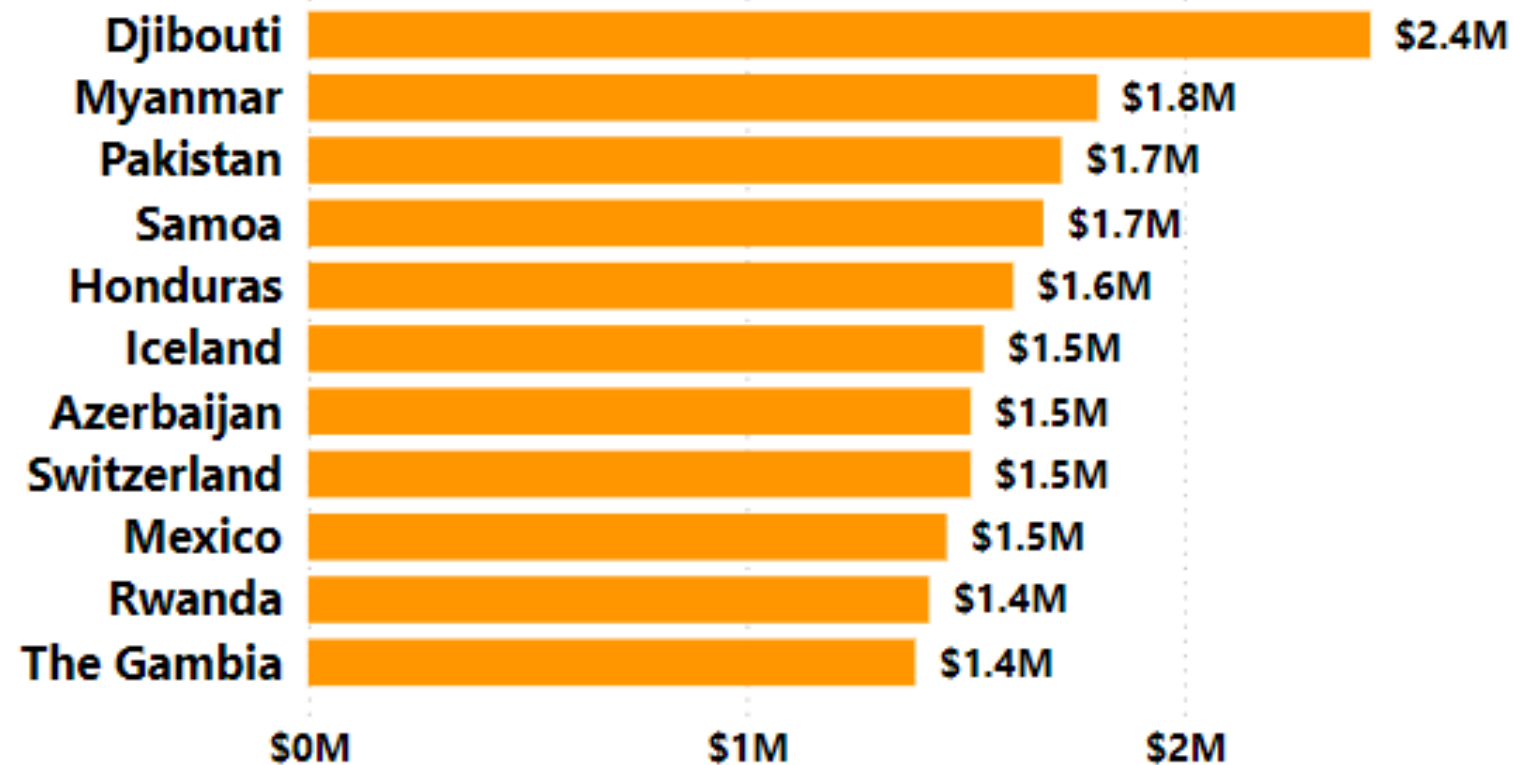
Total Profit by Sales Channel



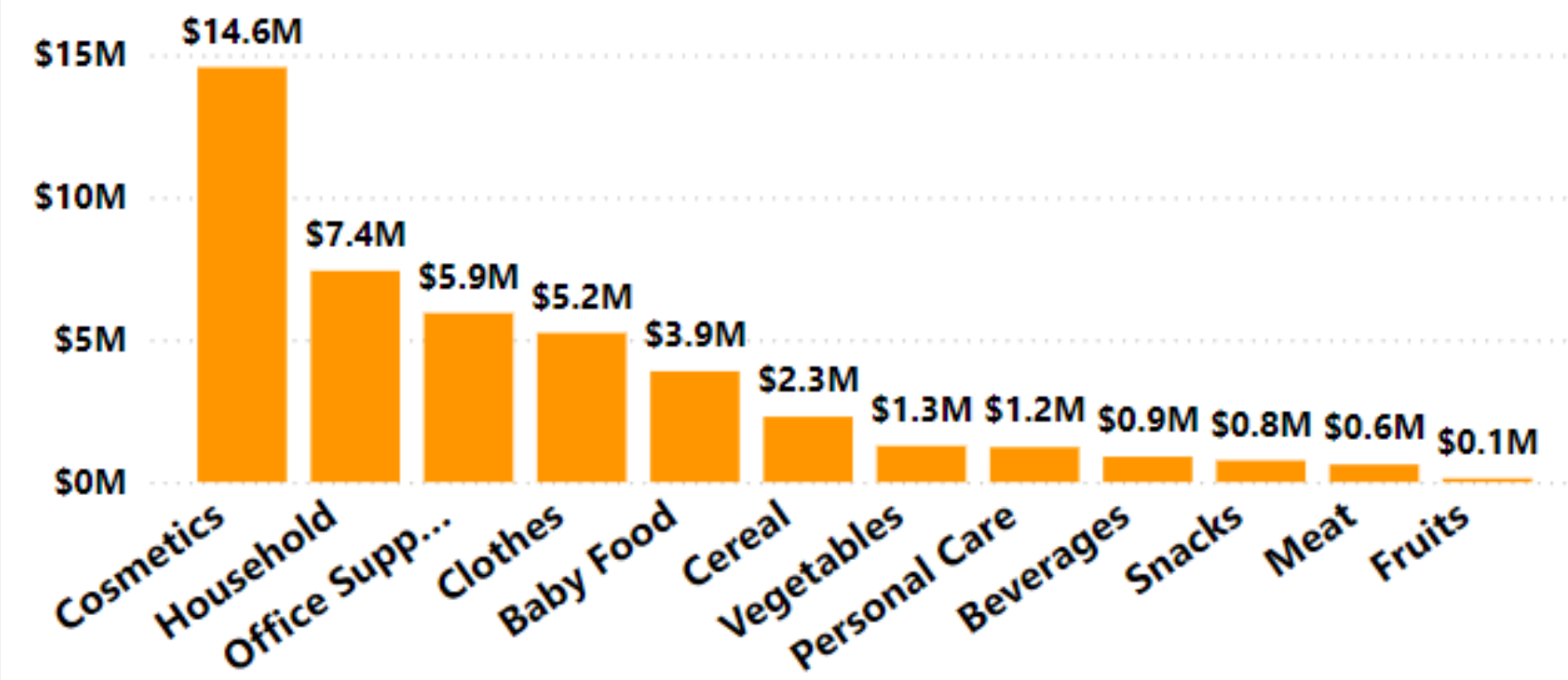
Total Profit by Region



Total Profit by Country



Total Profit by Items



INSIGHTS (Profit Dashboard)

- From KPIs we see that total revenue is \$137.35M, total units sold is 512.87K, total profit is \$44.17M.
- Profit by channels: Online - \$25M, Offline - \$19M.
- Highest revenue by: Country - Djibouti, Region - Sub-Saharan Africa.
- Top 5 profit generated items are cosmetics, household, office supplies, clothes and baby food.
- Dashboard can be filtered using Year/Quarter/Month, Region/Country, item type and sales channel filter.



Sales Data Analysis Dashboard

Region and Country

All

Item Type

All

Sales Channel

All

Year/Quarter/Mon...

2010

2011

2012

2013

2014

2015

2016

2017

Revenue

\$137.35M

Units Sold

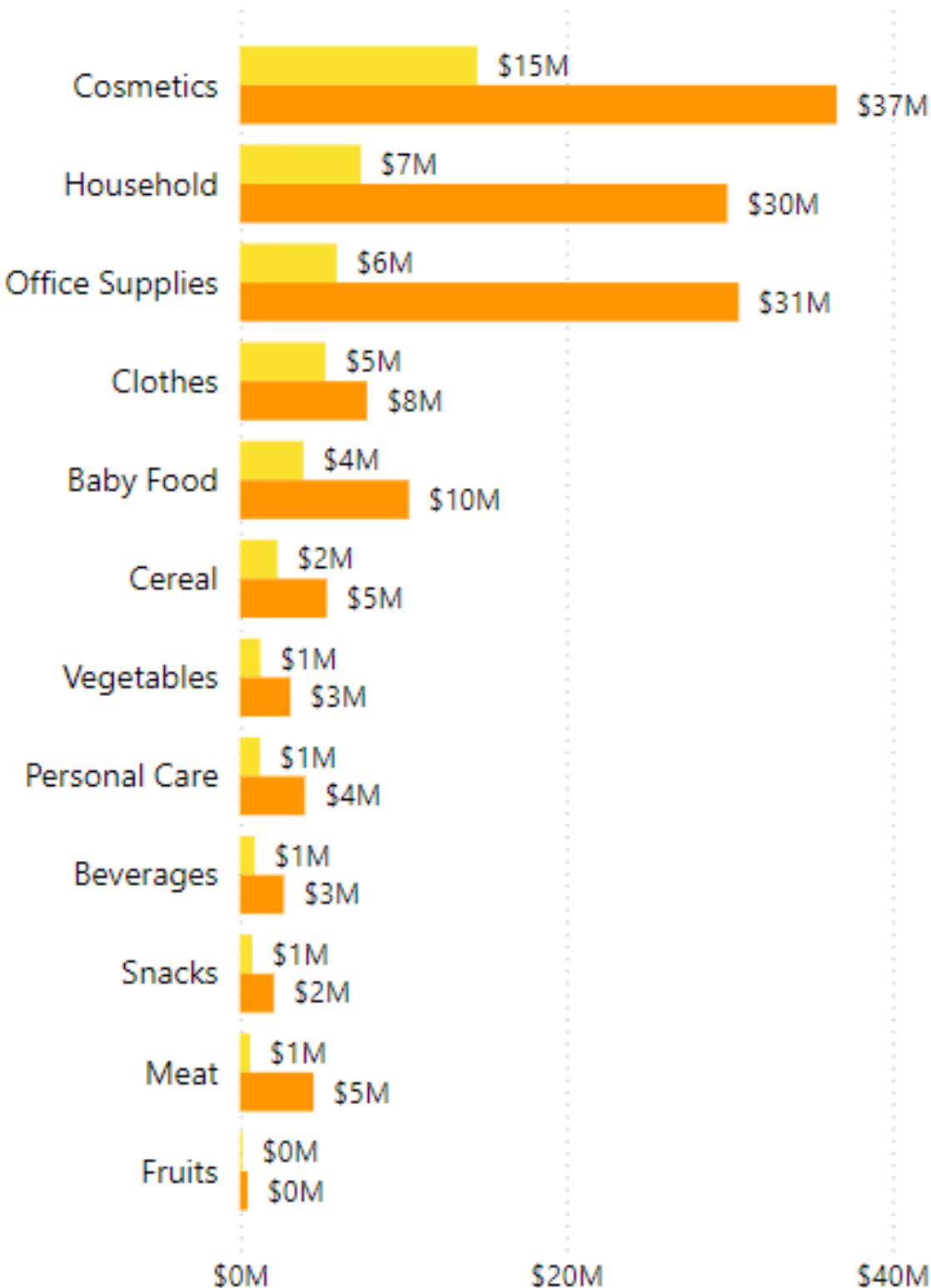
512.87K

Profit

\$44.17M

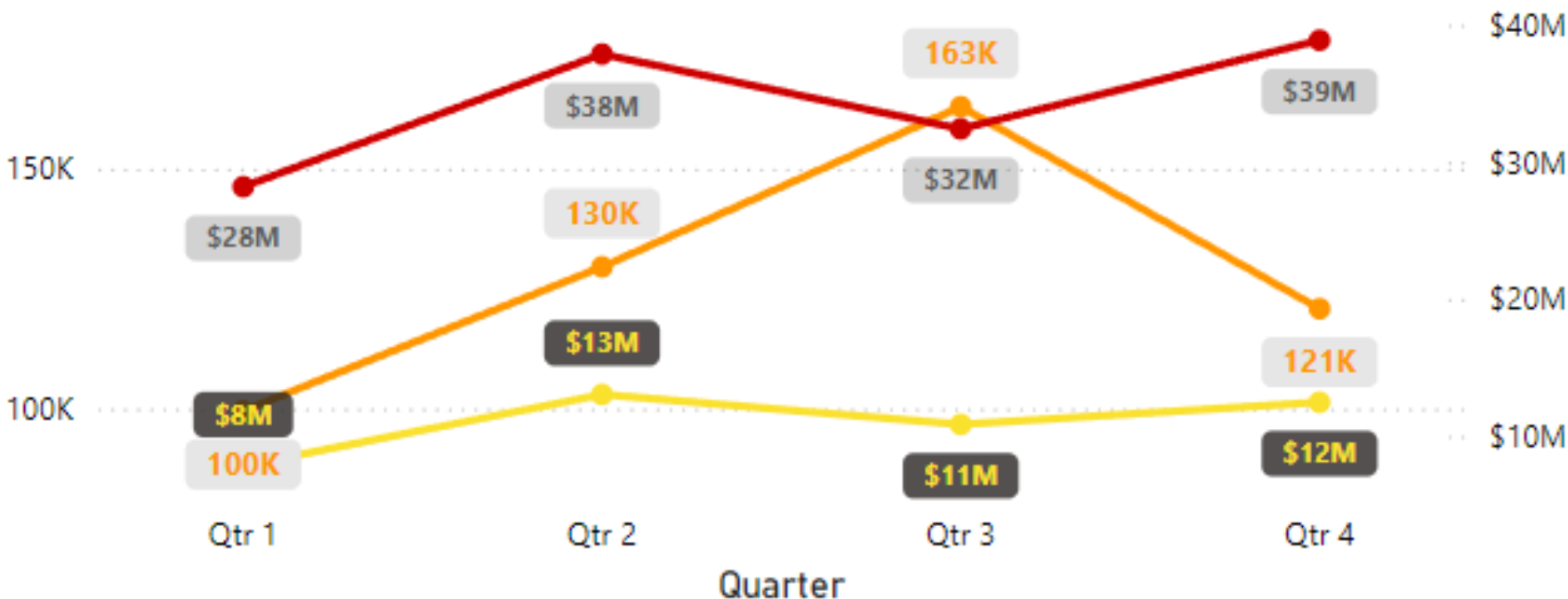
Total Profit and Total Revenue by Item Type

Sum of Total Profit Sum of Total Revenue



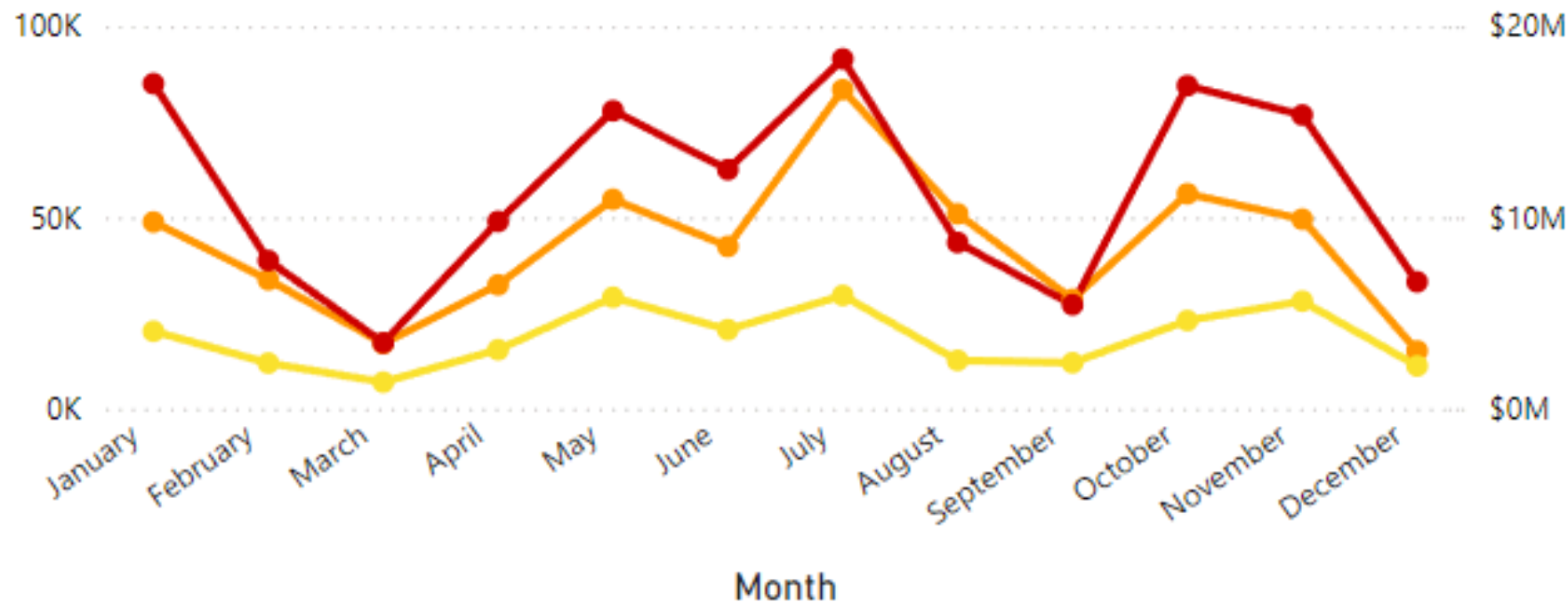
Units Sold, Total Revenue and Total Profit by Quarter

Sum of Units Sold Sum of Total Revenue Sum of Total Profit



Units Sold, Total Revenue and Total Profit by Month

Sum of Units Sold Sum of Total Revenue Sum of Total Profit



INSIGHTS (Profit Dashboard)

- From KPIs we see that total revenue is \$137.35M, total units sold is 512.87K, total profit is \$44.17M.
- Profit by channels: Online - \$25M, Offline - \$19M.
- Highest revenue by: Country - Djibouti, Region - Sub-Saharan Africa.
- Top 5 profit generated items are cosmetics, household, office supplies, clothes and baby food.
- Dashboard can be filtered using Year/Quarter/Month, Region/Country, item type and sales channel filter.

RECOMMENDATION:

- Evaluate the impact of marketing campaigns, pricing changes, and promotions on sales.
- Explored correlations between customer demographics, product category, and sales performance.
- Identify sales and profit on the basis of sales channel, year/month wise, item types.

CONCLUSION:

Overall, the data suggests a healthy demand for certain product and categories, efficient order processing, and a concentration of sales in specific geographic regions. This analysis could be used to further optimize inventory, enhance customer targeting, and improve logistical operations.

THANK YOU

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