



 Amazon Sales 2025

DATA ANALYSIS REPORT

Insights from SQL-based Sales Data Exploration

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PROJECT OVERVIEW

Analyze Amazon's 2025 sales data using SQL to uncover performance patterns and derive actionable business insights.

[Dataset Link](#) | [Github Link](#)

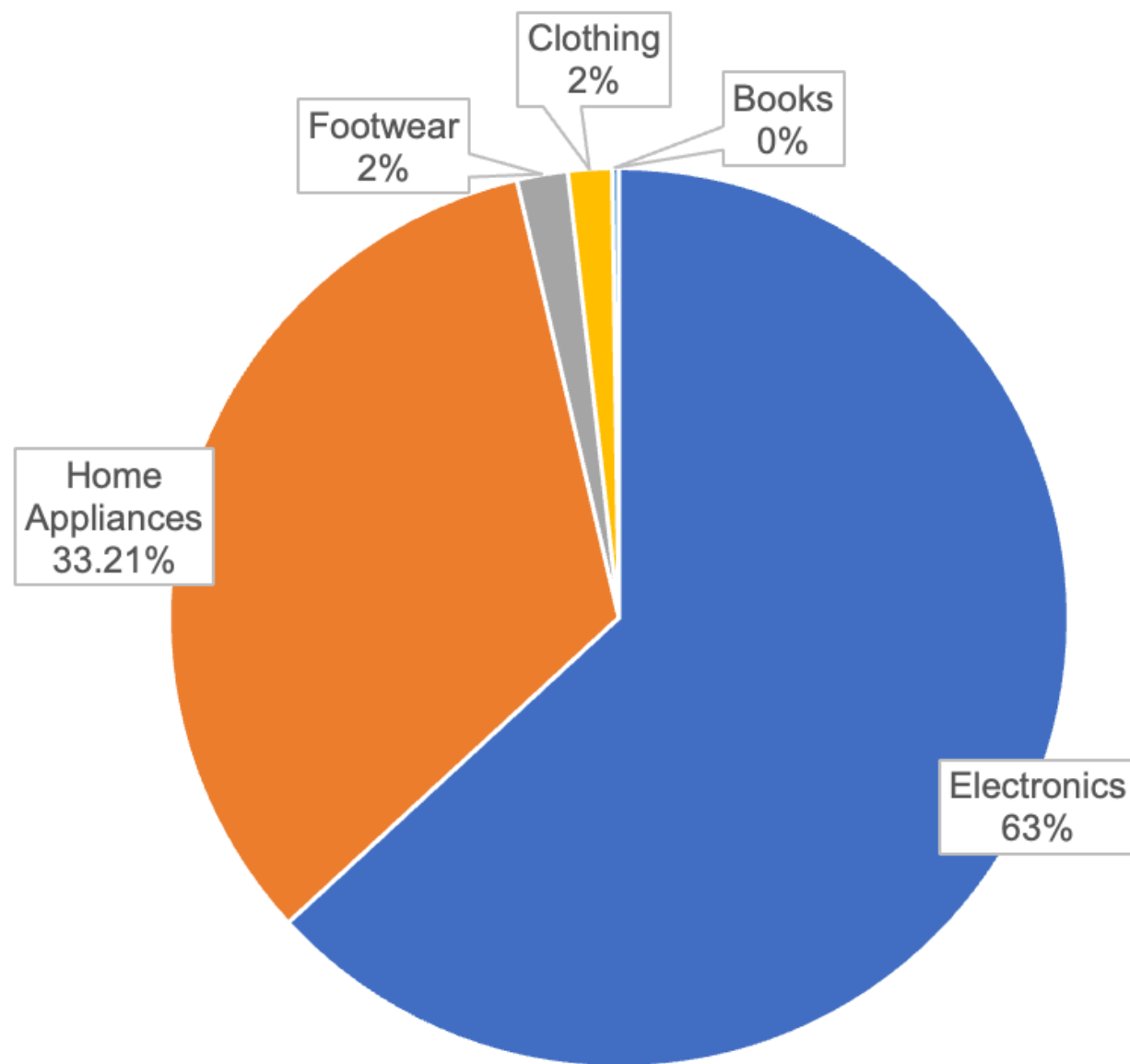
Objectives

- Understand **sales performance** across products, categories, regions.
- Explore **customer behavior, order status**, and **payment effectiveness**.
- Provide actionable **recommendations** based on findings.

Skills & Tools Used

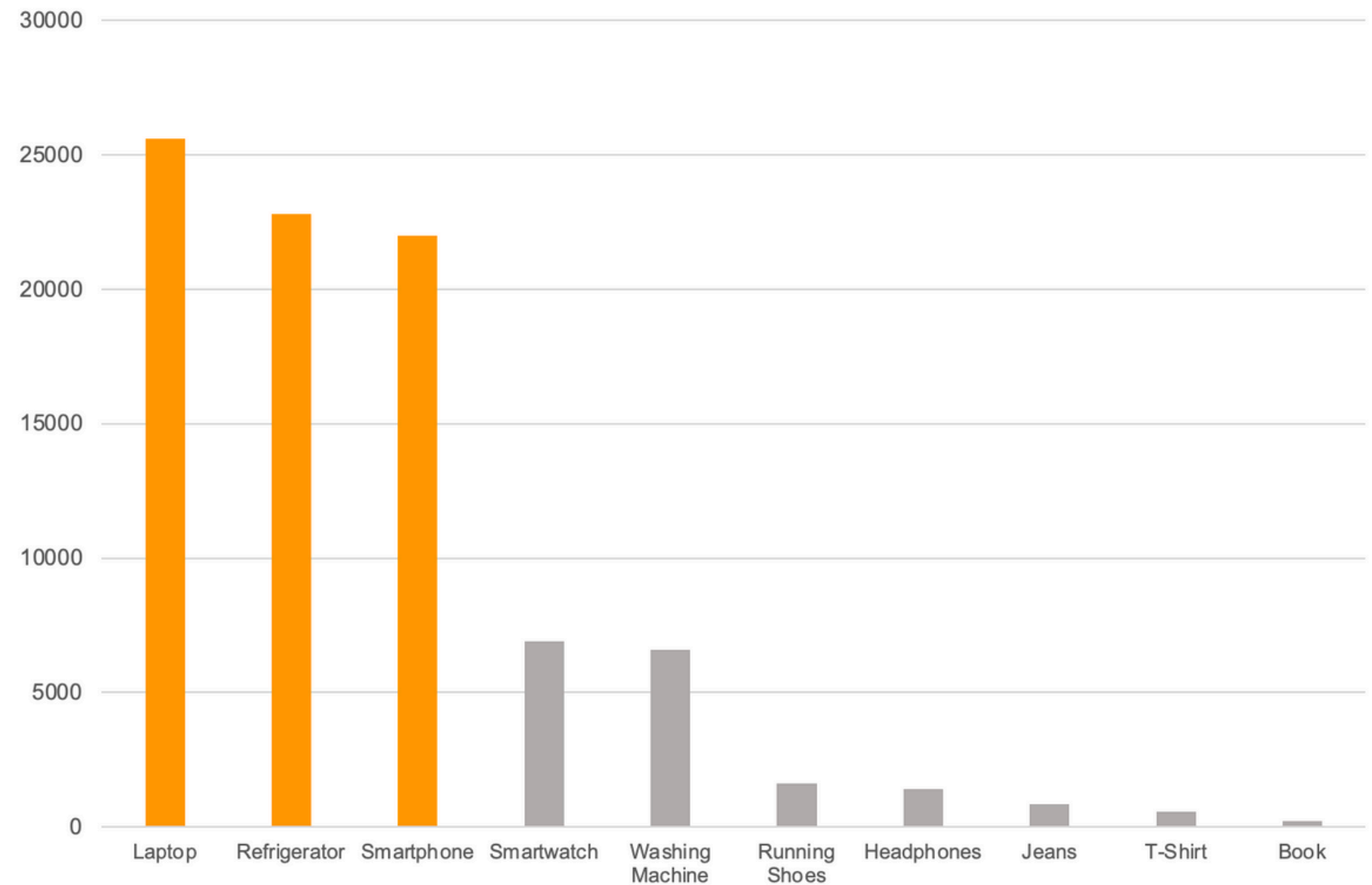
- **SQL:** Data querying, aggregation, filtering, window functions
- **Data analysis:** Pattern recognition, metrics calculation, business KPIs
- **Visualization tools:** Excel
- **Problem-solving & Insight generation**

TOP PRODUCTS & CATEGORIES



Category Share

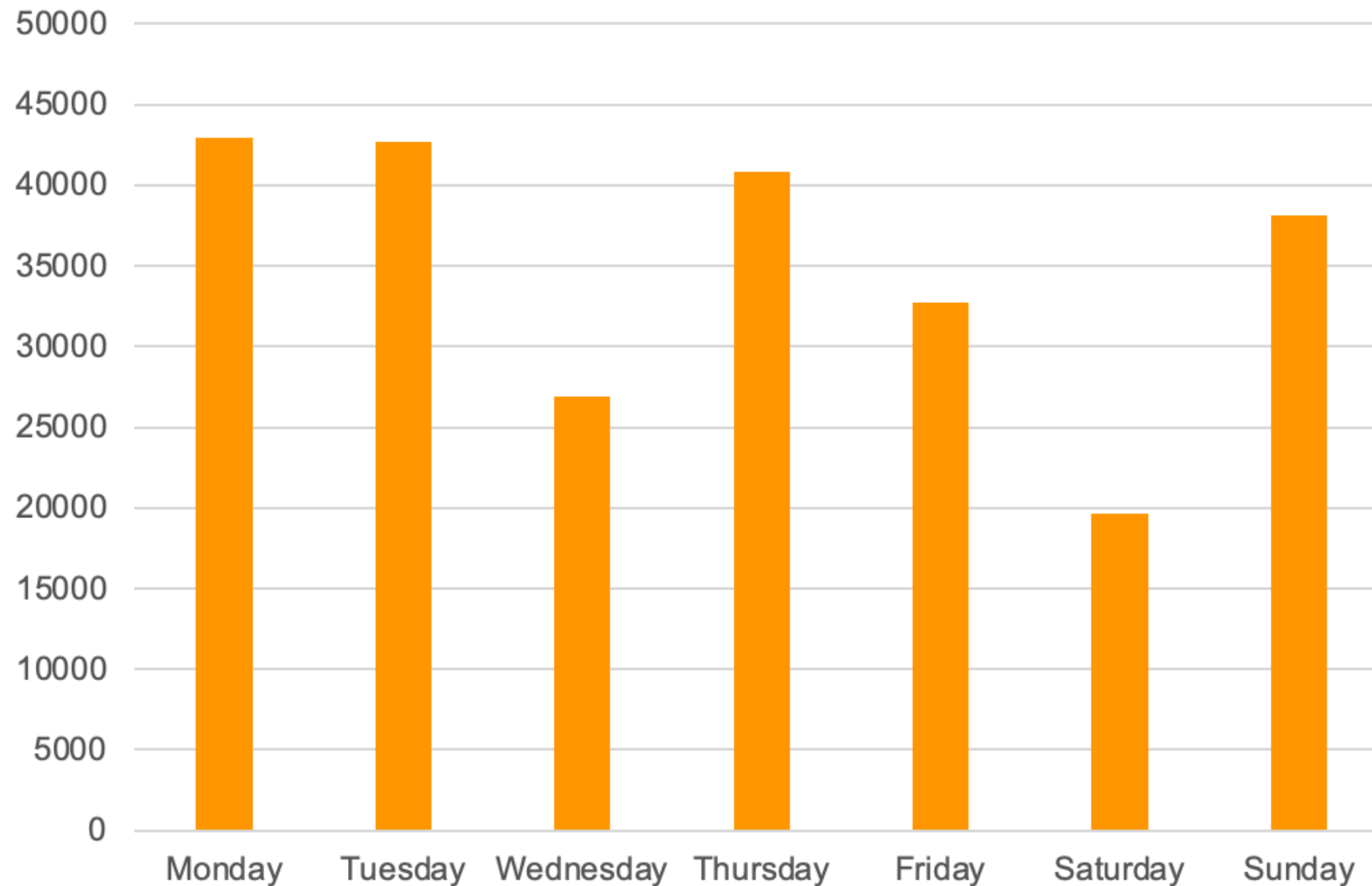
Electronics (63.14%) and **Home Appliances** (33.2%) dominate sales.



Total Sales by Product

Laptops, Refrigerators, and Smartphones account for ~80% of completed sales.

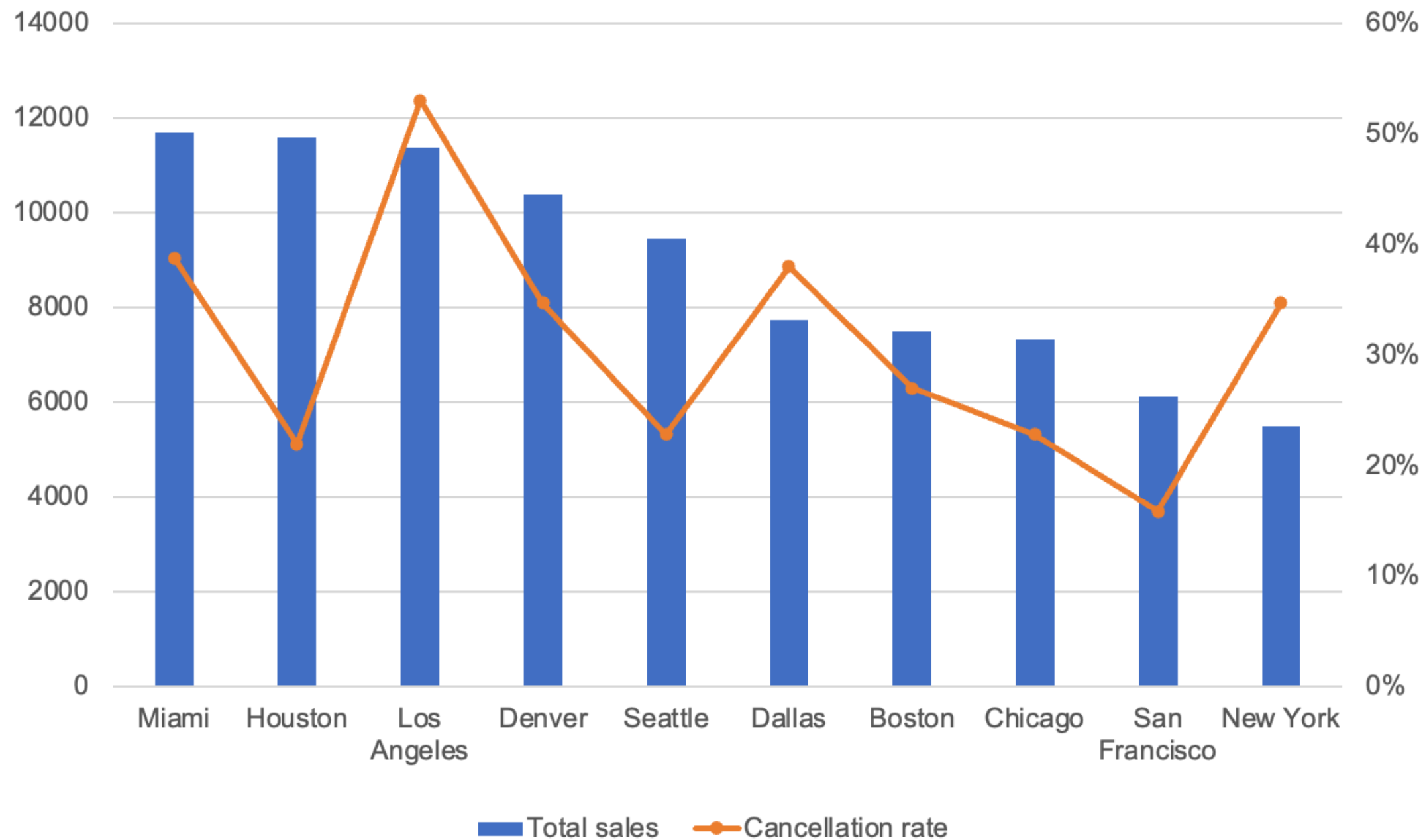
SALES BY DAY OF THE WEEK



Total Sales by Day of the Week

- **Monday** and **Tuesday** contribute over 35% of weekly sales.
- **Saturday**, with only 8% of total sales — a potential opportunity for weekend promotions.

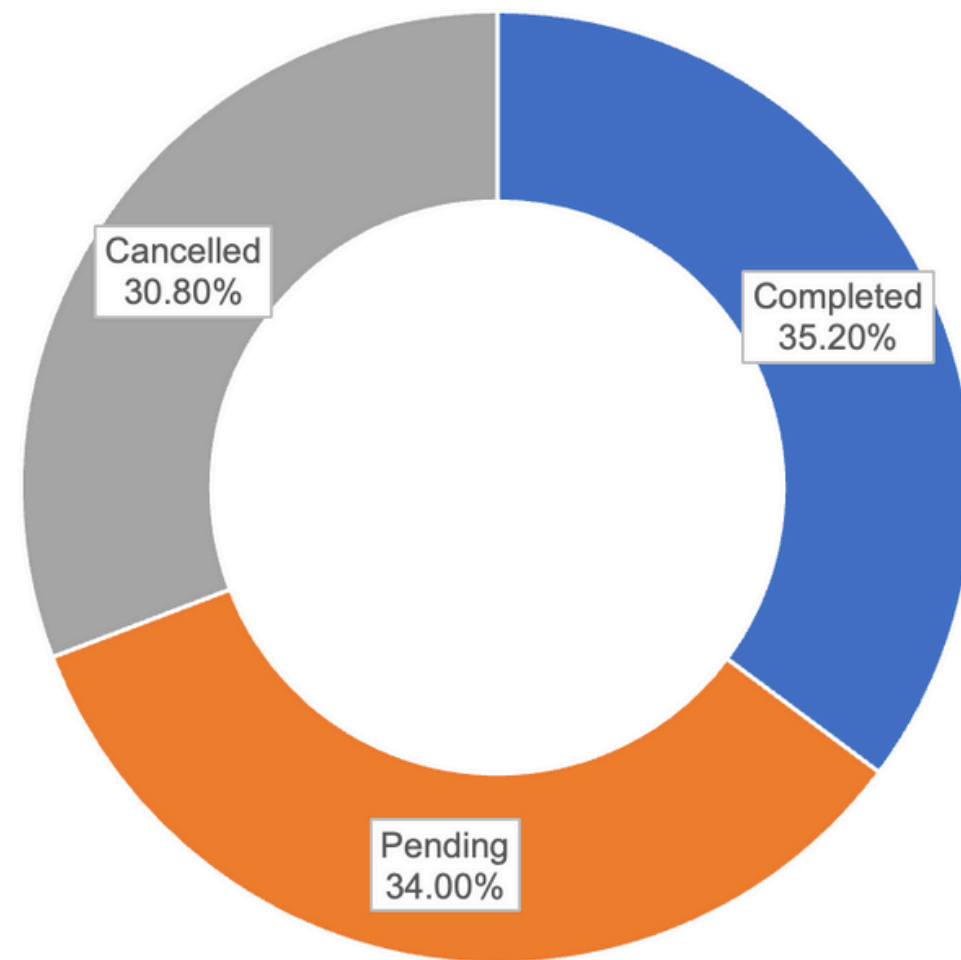
LOCATION INSIGHTS



Total Sales and Cancellation Rates by Location

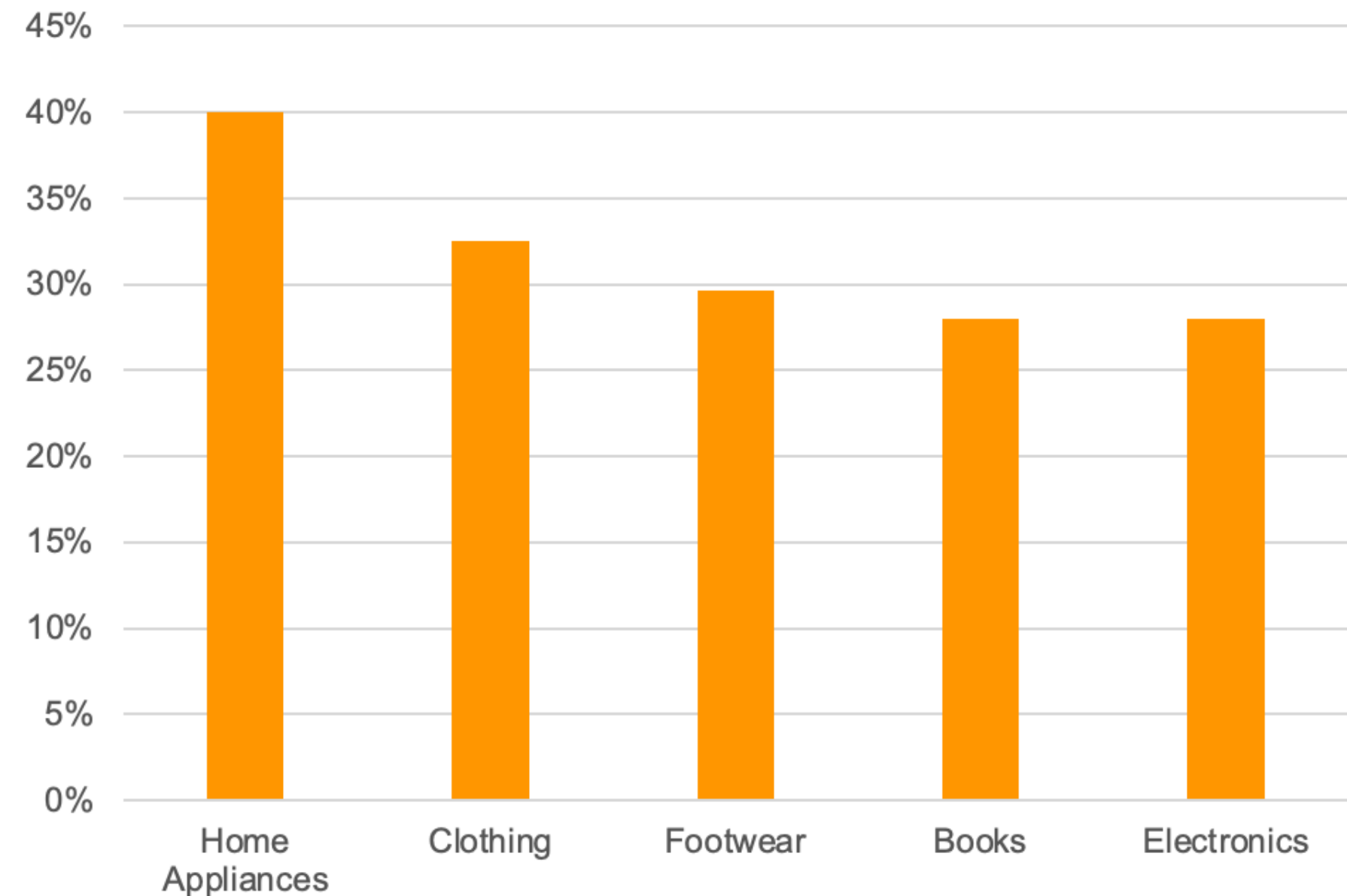
- **Miami, Houston, and LA** lead in **sales volume**.
- However, **LA, Miami, and Dallas** also show notably high **cancellation rates** — indicating possible delivery, service, or customer experience issues.

ORDER STATUS INSIGHTS



Order Status Distribution

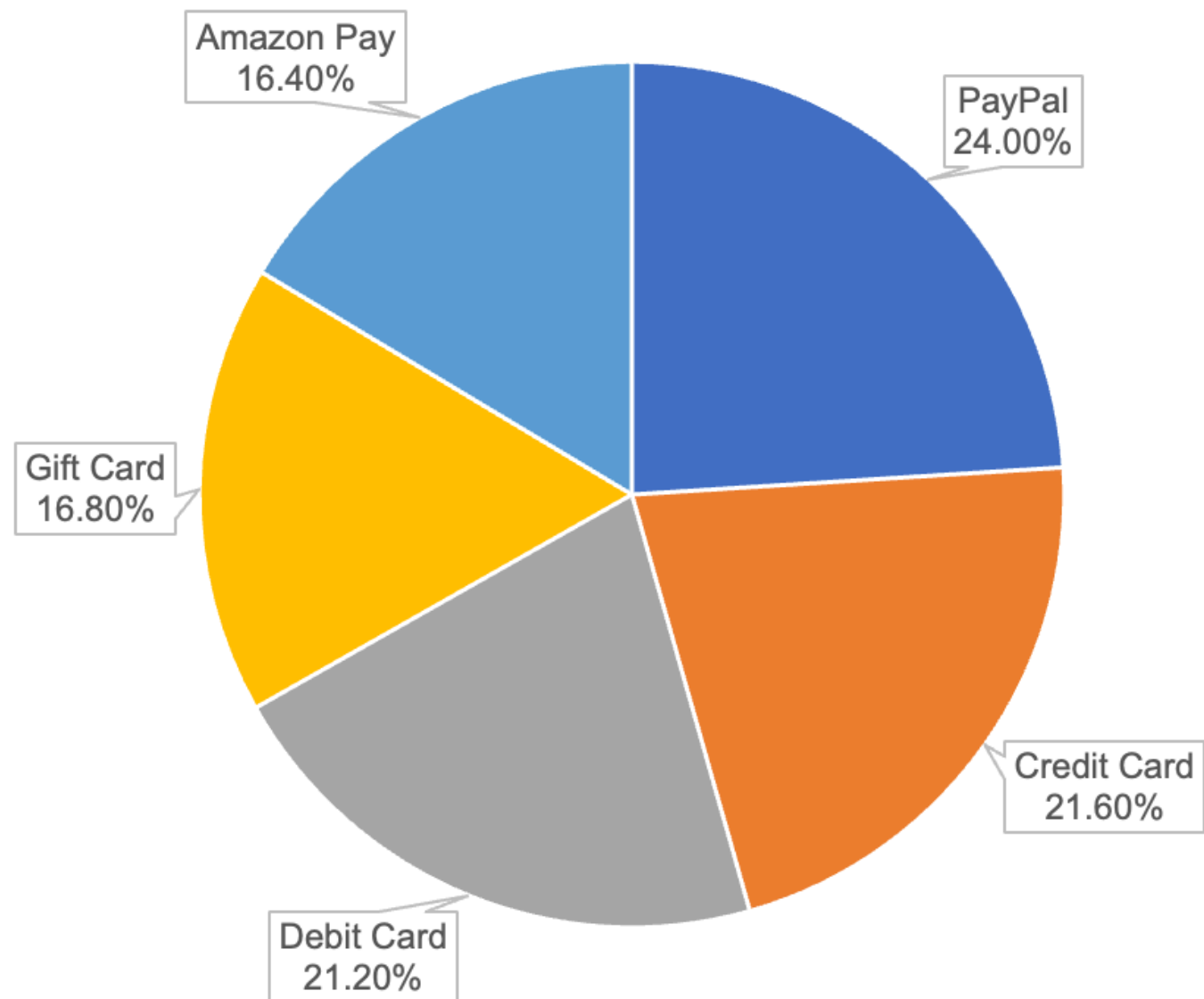
- **Only 35.2%** of orders were **completed**.
- **Pending** orders represent **34%** — may point to logistical or payment processing inefficiencies.



Cancellation Rate by Category

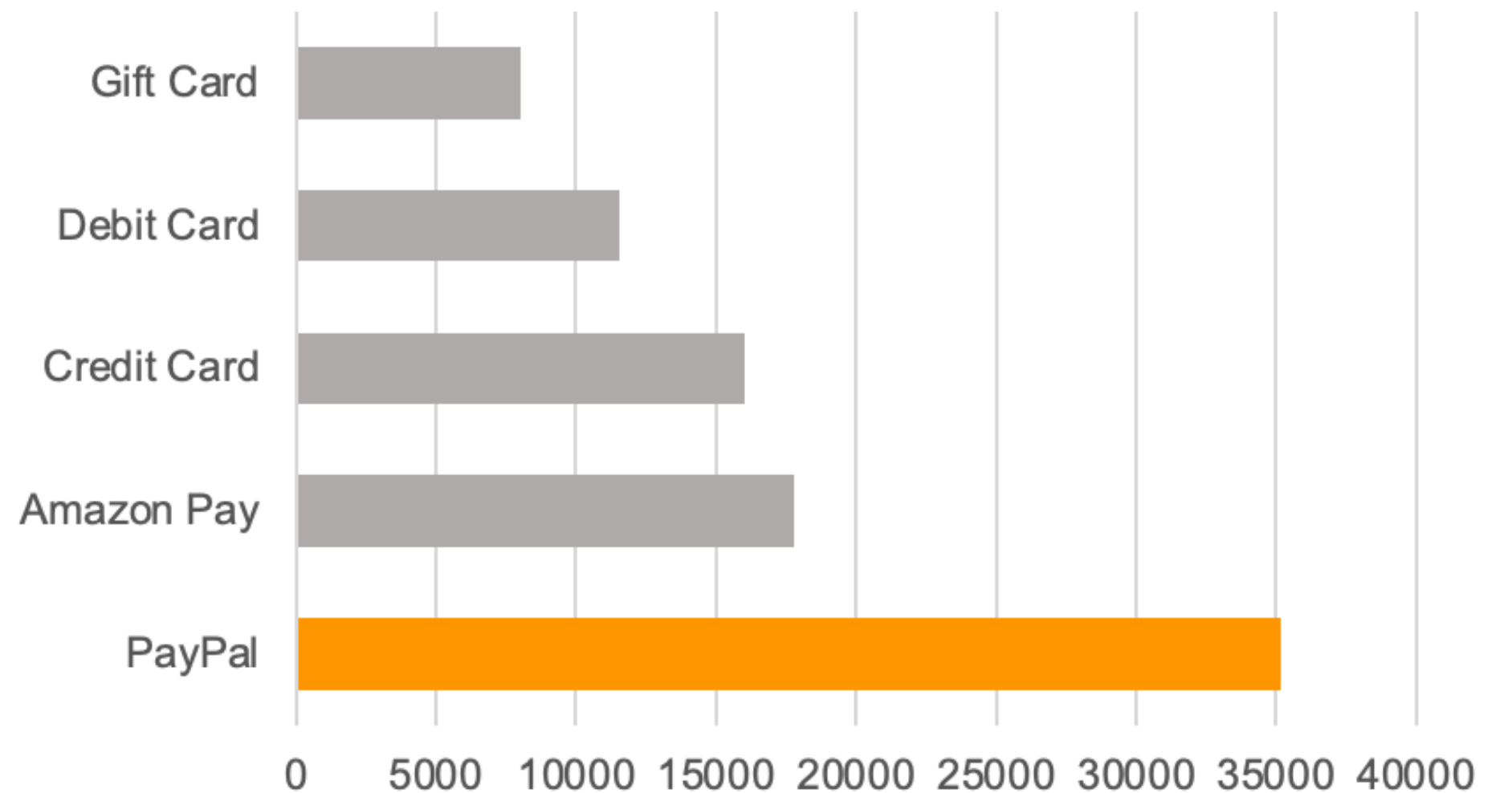
Cancellation rate is **30.8%**, with **Home Appliances** and **Clothing** leading in failed transactions.

PAYMENT METHOD INSIGHTS



Payment Method Distribution

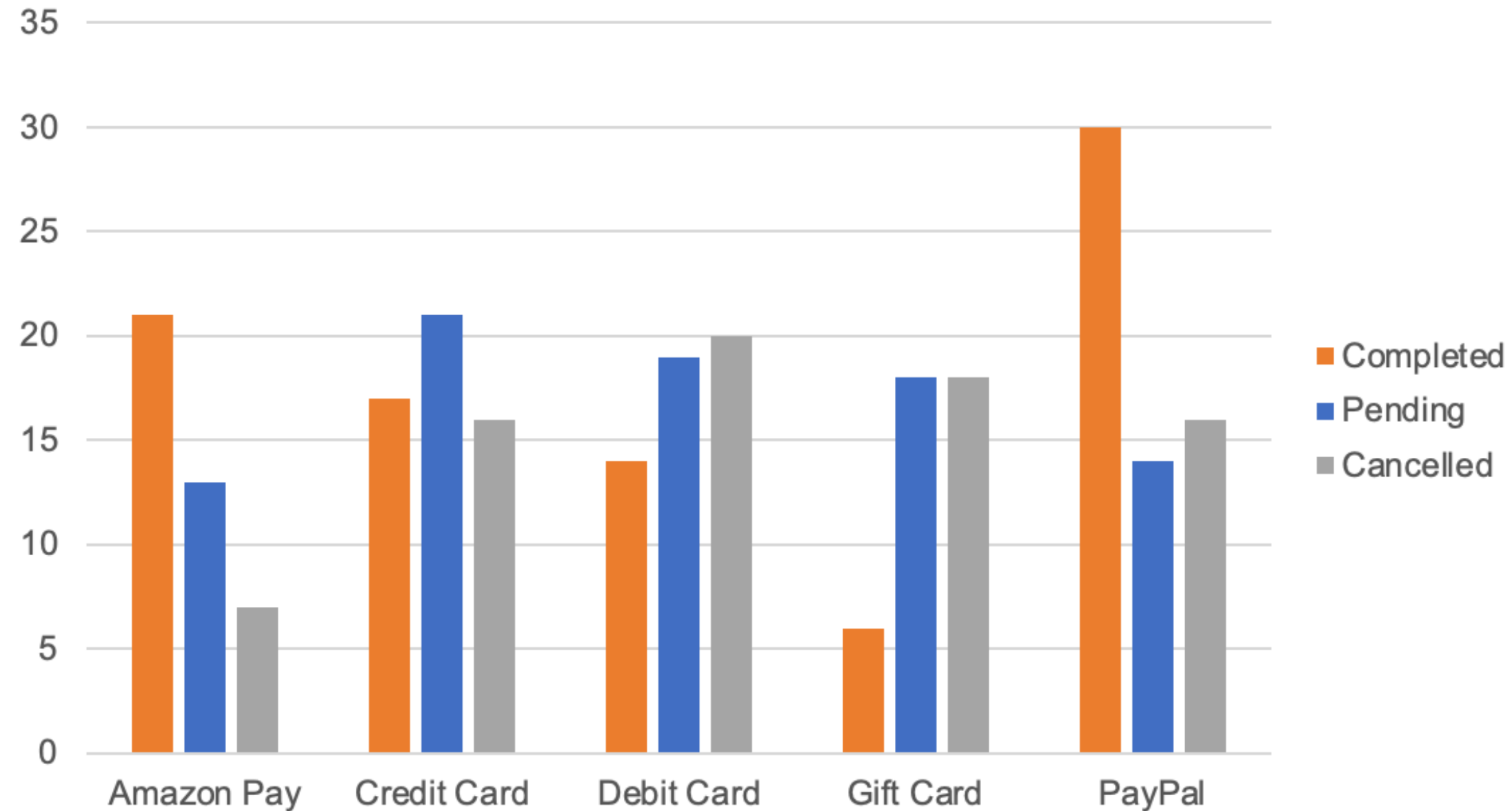
PayPal is the most popular (24% of orders), followed by **Credit** and **Debit Cards**.



Total Sales by Payment Method

PayPal also leads in value, generating nearly 40% of total sales revenue.

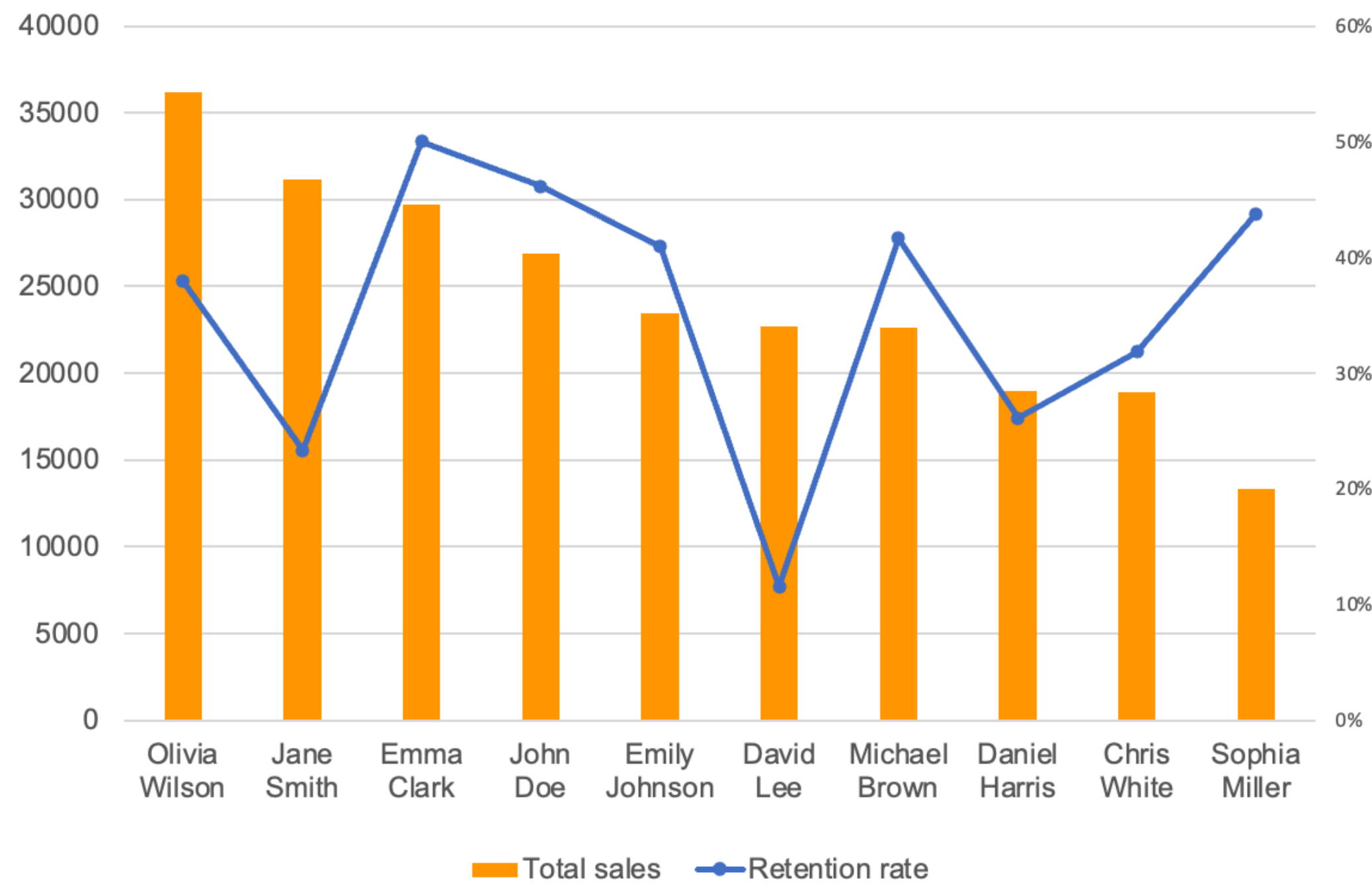
PAYMENT METHOD INSIGHTS



Order Status by Payment Method

Gift Cards and **Debit Cards** have higher rates of **pending** or **cancelled** transactions.

CUSTOMER INSIGHTS



Total Sales and Retention Rates by Customer

- **Olivia Wilson** is **top spender**.
- **Emma Clark** has the **highest retention**.
- **Jane Smith** and **David Lee** are **high spenders** with **low retention** — candidates for re-engagement campaigns.

STRATEGIC RECOMMENDATIONS

01 **Reduce Cancellation Rates:**

Focus on problematic categories and regions (e.g., Home Appliances, LA & Miami).

02 **Resolve Pending Orders:**

Improve backend operations and streamline payment workflows.

03 **Stimulate Weekend Sales:**

Launch targeted campaigns for Saturday and Sunday.

04 **Enhance PayPal Integration:**

Given its high reliability and revenue impact.

05 **Nurture Loyal Customers:**

Reward high-retention customers with loyalty programs.

06 **Re-engage High-Spending, Low-Retention Customers:**

Personalized promotions or feedback surveys.

07 **Investigate Product Return Patterns:**

Especially in Clothing and Appliances, to address root causes.