Amazon Sales Data Analysis Report

amazon

This report includes detailed analysis of Amazon dataset for the years 2017,2018,2019. The objective of this analysis is to provide valuable insights and comprehensive Sales, Product and Customer analysis for more informed business intelligence report.

Total Sales Amount	Total Profit	Total Sales Quantity	Total No. of Items
186.19M	**77.75M**	**3M**	**658**

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Objective

Sale management has grown in importance in response to increased competitiveness and the necessity for efficient distribution

Benefits

Help out to make better businessdecisions.

- Help analyze customer trends and satisfaction, which can lead to new and better products and services.
- Gives better insight of customersbase.
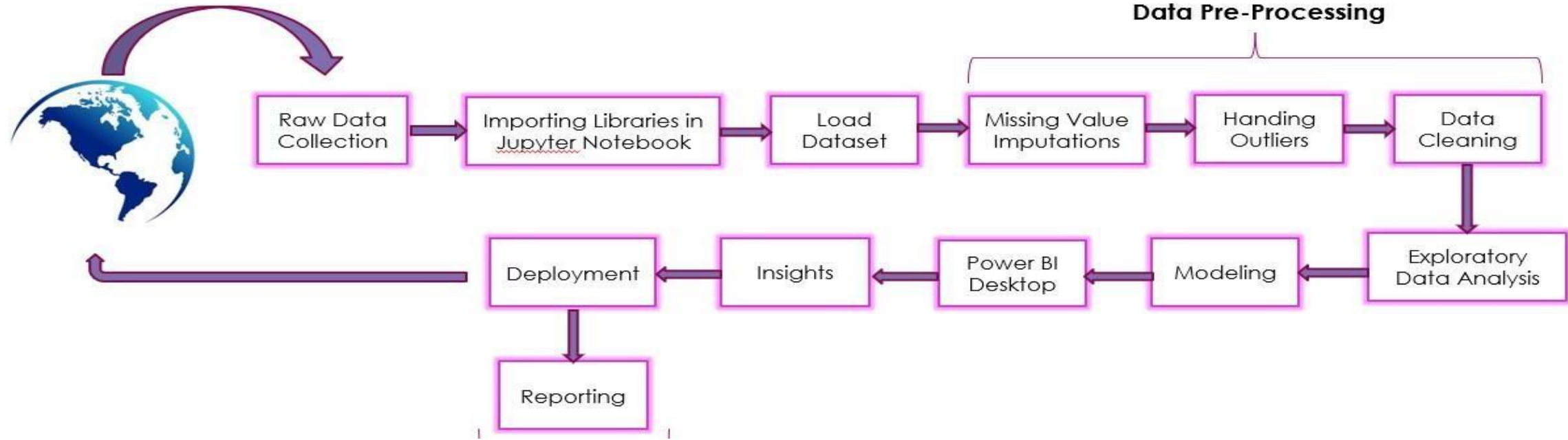- Helps in easy flow for managingresources.

Problem Statement

strategies to decrease costs and raise revenues.

Find the monthly, yearly, and yearly sales and profit trends.

Create a report by extracting, transforming, and loading data that contains sales trends by year, month, and quarter, as well as finding some relationships through data to understand and analyze the facts.

ARCHITECTURE

Data Pre-Processing

Raw Data Collection → Importing Libraries in Jupyter Notebook → Load Dataset → Missing Value Imputations → Handing Outliers → Data Cleaning → Exploratory Data Analysis → Modeling → Power BI Desktop → Insights → Deployment → Reporting

Lower-Level Design Document
High-Level Design Document
Architecture Document
Wireframe Document
Detailed Project Report

Quick Insight

A quick insight for 2017 | 2018 | 2019 amazon sales.

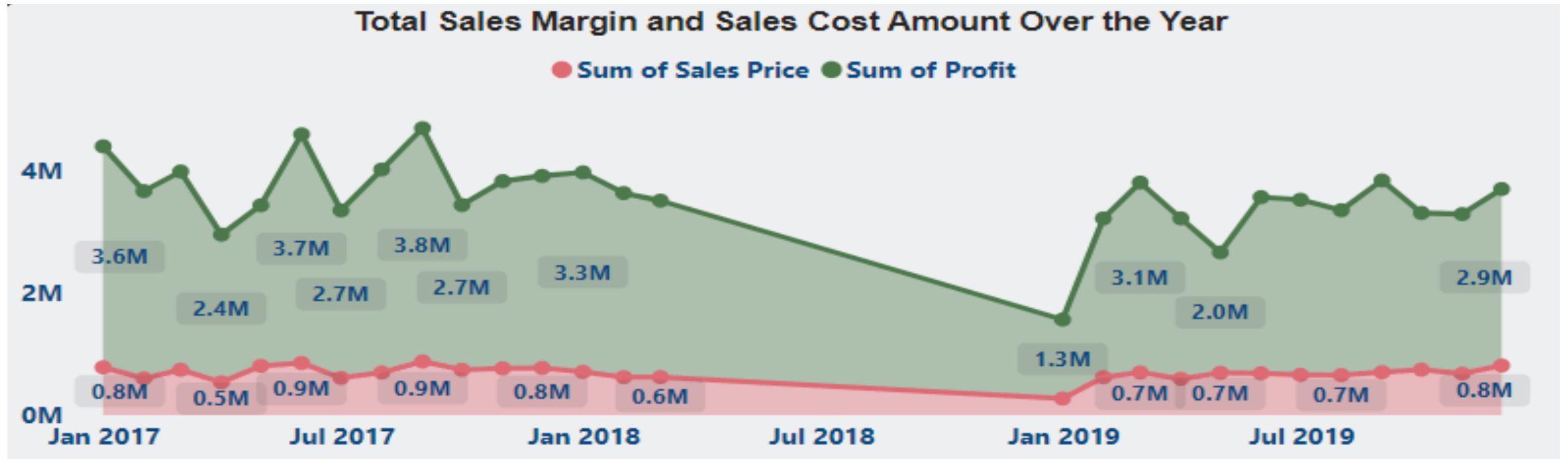| Total Sales Amount	Total Profit
186.19M	77.75M

Total Sales Quantity	Total No. of Items
3M	658

Total Sales Margin for all the quarters

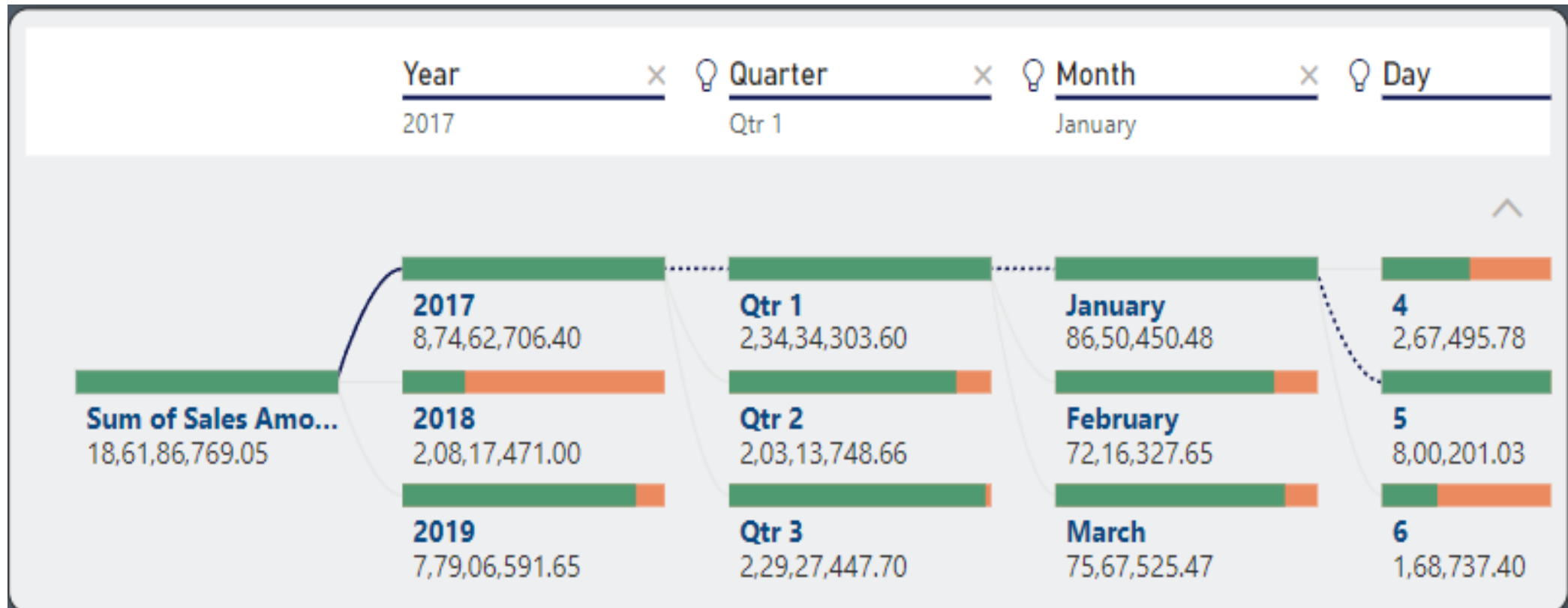2017 had the highest Revenue at 87.46M, followed by 2019 at 77.9M and 2018 at 20.82M

Monthly Sales Comparison

The sales in June and September for 2017, March and September for 2019 is high when compared and we can observe for October the sales of 2017 & 2019 drops.
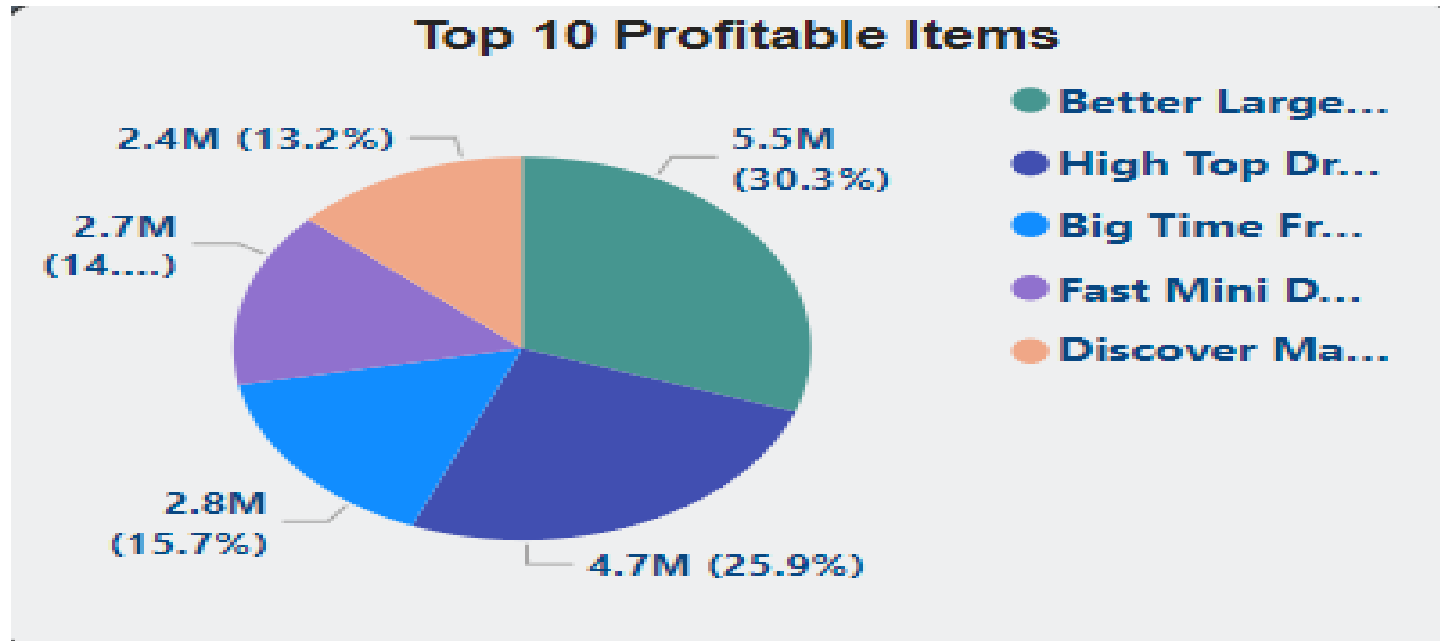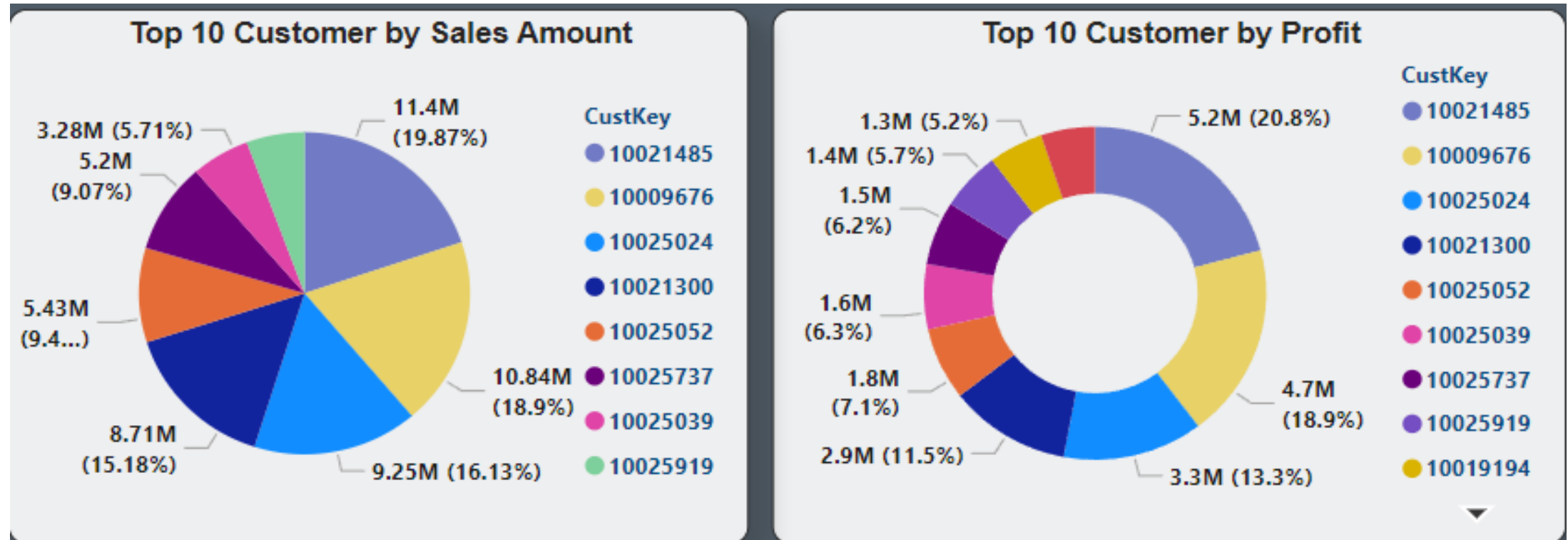
Detailed Sales Analysis

Top 10 Items Sold w.r.t Profit

The Better Large Canned shrimp and High top dried mushrooms are the products with highest sales from all 658 products.

Top 10 Profitable Items

- 2.4M (13.2%)
- 2.7M (14....)
- 5.5M (30.3%)
- 2.8M (15.7%)
- 4.7M (25.9%)

Legend:
- Better Large...
- High Top Dr...
- Big Time Fr...
- Fast Mini D...
- Discover Ma...

Top 10 CustKey w.r.t Sales and Profit

Conclusion

1. 2017 had the greatest revenue of 87.46 million, followed by 2019 at 77.9 million and 2018 at 20.82 million.

2. According to the monthly insights for 2017, 2018, and 2019, sales are highest in March, June, and September and lowest in April, May, and October. Amazon can come up with some amazing deals and discounts to create a lot of income.

3. The Greater The most popular products in domestic and foreign markets are large canned shrimp and high top dried mushrooms.