

AMAZON SALES DATA ANALYSIS

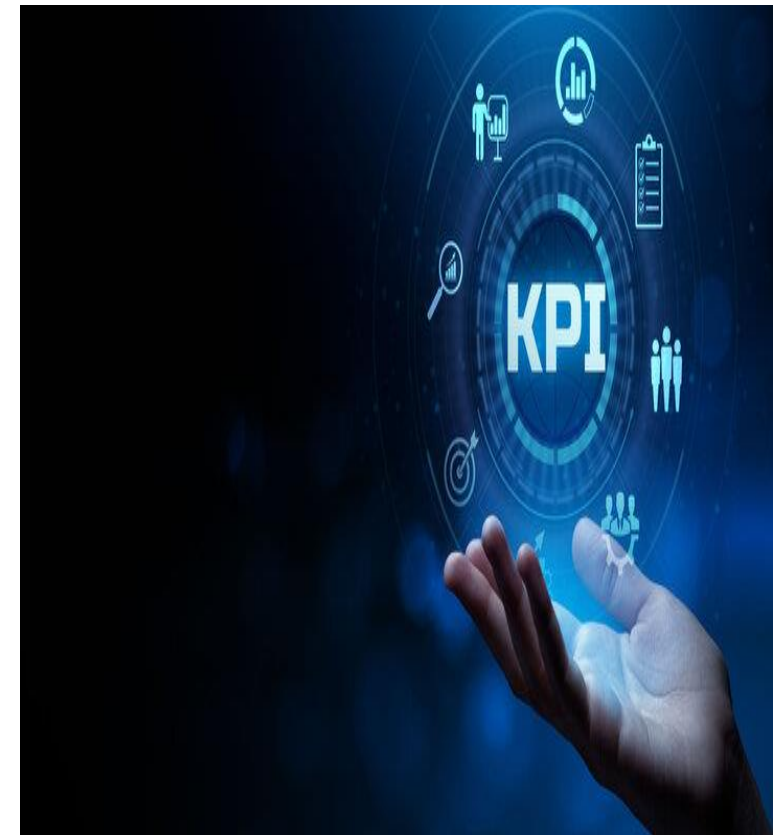
INTRODUCTION

- ▶ Today, we embark on a journey through the world of amazon sales data. In this presentation, we will drive into a treasure trove of information that unveils insights into sales performance across different regions, product type and sales channels.
- ▶ The dataset we will be exploring is a collection of sales transactions spanning various continents and industries. From Europe to Oceania, and from clothing to household item, each entry represents a unique snapshot of commerce in action.
- ▶ Our goal is simple: to analyse this data and uncover meaningful patterns and trends that can inform strategic decision- making and drive business growth.

So, let's begin our exploration of Amazon sales data and unravel the stories it holds within.

MAJOR KPI'S

- **Total Revenue** – The total amount of revenue generated from sales across all region and product type.
- **Total Profit** – The total profit earned from sales after subtracting the total cost of goods sold from the total revenue.
- **Region- Wise Sales** – Total revenue or units sold broken down by region to identify top performing region.
- **Monthly Sales Trend** - Total revenue or units sold plotted over time to identify seasonal trends and patterns.
- **Order Priority Distribution** - The distribution of orders based on their priority level (crucial, high, medium, low).
- **Average Selling Price** - The average price at which products are sold, calculated by dividing total revenue by the total number of units sold.



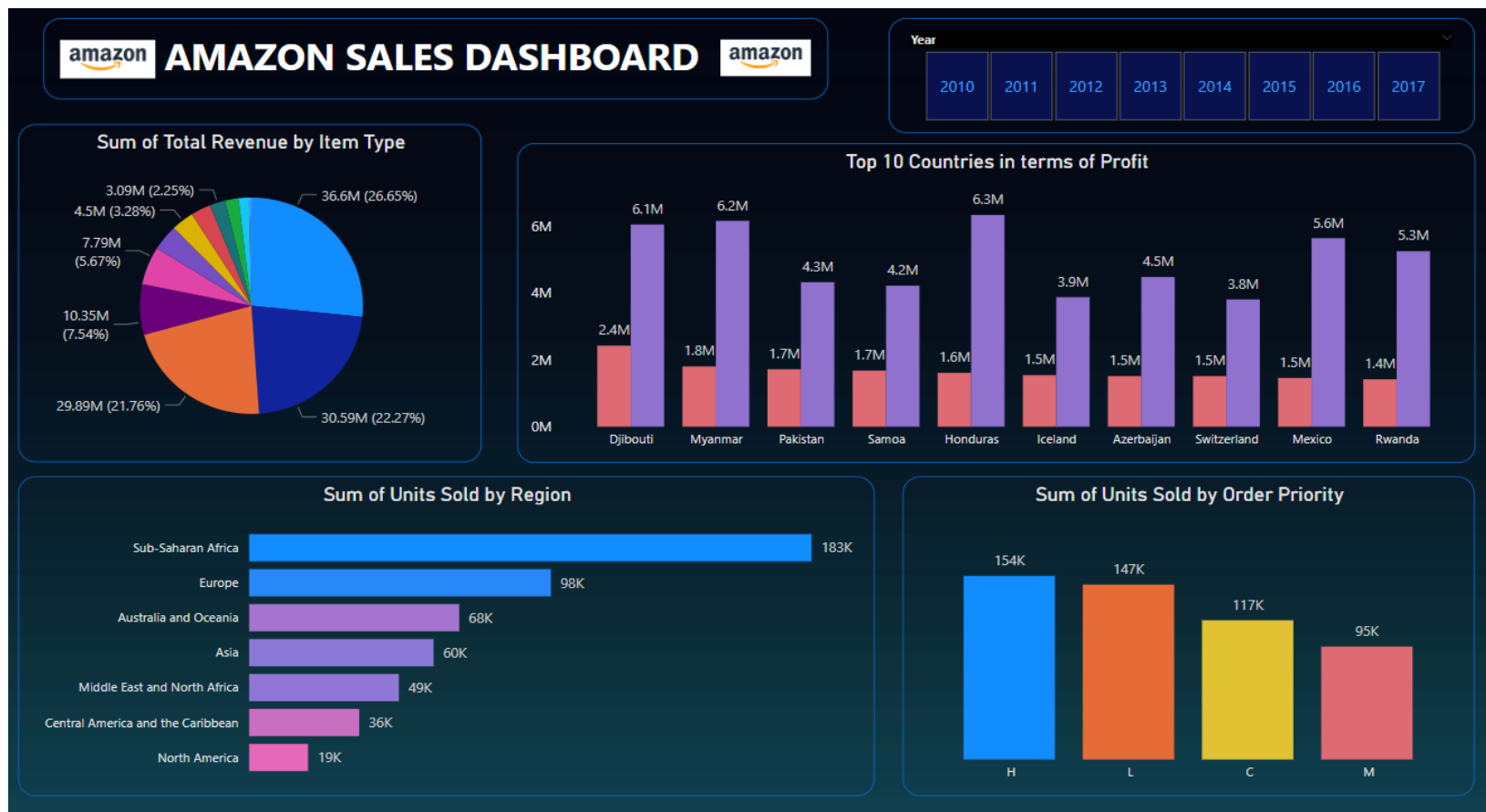
METHODOLOGY

- ▶ **Data Collection** : The dataset was obtained from UNIFIED MENTOR. The data such a region, country, mode, price per unit, etc was collected.
- ▶ **Data Cleaning** : Removed duplicate, null value, arranged dates in order, handled outliers, and made a consistent dataset.
- ▶ **Data Analysis & Visualization** : Calculated the summary statistic such as mean, median, standard deviation and quartiles for numerical variable like sales revenue, units sold & selling price. Analyzed the distribution of sales across different region, product categories, sales channel & order priorities.
- ▶ **Insights & Suggestion** : Collected key points from data that played a vital role sales and distribution of various items all over the globe. Some suggestions are provided to business unit to prevent any losses.

MY DESIGN



MY DESIGN





THANK YOU