

Amazon Sales Data Analysis

2017

2019

2018

121.17M

Total Discount Amount

108.43M

Total Sales Cost Amount

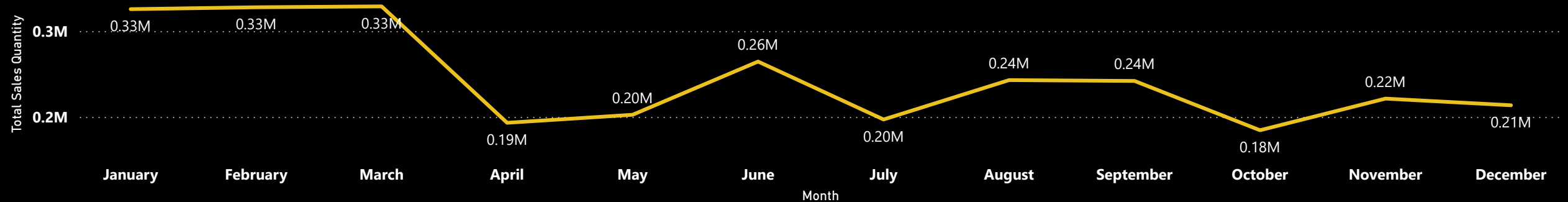
186.14M

Total Sales Amount

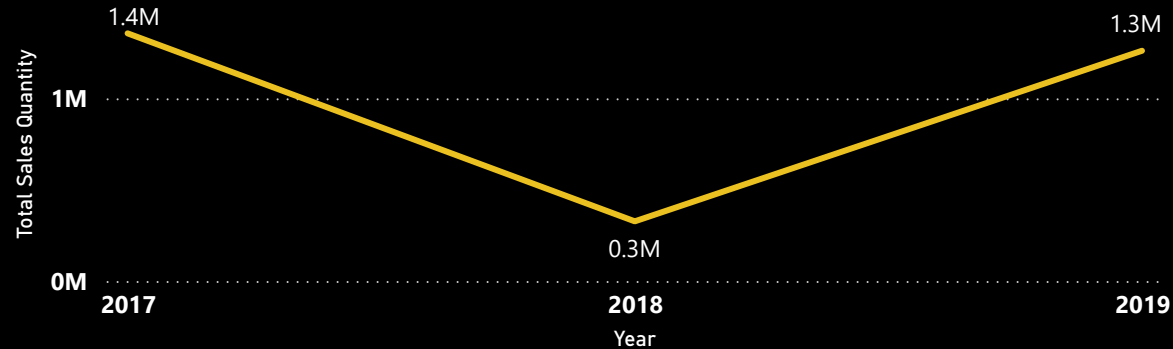
2.94M

Total Sales Quantity

Total Sales Quantity by Month



Total Sales Quantity by Year

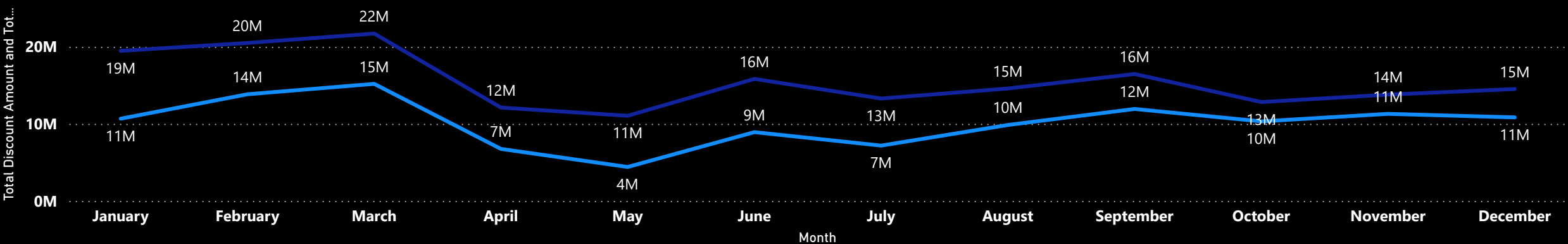


Insights:

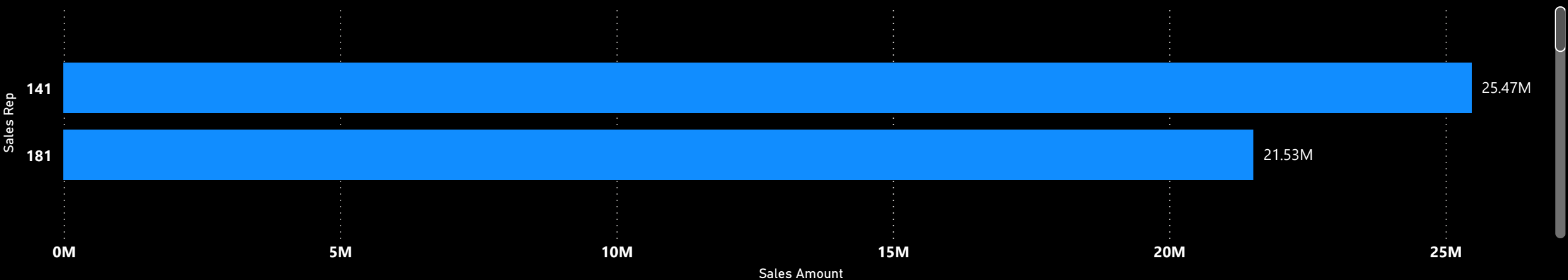
- Yearly Sales Trend **show a drop in 2018** because we have **data for only first 3 months of 2018**.
- The **first quarter has higher sales** compared to other quarters.
- Festive Months like **August, September and November** show significant **increase in number of sales**.

Total Discount Amount and Total Sales Amount by Month

Total Discount Amount Total Sales Amount

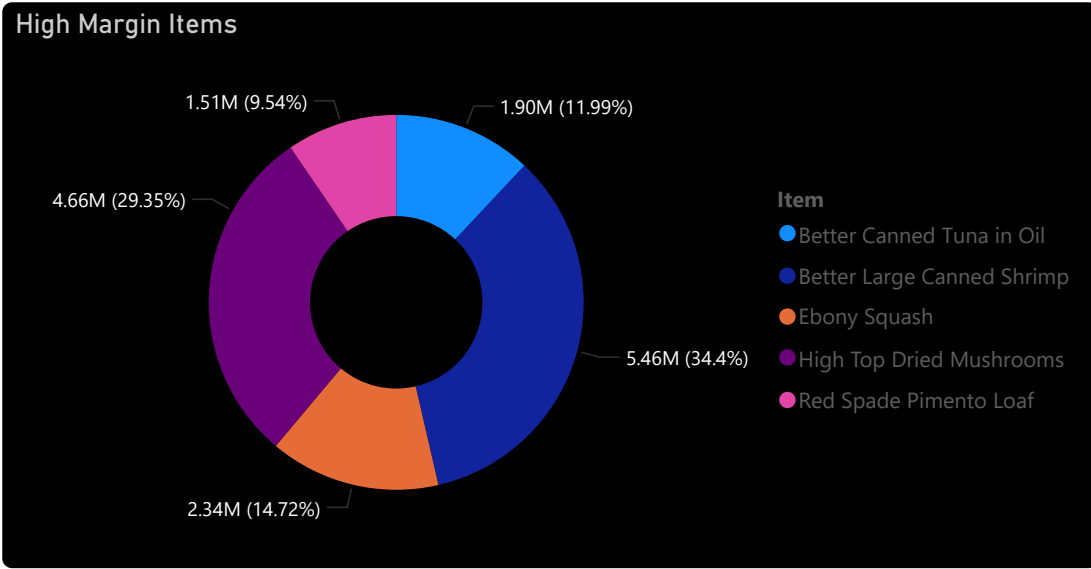
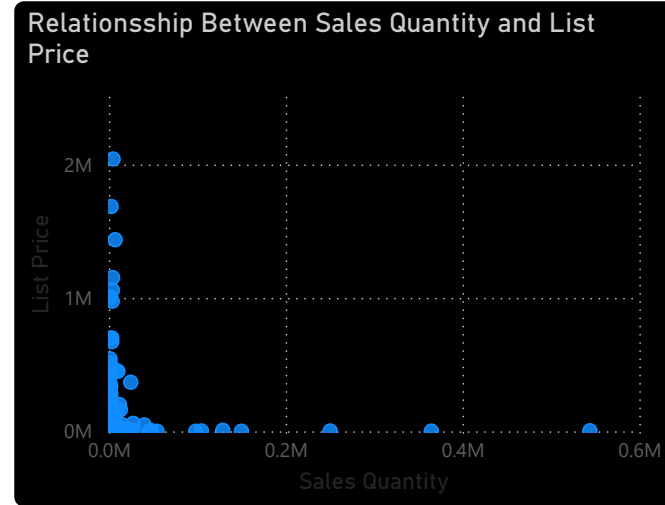
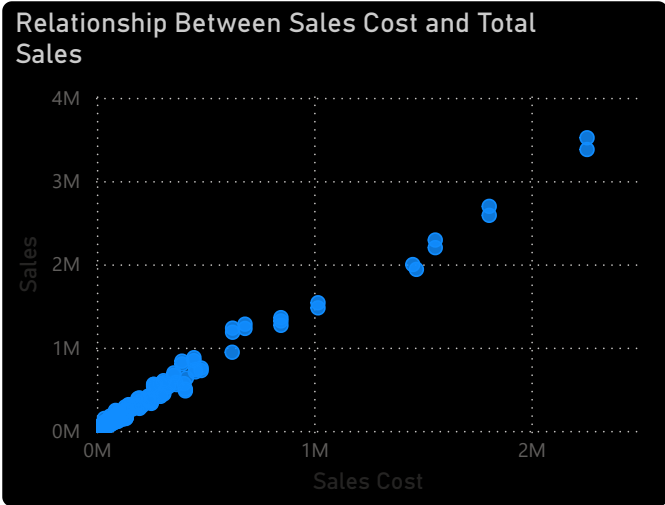


Sales Amount by Sales Rep



Insights:

- **Increase in the discount amount** has led to **increase in the Sales amount** as well. Typical time period of Amazon Shopping Sales is around June, August, November and June. **The Shopping Sale boosts sales amount.**
- **'High Top Dried Mushrooms'** has the **highest number of orders** because it was listed at a **huge discount price.**
- **Sales Representative Ids '141' and '181'** have the upper hand in achieving **highest number of sales amount.**



Insights:

- As the Cost of Sales increases the Sales Amount also increases. **More Spend is leading to More Sales.**
- There is **no correlation between Sales Quantity and List Price**. Low Price is not leading to higher sales.
- There is almost a straight line between List Price and Sales Price. Barring few points, the **discount amount is marginal for most of the items.**
- High Margin Items like '**Better Large Canned Shrimp**' and '**High Top Dried Mushrooms**' generate **more revenue with high margin** and hence **more profit**.