**Amazon Data Analysis**

**Problem Statement**

Sales management has become crucial in addressing increasing competition and the need for improved distribution methods. The objective of this project is to extract, transform, and analyze Amazon sales datasets to visualize sales trends and identify key metrics and relationships among various attributes. The analysis will focus on:

* Key metrics and factors influencing sales performance.
* Meaningful relationships between different features in the dataset.

**Project Approach**

The project follows a structured approach to achieve the goals outlined in the problem statement.

**1. Data Collection**

* Tools Used: Excel and Power BI.
* Process: Imported data from various available datasets related to Amazon sales into Excel for initial processing.

**2. Data Cleaning**

Actions Taken:

* + Removed missing values to ensure data integrity.
  + Created new features based on insights derived from the data using Excel functions.

**3. Data Preprocessing**

Objectives:

* Modified the structure of the data in Excel to enhance clarity and usability.
* Ensured the data is suitable for statistical analysis and visualization in Power BI.

**4. Data Analysis**

Tools Used: Excel for initial analysis and Power BI for advanced analysis.

Process:

* Conducted exploratory data analysis (EDA) in Excel to understand the dataset.
* Analyzed trends and patterns within the data using Power BI's analytical capabilities.

**5. Data Visualization**

Tools Used: Power BI.

Process:

* Created various visualizations in Power BI to represent insights about dependent and independent variables.
* Developed dashboards to visualize sales trends and key metrics effectively.

**Expected Outcomes**

Key Metrics Identification:

* Identification of significant metrics that impact sales performance.

Relationship Insights:

* Understanding of meaningful relationships between different attributes in the dataset.

**Next Steps**

* Finalize the analysis and visualizations in Power BI.
* Prepare a comprehensive report summarizing findings and insights.
* Present the results to stakeholders for further discussion and decision-making.

**Conclusion**

This project aims to leverage Excel and Power BI for effective data analysis and visualization to enhance sales management strategies for Amazon. By extracting and transforming sales datasets, the project will provide valuable insights that can help improve distribution methods, reduce costs, and ultimately increase profits.