

AMAZON SALES

Business Problem:

The goal of this data analysis project is to evaluate Amazon's sales performance across different regions and product categories to identify key trends, high-performing areas, and potential areas for improvement. Specifically, the project aims to:

1. **Understand Customer Preferences:** Identify the most popular product categories and sizes to better align inventory and marketing strategies with customer demand.
2. **Optimize Fulfillment and Shipping:** Analyze fulfillment methods (Amazon vs. Merchant) and shipping service levels to improve delivery efficiency and customer satisfaction.
3. **Boost Revenue Growth:** Highlight regions (states and cities) with the highest revenue and order volumes to focus targeted growth strategies, while addressing states with high cancellation rates to reduce lost opportunities.
4. **Enhance Operational Efficiency:** Investigate seasonal trends in orders and revenue to optimize resource allocation and promotional campaigns during peak periods.

By addressing these areas, the project will provide actionable insights to enhance sales performance, customer experience, and operational effectiveness.