# Amazon Sales data visualization Project

## Project Explanation:

### Topic: Analysing Amazon sales data.

Analysing information such as sale price, product sold by cities and states, stock levels, categories, size, and colour businesses can identify trends, understand customer preferences, and optimize their inventory and marketing strategies.

Dataset: Dataset that we chose is the Amazon Sale Report dataset from data.world website.

Link to the dataset: <https://data.world/jegazhu/amazon-products-data/workspace/file?filename=Amazon+Sale+Report.csv>

### Data Cleaning and Data Modelling Steps:

1. Promoted first row as header.
2. Splitted columns using Delimiter “|” and then deleted unnecessary columns.
3. A screenshot of a computer

   Description automatically generatedReplaced NULL values with Blank.

### Business Questions:

Visualizations that I plan to create, such as sales per city and state, number of sellers, sale amount, sale units, and reviews received for products, along with displaying sale amount by month using line graphs and area charts.

I think it would be helpful to answer the business questions:

1. What is the top-selling products by sales amount?
2. How do sales vary across different regions i.e. State and Cities? Which is the TOP 5 cities and States where the product is being sold?
3. Is there a correlation between the number of reviews received and sales performance?

### Visualization Plan:

Visualization plan, include displaying TOP 5 city and state as per sales, seller count, sale amount, sale units, and reviews received for products.

### Business Questions:

1. What is the top-selling products by sales amount?

Below are the top 10 selling products based on their sales amount.

A screenshot of a graph

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1. How do sales vary across different regions i.e. State and Cities? Which is the TOP 5 cities and States where the product is being sold?

I have provided functionality in the visuals that we have developed in POWER BI. As per below screenshot, use just must select the product and its associated sales will be shown in the graph in top 5 cities and top 5 states.

A screenshot of a computer

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1. Is there a correlation between the number of reviews received and sales performance?

Yes, by looking at below scatter plot with trend line, one can comment that there is strong positive correlation exist between reviews received and Product Sales.

In real life too, it is possible that happy customer take time to appreciate the quality of the product or service purchased.

A graph with orange dots

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