Amazon Sales Data Analysis - Project Documentation

Project Overview

This project analyzes Amazon sales data to understand sales performance, customer behavior, and geographical distribution. It involves cleaning, exploring, and visualizing the data using Python and Power BI.

Objectives

- Understand sales trends over time

- Analyze product categories and popular sizes

- Study fulfillment methods

- Segment customers using RFM analysis

- Map geographical sales distribution

- Build an interactive dashboard

Tools Used

- Python (Pandas, Matplotlib, Seaborn)

- Google Colab

- Power BI

Process

1. Data Cleaning: Removed nulls, standardized formats, and corrected types

2. Sales Overview: Monthly trends, quantity sold, and revenue

3. Product Analysis: Top categories and sizes

4. Fulfillment Analysis: Compare fulfilment types

5. Geographical Analysis: Sales by city/state

6. Power BI Dashboard: Visual summaries with filters and maps

Key Insights

- Certain categories dominate sales

- Fulfillment method affects performance

- Some cities generate more revenue

- A few customers contribute to most sales

Recommendations

- Focus on high-demand categories

- Optimize shipping for better fulfillment

- Target top-performing locations

- Prioritize high-value customer groups

Contact

Name: Darun S

Email: 22cb009@drngit.ac.in

LinkedIn: https://www.linkedin.com/in/darun-s-707179339/