

AMAZON SALES ANALYSIS

DEFINE:

Problem Statement.

1. Acquire more customers.

Sales play an essential role in acquiring more customers which helps to generate more income. In this scenario, the aim is to decide when the 3 consecutive day big billion sales has to be frame.

KPI- Sales over some time

CTQ- Both company and customers.

2. Warehouse Enhancement.

Evaluating the current storage systems and consider enhancements like optimal location according to the demand in the society that will lead to fast deliveries and can also improve efficiency and inventory management.

KPI- Quantity of items ordered in the location.

CTQ- Cost efficiency to the company and a pleasant experience for the customers.

3. Recommendation system.

This technique recommends items to users based on the attributes and characteristics of the items themselves. It analyzes the content or metadata associated with items and suggests similar items to users who have shown an interest in a particular item.

KPI- Quantity of products ordered matched by same order IDs.

CTQ- Company will benefit most as they will be able to sell more products.

MEASURE: This analysis is done on Amazon 2019 sales.

Following data has 6 attributes, named:

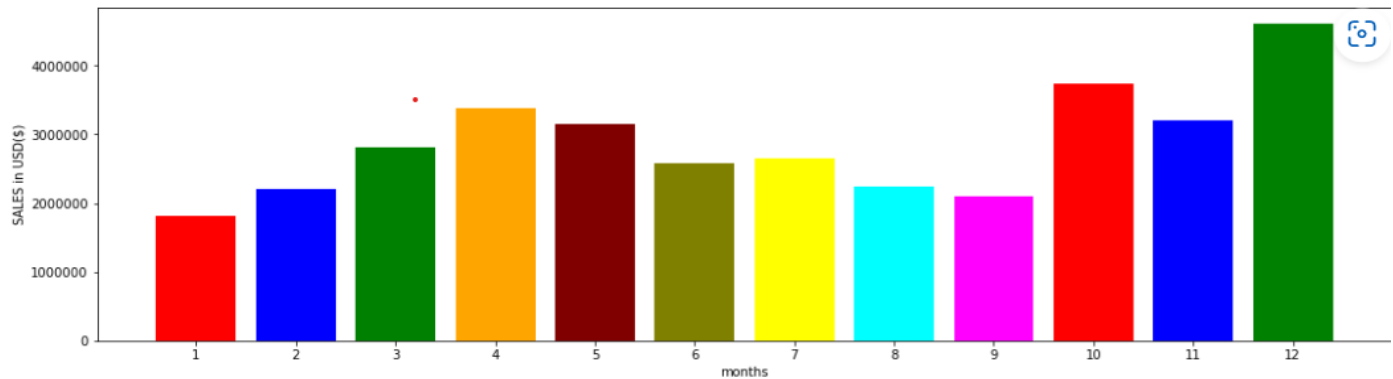
1. Order ID- It is a unique identifier assigned to a specific order placed by a customer.
2. Product- In this attribute, the names of the product has been mentioned which is bought by the Customers in.
3. Quantity Ordered- The no. of items of each product ordered.
4. Price Each- Price of each product.
5. Order Date- On which date the product has been ordered.
6. Address- Address of a customer where the product would be delivered.

	Order ID	Product	Quantity Ordered	Price Each	Order Date	Purchase Address
0	295665	Macbook Pro Laptop	1	1700	12/30/19 00:01	136 Church St, New York City, NY 10001
1	295666	LG Washing Machine	1	600.0	12/29/19 07:03	562 2nd St, New York City, NY 10001
2	295667	USB-C Charging Cable	1	11.95	12/12/19 18:21	277 Main St, New York City, NY 10001
3	295668	27in FHD Monitor	1	149.99	12/22/19 15:13	410 6th St, San Francisco, CA 94016
4	295669	USB-C Charging Cable	1	11.95	12/18/19 12:38	43 Hill St, Atlanta, GA 30301
...
186845	259353	AAA Batteries (4-pack)	3	2.99	09/17/19 20:56	840 Highland St, Los Angeles, CA 90001
186846	259354	iPhone	1	700	09/01/19 16:00	216 Dogwood St, San Francisco, CA 94016
186847	259355	iPhone	1	700	09/23/19 07:39	220 12th St, San Francisco, CA 94016
186848	259356	34in Ultrawide Monitor	1	379.99	09/19/19 17:30	511 Forest St, San Francisco, CA 94016
186849	259357	USB-C Charging Cable	1	11.95	09/30/19 00:18	250 Meadow St, San Francisco, CA 94016

186850 rows × 6 columns

ANALYSIS:

SALES AND MONTH



Above data indicates that highest sales occur in the month of December. Which generates an idea when 3 consecutive days should be held.

