AMAZON SALES DATA ANALYSIS

PROJECT DETAILS

Project	Amazon Sales Data Analysis
Technology	Data Science
Domain	E-Commerce
Project Difficulty Level	Advanced
Programming Languages	Python
Tools	Jupyter Notebook, MS Excel



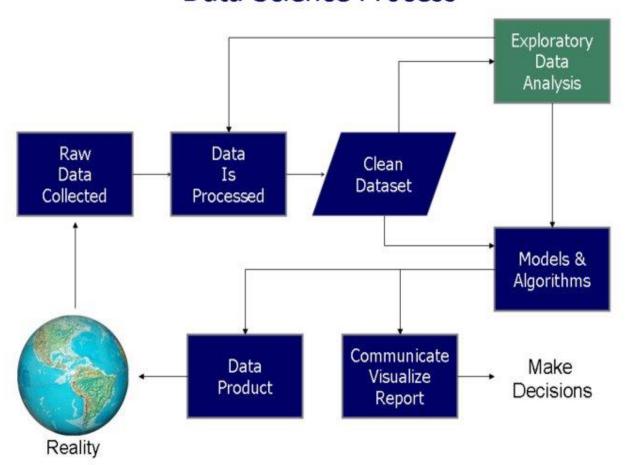
OBJECTIVE

☐ The goal of this project is to analyse the Amazon sales, based on a combination of features that describes the Total revenue and profits of the sales.

PROBLEM STATEMENT

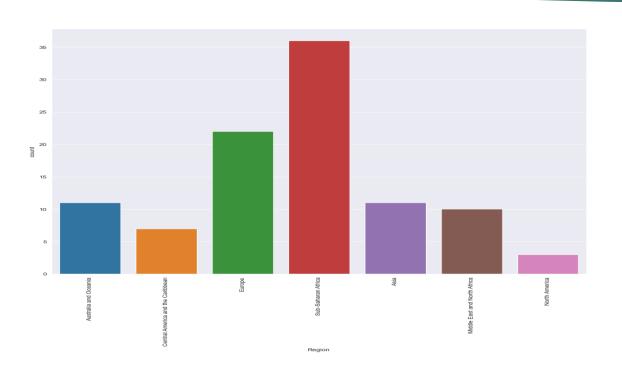
- □ Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits.
- □ Sales management today is the most important function in a commercial and business enterprise
- ☐ A dataset is formed by taking into consideration some of the information of 100 rows of sales data.

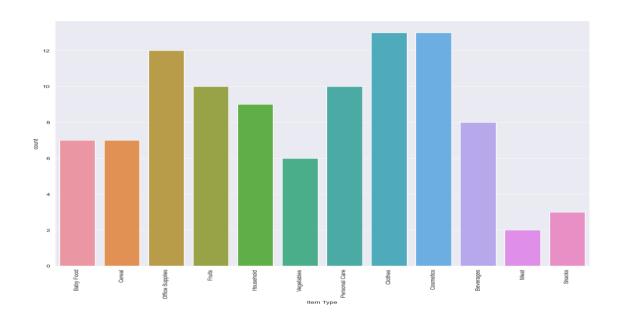
Data Science Process



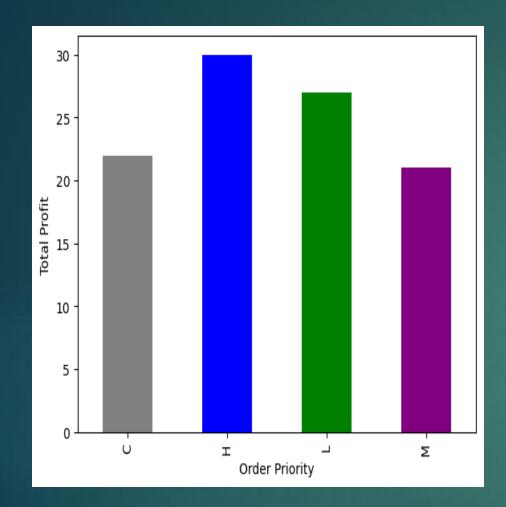
ARCHITECTURE

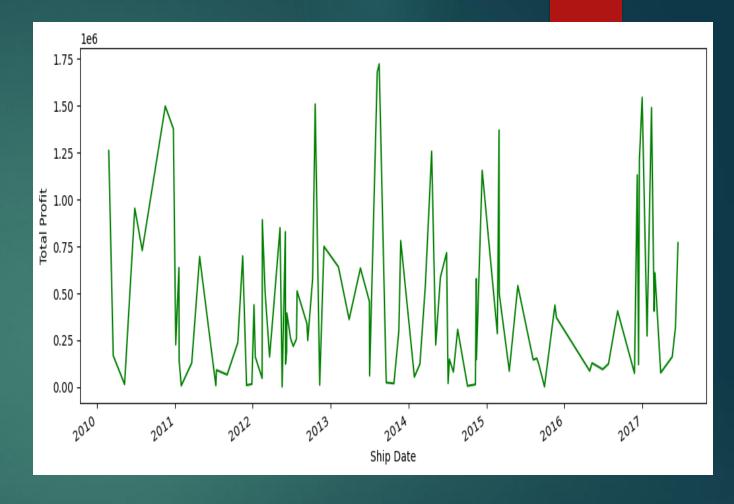
Insights





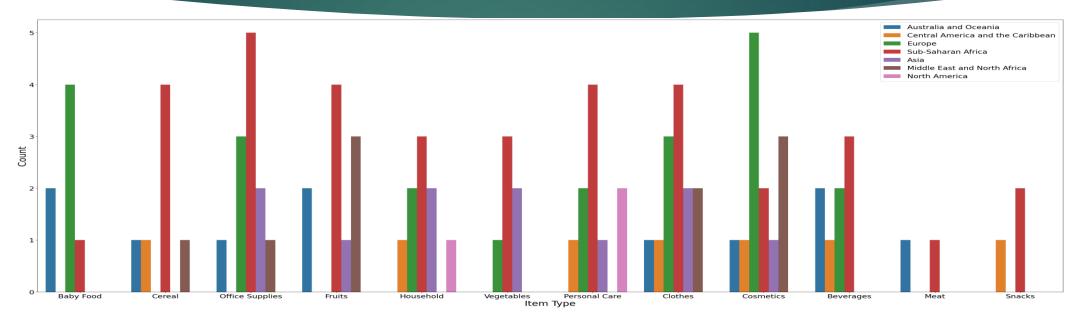
- ❖ Sub-Saharan Africa region sales data is more because of more countries data available in this region
- Cosmetics and Clothes data is more compared to other items





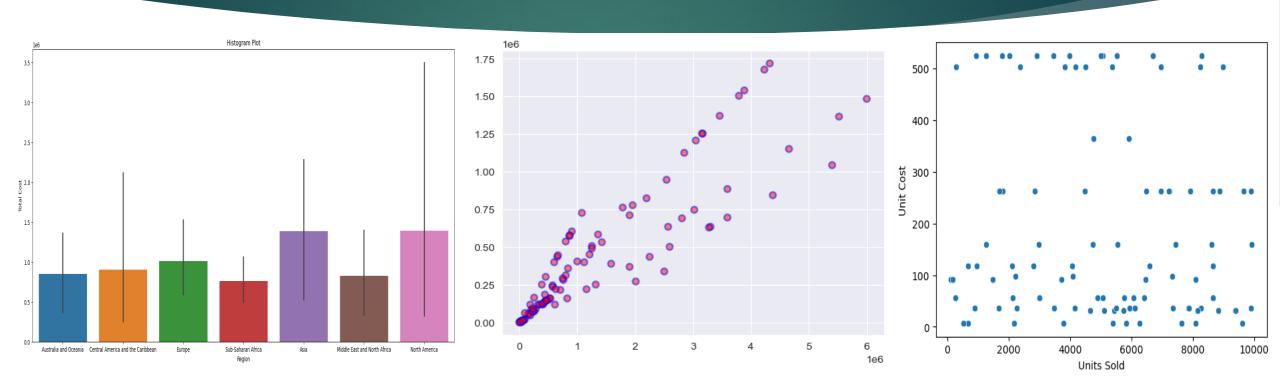
☐ Maximum profit has been generated by products having order priority 'H' and 'L' ☐ Maximum Profit has achieved in 2014

Item Sales in Different Regions



- Europe and sub saharan africa have highest sales in items and Europe has highest sales in cosmetics
- Central America and the Caribbean don't have any sales in baby food, office supplies, Fruits and Meat, remaining items have almost equal sales
- Sub Saharan Africa has highest sales in office supplies
- Highest sales are happening in cosmetics, clothes and office supplies lowest sales in meat and snacks

RELATIONSHIP BETWEEN FEATURES OF DATA



- Cost of the items are more in Asia and North America and less in Sub-Saharan Africa
- The Total Profit is directly proportional to the total revenue where the revenue increases profit also increases and vice versa
- Unit cost is inversly proportional to units sold that is when units sold is increasing then the cost will decrease and vice versa

KEY PERFORMANCE INDICATOR(KPI)

- >Total Revenue and Profits generated by the sales
- >Types of items and their order prorities
- > Sales in offline and online
- > Different Regions and Countries wise sales
- >Years of data involved in the sales to know the highest profit year

CONCLUSION

meat and snacks have highest online sales
 household has highest offline sales
 Middle East and North Africa and Asia has highest profits
 Cosmetics has high profit and fruits has low profit
 office supplies and household items have high cost and fruits have low cost
 The Total Profit is directly proportional to the total revenue where the revenue increases profit also increases and vice versa
 unit cost is inveresly proportional to units sold that is when units sold is increasing then the cost will decrease and vice versa
 Cost of the items are more in Asia and North America and less in Sub-Saharan africa
 Maximum profit has been generated by products having order priority 'H'
 Pakisthan is the country where maximum revenue has been generated followed by Samoa.

THANK YOU