

AMAZON SALE'S ANALYSIS(2025)

The Amazon Sales Project Analysis aims to evaluate the performance of products sold on Amazon using Microsoft Excel as the primary analytical tool. With the growing volume of e-commerce transactions, understanding sales trends, customer behavior, and product performance is essential for making informed business decisions.

In this project, sales data from Amazon is imported into Excel and analyzed using various data analysis techniques such as

1.pivot tables

2. charts

3. conditional formatting

4. statistical functions.

The focus is on identifying

1.Total order's

2.Total sale's

3. Top-selling products

4. Seasonal trends

5. Revenue patterns

6. Areas of improvement

The goal of this analysis is to provide actionable insights that can help optimize inventory management, enhance marketing strategies, and ultimately increase profitability. Excel's flexibility and powerful data visualization capabilities make it an ideal platform for conducting this type of analysis in a structured and efficient manner.