

AMAZON SALES ANALYSIS IN INDIA

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DATA SCIENCE PROJECT - CS5617

Introduction

The following report presents an analysis of sales data for Amazon India, one of the largest e-commerce retailers in the Indian and the World. Amazon's extensive range of products and services, including its flagship e-commerce platform, has led to its widespread popularity among customers globally.

This report aims to provide a comprehensive overview of Amazon's sales through dresses whole over India by states. Our analysis covers the period from 30th of April 2022 to 31st of May 2022.

The report is organized into several sections, starting with an overview of Datasets which already provides in the project proposal with the data dictionary, our analysis through the sales by states, category and sales channels.

Overall, this report provides a valuable resource for anyone interested in understanding Amazon's sales and its position in the e-commerce market. We hope that our analysis will help readers gain a deeper understanding of Amazon's business and identify opportunities for growth and improvement.

Dataset Information

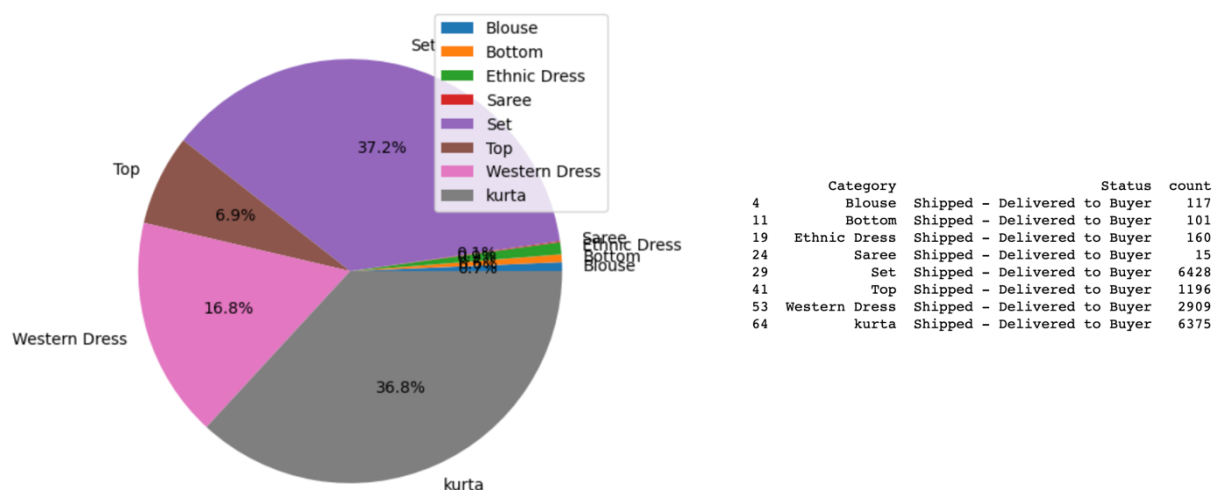
- Dataset Name: Amazon Sales Report in India
- Dataset Records Duration: 30th of April 2022 to 31st of May 2022
- Dataset Owner: Amazon E-commerce company (The Devastator).
- Dataset Attributes count: 17
- Dataset Total Records Count: 73830
- Decision maker/Beneficiary from your outcome: Executive Management of Amazon and Sales Team.
- Dataset Resource Url: <https://www.kaggle.com/datasets/thedevastator/unlock-profitswith-e-commerce-sales-data?select=Amazon+Sale+Report.csv>
- Dataset Repository Url: <https://github.com/sirajmsm/Data-Science-Project>

No	Attribute Name	Attribute Type	Data Type	Description
01	Order ID	Categorical Nominal	String	Sales order ID
02	Date	Categorical Nominal	Date	Date of sales (MM-DD-YY)
03	Status	Categorical Nominal	String	Status of the sales
04	Fulfilment	Categorical Nominal	String	Method of fulfillment
05	Sales Channel	Categorical Nominal	String	Sales Platform from Amazon or Non Amazon
06	ship-service-level	Categorical Nominal	String	Shipment service level
07	Style	Categorical Nominal	String	Style of the product
08	SKU	Categorical Nominal	String	Stock keeping unit of the product
09	Category	Categorical Nominal	String	Product category
10	Size	Categorical Nominal	String	Product Size
11	ASIN	Categorical Nominal	String	Amazon Standard Identification Number
12	Courier Status	Categorical Nominal	String	Status of the Courier
13	Qty	Metric Discrete	Int	Quantity of the product
14	Amount	Metric Continues	Float	Amount of sale
15	ship-city	Categorical Nominal	String	Shipping City from India
16	ship-state	Categorical Nominal	String	Shipping State from India
17	ship-postal-code	Categorical Nominal	Int	Shipping Postal Code from India

Analysis

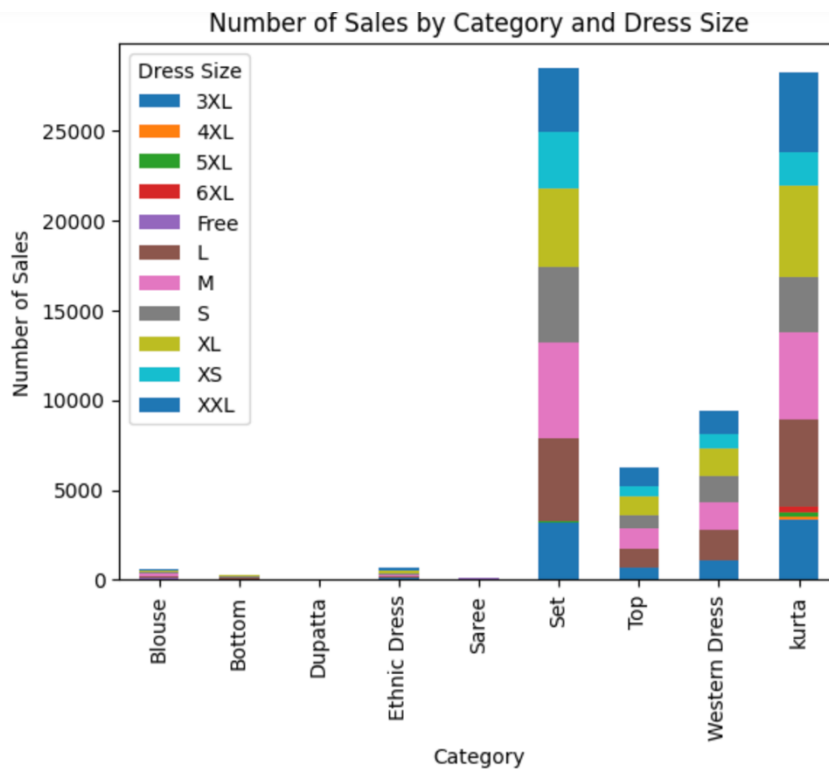
The below questions helps to cover the analysis of Descriptive, Diagnostic and Predictive stages of Sales

- Which category of dresses sells most in India by 2022?



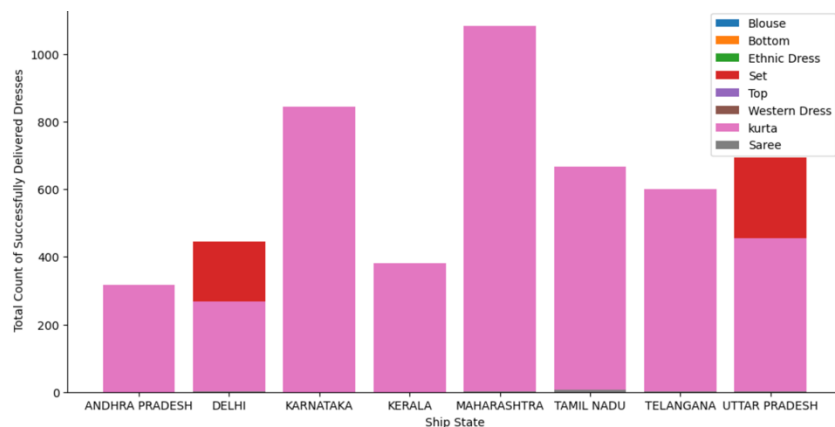
The above Pie Chart shows dresses sales in the whole India by category from 30th of April 2022 to 31st of May 2022. Through this diagram the most highest category is Set with 37.2% and the second one is 36.8% and the third one goes to western dresses. Through this chart we can get the idea of the trend dresses by category which gives the descriptive vision through prediction.

- Which category of dresses sells most in India by 2022?



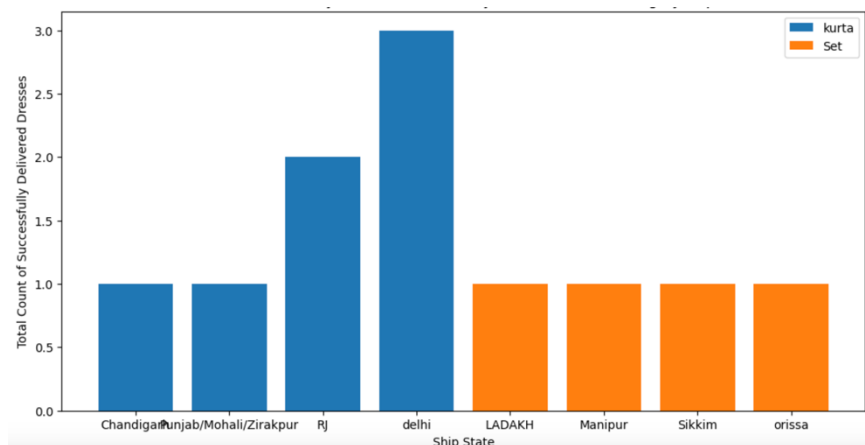
The above Bar Chart shows dresses size trend in the whole India by category from 30th of April 2022 to 31st of May 2022. Through this we can find the reach of the dresses by its size. According to this data it will differ from size to sales with different category. Through this chart we can get the idea of the trend dresses by sizes which gives the descriptive vision through prediction.

- What are the states that buy more Product in India ?



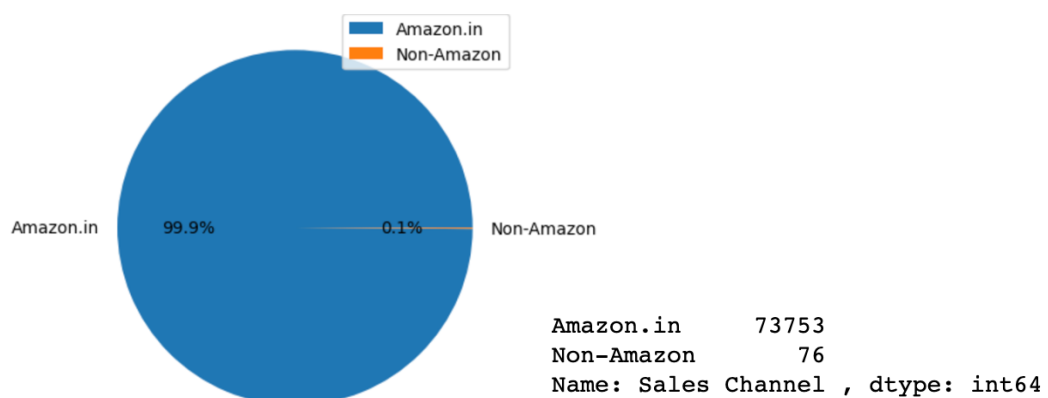
The above Bar Chart shows which states buys more Product in the whole India from 30th of April 2022 to 31st of May 2022. Through this diagram we can see which state buys more product and which product leads in different states and also to increase we can do more promotions and campaign to achieve more sales. Through this chart we can get the idea of the trend states by categories which gives the descriptive vision through diagnostic and predictive.

- What are the states buys low Product in India ?



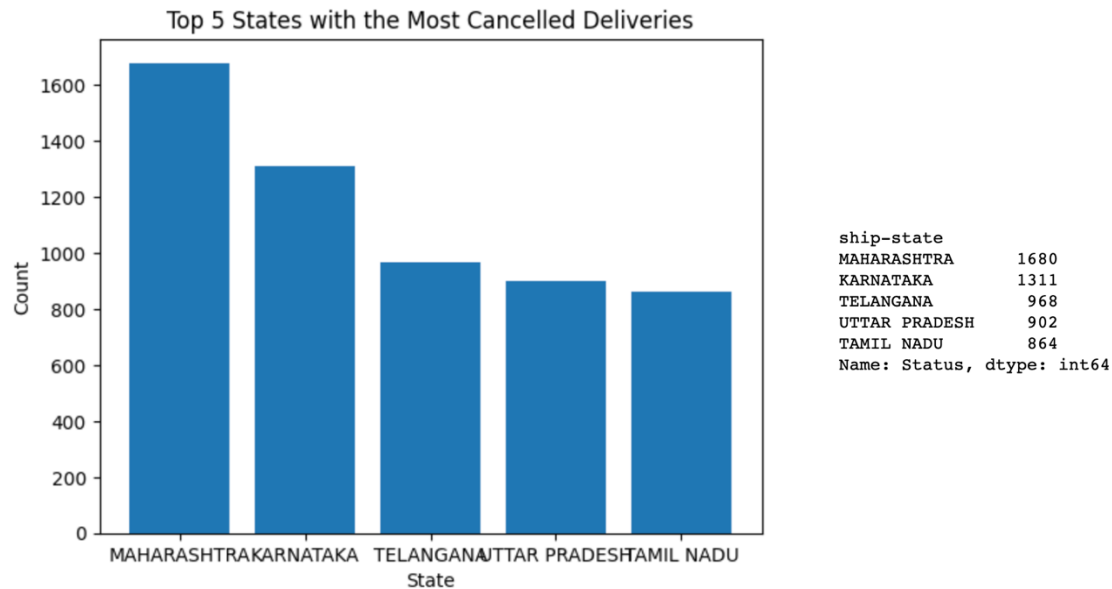
The above Bar Chart shows which states buys low Product in the whole India from 30th of April 2022 to 31st of May 2022. Through this diagram we can see which state buys low product counts and which product leads in different states. we can do more promotions and campaign to achieve increase the sales. Through this chart we can get the idea of the trend states by categories which gives the descriptive vision through diagnostic and predictive.

- What are the sales channel used in Sales?



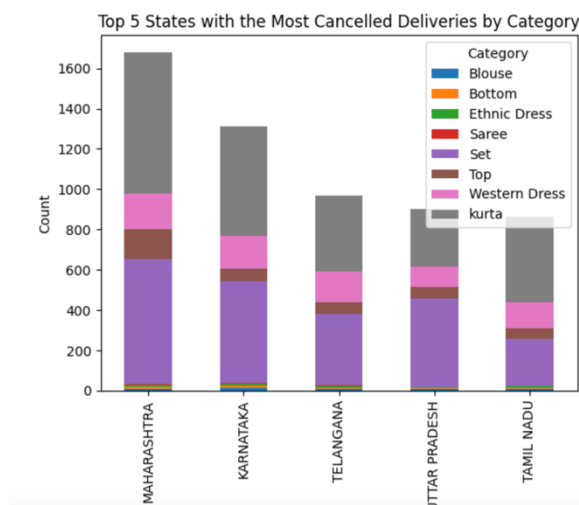
The above Pie Chart shows which sales channel which used to sale in the whole India from 30th of April 2022 to 31st of May 2022. Through this diagram we can clearly see which channel contribute more.

- What are the most cancelled states in India?



The above Bar Chart shows which states cancelled the delivery more in the whole India from 30th of April 2022 to 31st of May 2022. Through this diagram we can do more analysis to find the route case of cancellation. This diagram leads to other analysis core as well.

- What are the most cancelled states in India



Category	Blouse	Bottom	Ethnic Dress	Saree	Set	Top	Western Dress	kurta
ship-state								
MAHARASHTRA	7.0	10.0	12.0	2.0	620.0	150.0	176.0	703.0
KARNATAKA	13.0	8.0	13.0	2.0	505.0	66.0	162.0	542.0
TELANGANA	10.0	2.0	13.0	2.0	352.0	59.0	155.0	375.0
UTTAR PRADESH	10.0	4.0	3.0	1.0	438.0	59.0	102.0	285.0

The above Bar Chart shows which states cancelled the delivery more with the category of the dress in the whole India from 30th of April 2022 to 31st of May 2022. Through this diagram we can do more analysis to find the route case of cancelation. This diagram leads to other analysis core as well.

Conclusion

In conclusion, this report has presented a comprehensive analysis of Amazon's sales performance in the whole India from 30th of April 2022 to 31st of May 2022. This analysis covers the idea implements through data science by descriptive, diagnostic and predictive features by plotting visualized data.

Through this data and the prediction we recommend to do some technique like promotions and campaign to the less sale area and most cancel area to beat the market.

Looking ahead, we see several opportunities for Amazon to further expand its business, including through increased investment in new markets and technologies, as well as the development of new products and services. By continuing to innovate and adapt to changing market conditions, we believe that Amazon will remain a leader in the e-commerce industry for years to come.

Overall, this report has provided valuable insights into Amazon's sales performance in the dresses sales and its position in the e-commerce market. We hope that our analysis will help readers gain a deeper understanding of Amazon's business, identify areas for growth and improvement, and make informed decisions about their own business strategies.