



ANALYSING AMAZON SALES DATA

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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.



Objective

- Perform EDA (Exploratory data Analysis)
- Find key metrics and factors and show the meaningful relationships between attributes.

Tools Used

Power BI and Python



Key Points

- What are the total sales (revenue) and total profit over the entire period?
- Which region generate the highest revenue?
- What is the percentage of items used according to the region?
- What is the total revenue generated according to order priority?
- What is the total sum of units sold according to item type?
- How do sales and profits compare between online and offline sales channels?
- What is the sum of total cost per year?



Key Insights



- Sum of Total Profit: 12.47M
Sum of Total Revenue: 38.88M
 - Highest Region: Europe
Total Profit: 5.37M
Total Revenue: 16.85M
 - Lowest Region: Central America
Total Profit: 296.45K
Total Revenue: 745.43K
 - Best Product item: Cosmetics
Total Units sold: 36K
Total Profit: 6.33M
Total Revenue: 15.91M
 - Worst Product item: Personal Care
Total Units sold: 5K
Total Profit: 135.65K
Total Revenue: 442.40K
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PYTHON

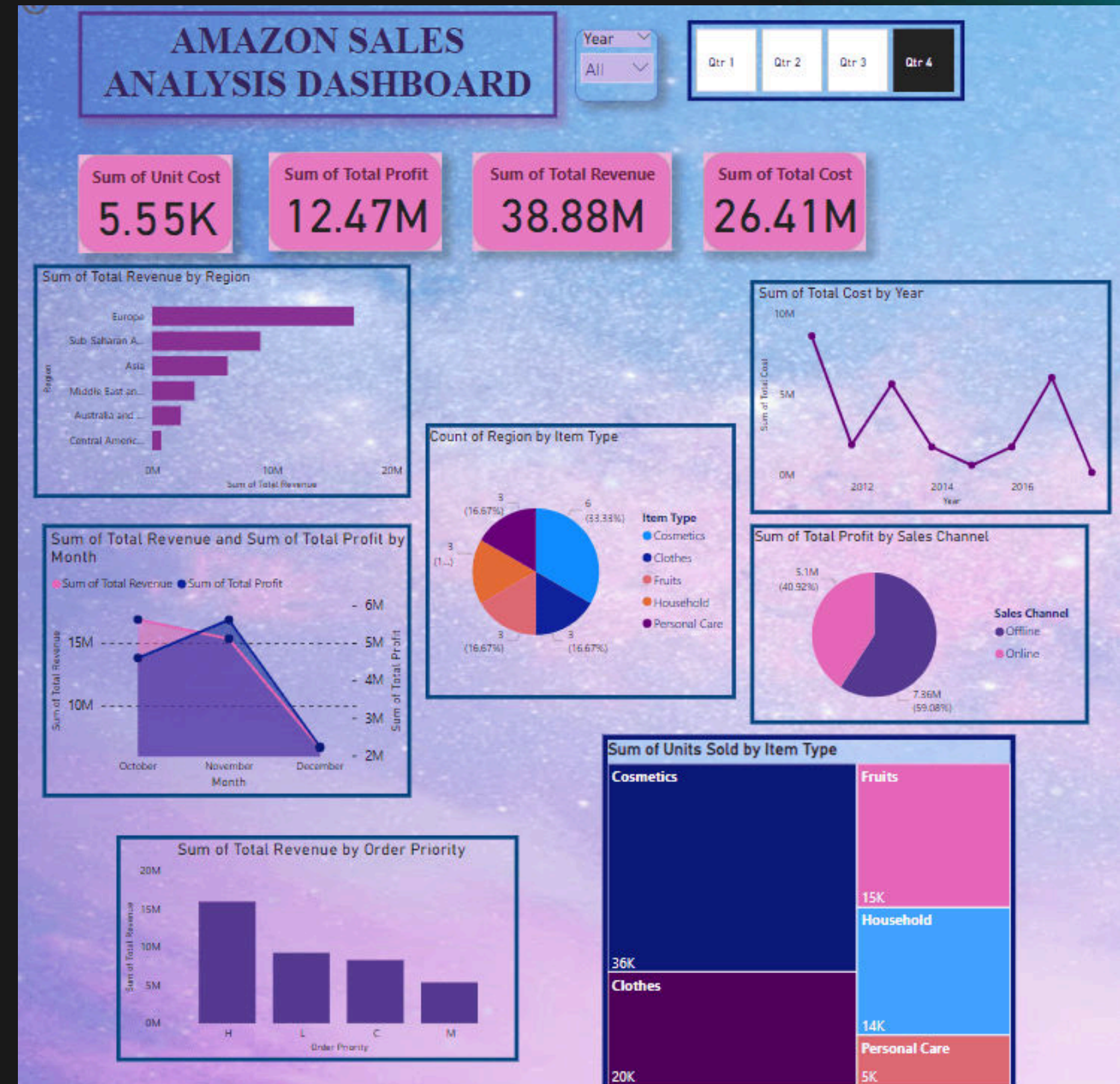
Perform EDA (Exploratory Data Analysis) and save the Revised data set

- In the given dataset, the 'Order Date' and 'Ship Date'
- columns were initially in string format. Converted
- them to datetime datatype using Python.
- Checked for null and duplicate values in the dataset.
- Found none.
- Downloaded the revised dataset.



Power BI

Visualize the Revised Data set
in Power BI.



Thank
You!!

