Amazon FMCG Case Study

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Objective:

Amazon Shipping is a company which ships a variety of FMCG (Fast Moving Consumer Goods) all over the world.

The Shipping Manager doesn't have much visibility and doesn't know how many orders are processed and shipped on a monthly basis.

He has given us csv files of the data from which we will perform various sorts of analysis on

He has also requested a highly interactive dashboard of this where he can simply select the different options and understand the data by that

Questions :

Note: All questions need to be answered in all three Excel , SQL and Tableau unless specified otherwise

Part 1 :

Q1. What is the total Sales Generated by Year

Q2: What is the top 5 countries generating the most sales

Q3: How is the performance and effieciency of the different shipping providers

Q4: What suppliers account for most of the sales value

Q5: Percentage change by the years for sales

Q6: Items most frequently Ordered. (This can be understood by the reorder level column)

Q7: For the top 5 categories, what is the Month by Month change in Qty ordered

Part 2: Dashboard Creation

a.Create an Interactive dashboard for the Sales analytics in Excel

b.Create an Interactive dashboard for the Shipping analytics in Tableau

The student is expected to build the dashboards on meaningful KPI's and put in place extensive research to understand the industry and data

Note: Part 2 compromises of 55% of the overall marks, hence we expect the student to put in extensive effort to make sure it is meaningful to the analysis. Low effort works will be highly penalized