

AMAZON SALES ANALYSIS

PRODUCT ANALYSIS

List of Product Lines:

- 1. 'Health and beauty'**
- 2. 'Electronic accessories'**
- 3. 'Home and lifestyle'**
- 4. 'Sports and travel'**
- 5. 'Food and beverages'**
- 6. 'Fashion accessories'**

Top-Selling Product Line: 'Electronic accessories'

Most Profitable Product Line: 'Food and beverages'

**Most Commonly Rated Product Line: 'Fashion
accessories'**

Highest-Rated Product Line: 'Food and beverages'

SALES

ANALYSIS

- **February records the highest total cost for goods sold.**
- **January exhibits the highest revenue and gross income, followed by slightly lower figures in February and March.**
- **Among member and non-member customers, revenue contributions are higher from members.**
- **Sales peak on Saturdays, indicating maximum activity on this day.**
- **Branch C, situated in Naypyitaw, Myanmar, stands out as the primary contributor to revenue generation.**

Customer Type with Highest Sales: 'Member'

Gender with Highest Sales: 'Female'

Most Common Payment Method: 'Ewallet'

Branch with Highest Sales: 'C'

CUSTOMER ANALYSIS

- **The majority of customers opt for E-wallets when making payments, indicating a preference for digital transactions.**
- **Women are the primary customers across all branches, and they tend to make more purchases compared to men, highlighting a gender-related trend in shopping behavior.**
- **Feedback given during the afternoon typically receives the highest average rating, suggesting that customers may be more satisfied during this time of day.**

- **While Mondays generally boast the highest overall average rating, there are variations among branches: Branch A and Branch C see their peak ratings on Fridays, whereas Branch B experiences its highest ratings on Mondays.**
- **Many customers express a preference for shopping in the afternoon, indicating a level of comfort or convenience associated with this time period for retail experiences.**