AMAZON Sales Data Analysis Report

By

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Objective

To create a report on Sales Trend Year wise, Month wise and yearly month wise to understand the factors directly affecting the sales and gain the competitive advantage acquiring good chunk of market share. Also, to show meaningful relationship between attributes.

Data Description

The dataset consist of following columns :

Sr. No.	Column Name	Sr. No.	Column Name
1	**Custkey :** Customer Key	8	**Sales Amount Based on List Price :** Sales Amount according to Listed Price
2	**DateKey :** Date key	9	**Sales Cost Amount :** Amount spent for conversion of Sale
3	**Discount Amount :** Discount on every order item	10	**Sales Margin Amount :** Margin amount on each item sold
4	**Order Number :** Order Number	11	**Sales Quantity :** Total number of items sold
5	**Item Number :** Item Number	12	**Sales Representative :** Representative under whom sale is completed
6	**List Price :** Listed Price of the Item	13	**Unit Sale Price :** Sales Price per unit
7	**Sales Amount :** Total amount of sales for particular item	14	**Index :** Index column

Tools Used

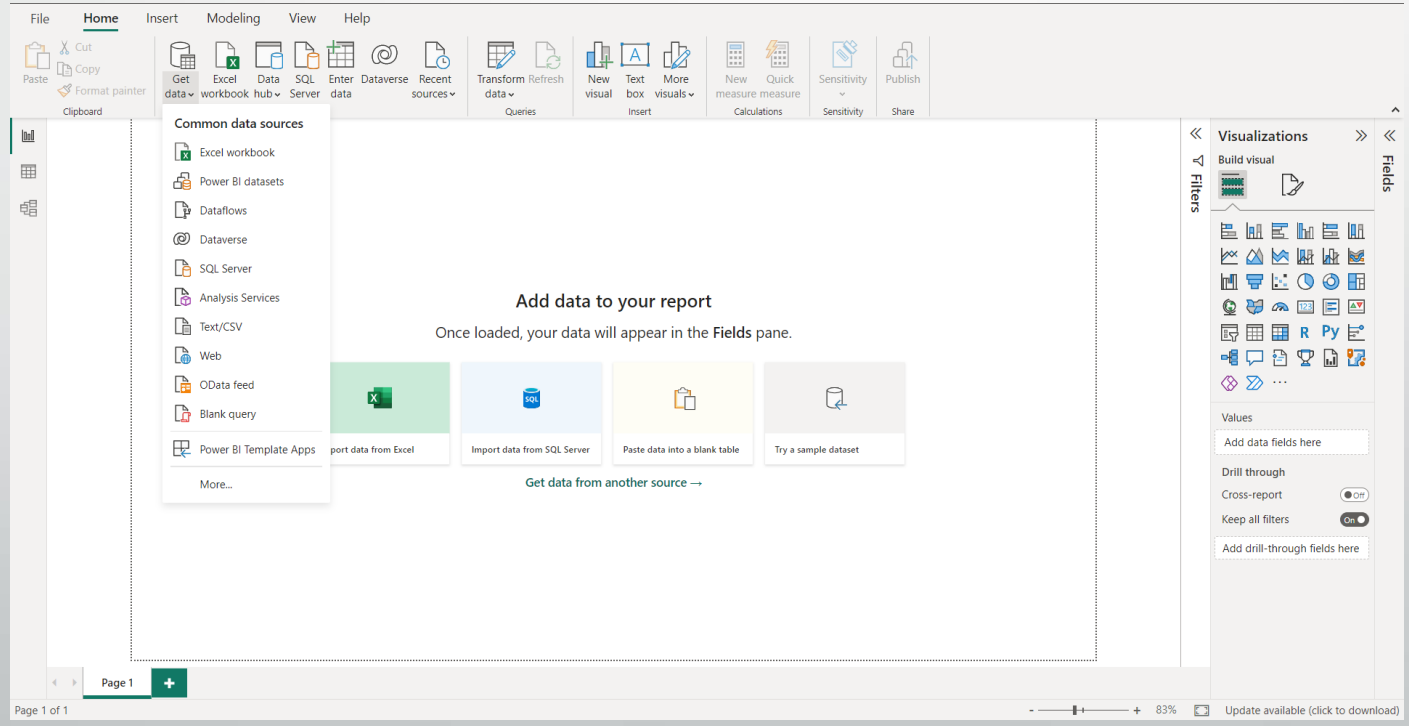
- Programming Language used : Python
- Python Libraries used : Numpy, Pandas
- Business Intelligence Tools : Excel, Power BI

Data Imports and Data Cleaning

- Import the given Excel file in Jupyter Notebook for cleaning
- Data Cleaning is crucial as the dataset has impurities such as missing values or incorrect data types.
- I used Pandas library in Python to impute or remove missing values and make dataset ready for creating visual reports.

Data Importing in Power BI

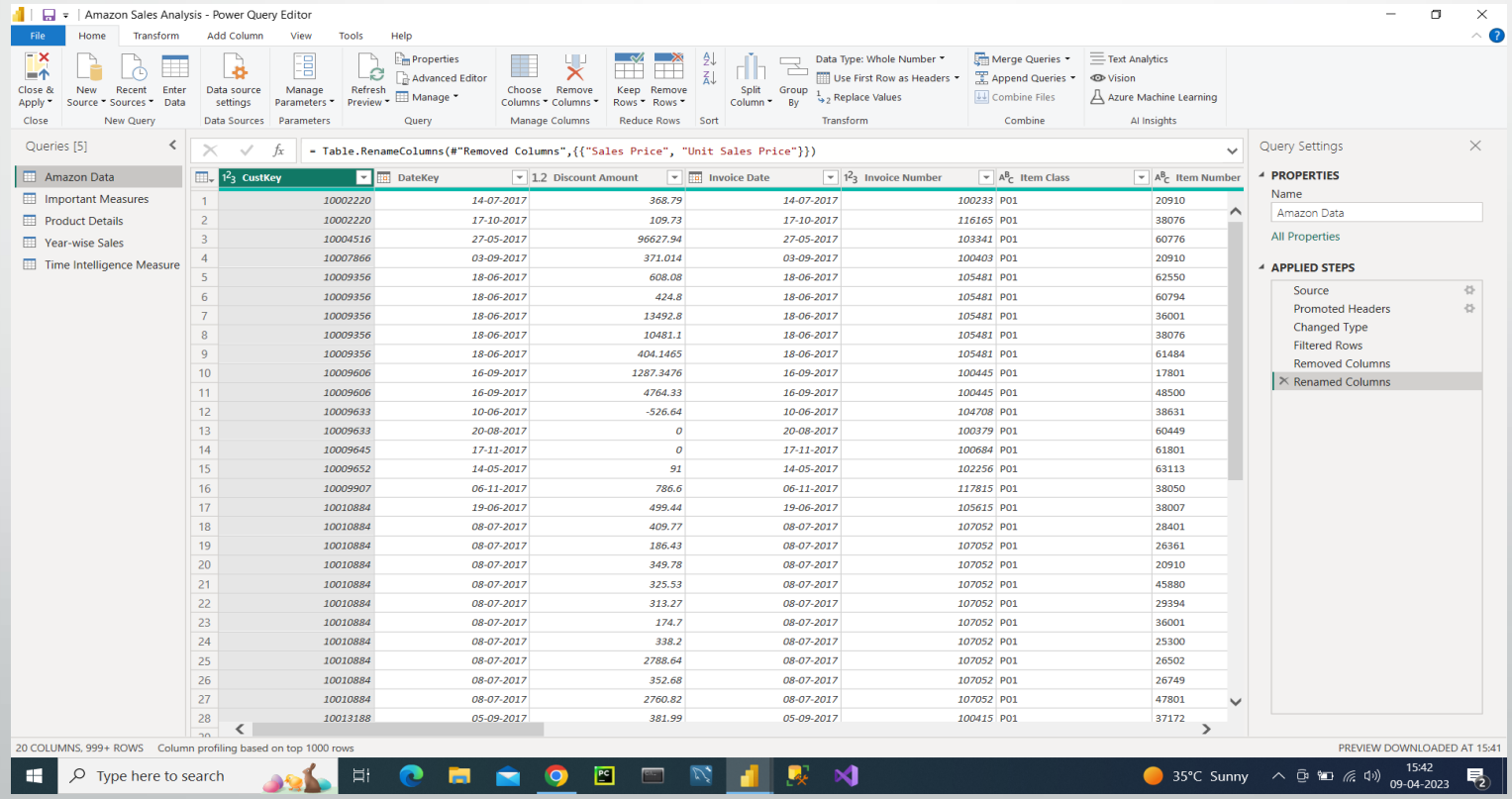
- In Power BI, we have options to connect to our dataset via various options such as SQL Server, MySQL, Excel or CSV files.
- We have our clean data in CSV file. We will import in Power BI with import data option and start working with it.



Data Transformation in Power BI

- Once the data is imported in Power BI, we do transform data i.e. using Power Query Editor to perform certain operation on to the data.

- Ensuring correct data types, creating custom or conditional columns are some fundamental task performed in Power Query.



Building Visuals in Power BI

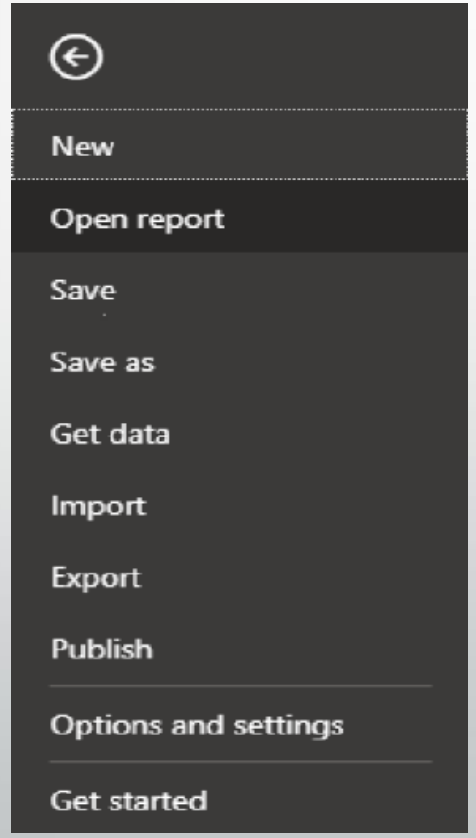
- A report is created in Power BI with various charts depicting Sales Insights for particular year, month and so on.

- I created Slicer, Data Cards, Sales Trend for Year, Month and Yearly month wise. Decomposition Charts to Sales and Profit decomposition into year, quarter, month, week of the month and day of week. Relationship between different variables.

- Top 5 & Bottom 5 Items by Sales and Profit. Also, Top 5 Sales Representative and Customer by Sales. Sales segmentation by Total Sales, Total Profit, Total Order and Sales Quantity.

Deployment in Power BI

- In Power BI, we can directly publish the report online to your workstation. If you do not have the work email-id then you can save the file in '.pbix' version. This helps another viewer see your work and understand the story or insights you are communicating.



Thank You !