

# Amazon Sales Data Analysis

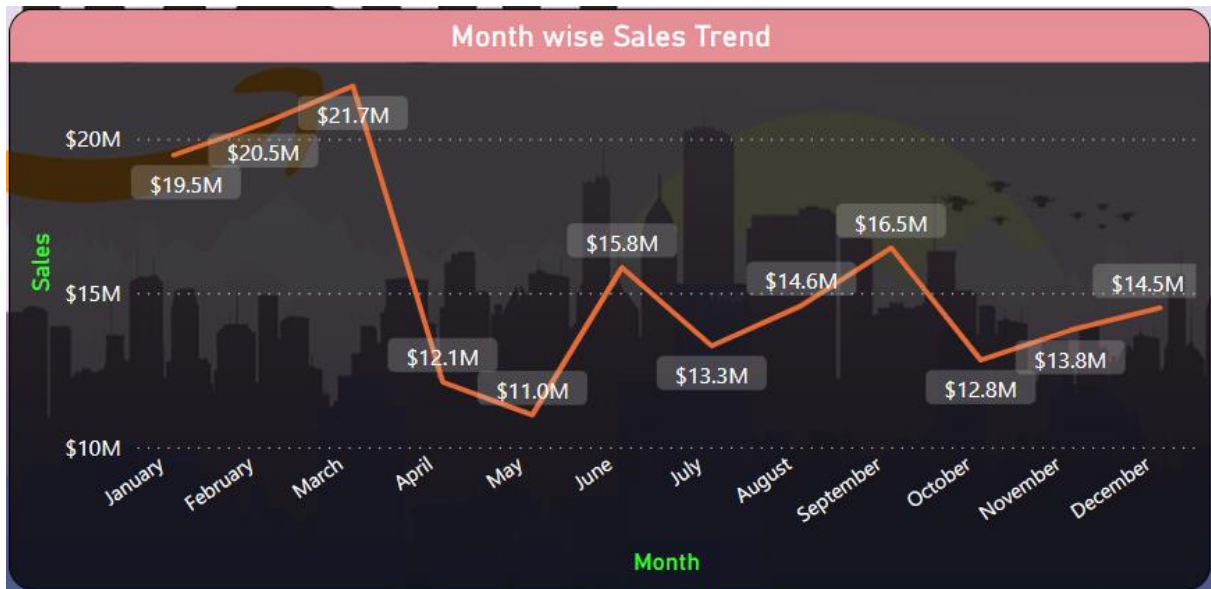
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## **Wireframe Documentation**

# Report

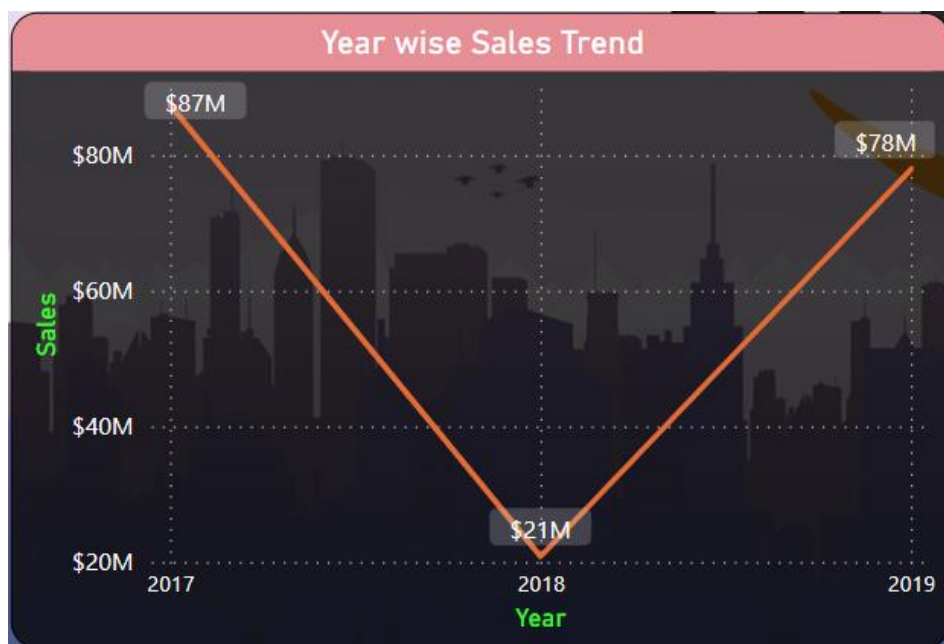
As per the problem statement, we have created Yearly and Monthly Sales Trend: -

## 1. Month wise Trend for Sales Amount:



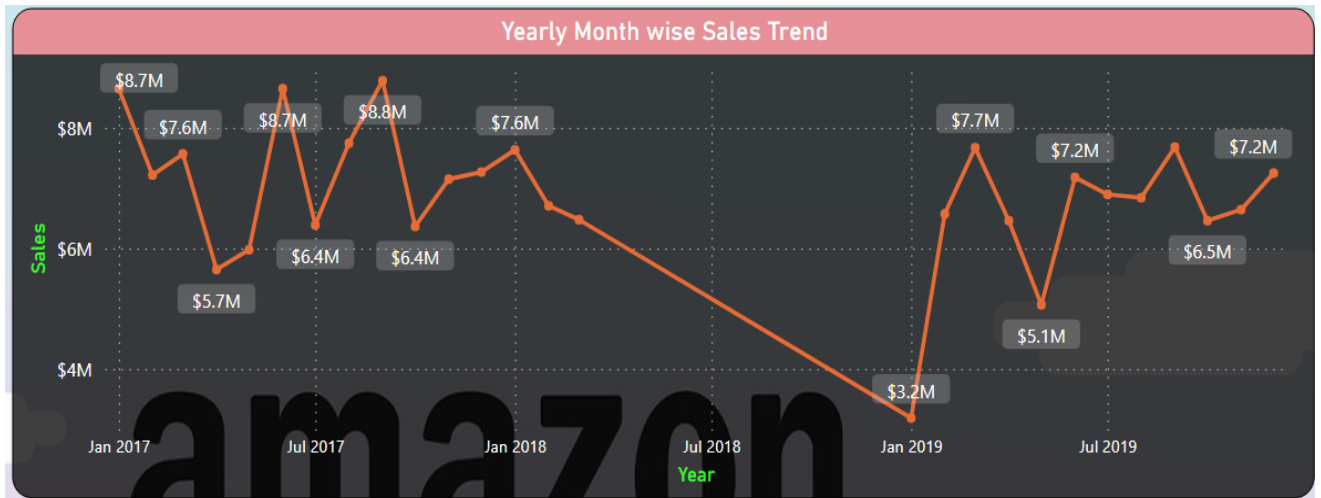
In this line chart, we see the split up of total sales by each month. This helps us understand highly active period for sales. Using Year Slicer, we can check for every year.

## 2. Year wise Trend for Sales Amount:



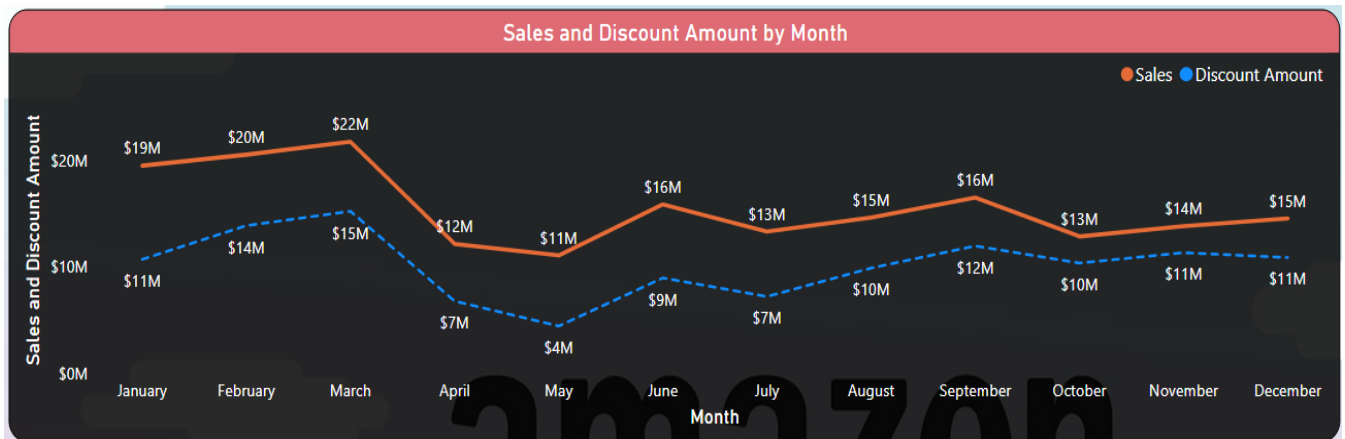
Yearly Sales line chart gives an insight into the trend of sales past three years. The visual shows drop in sales in 2018 because we have data for only first 3 months of 2018.

### 3. Yearly Month wise Sales Trend:



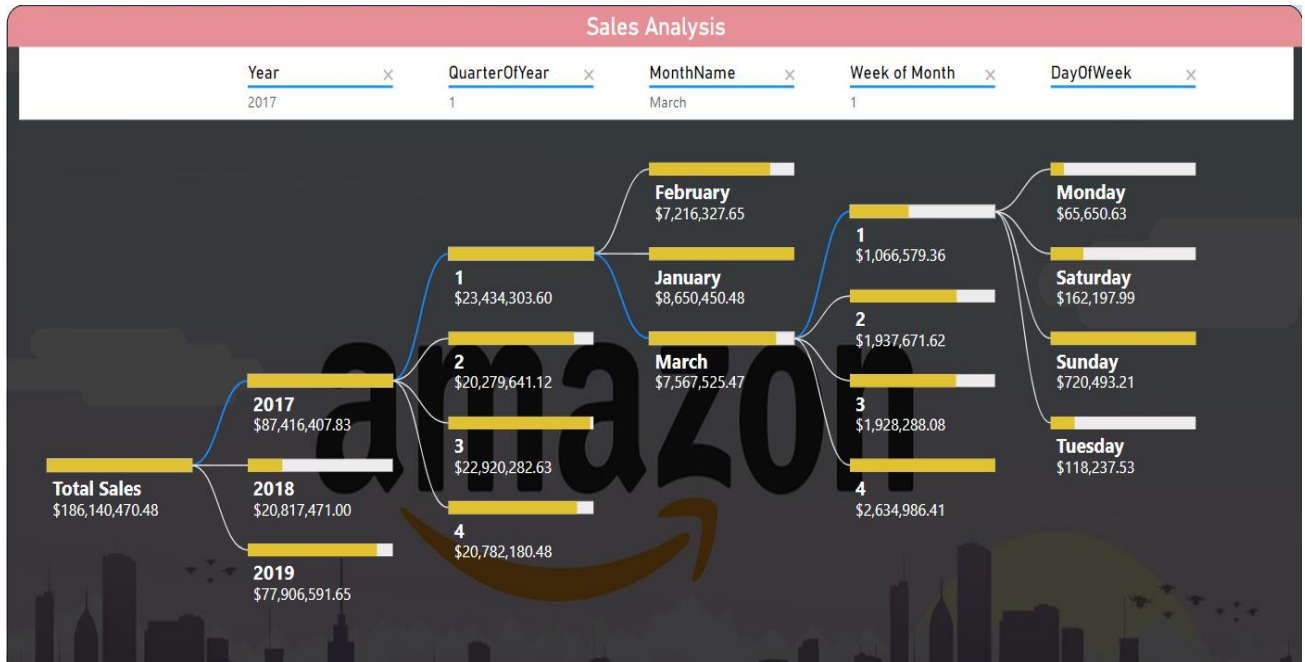
This line chart we see the split up of total sales by each yearly month wise. This helps us understand highly active period for sales. The visual shows drop in sales in 2018 because we have data for only first 3 months of 2018.

### 4. Relationship between Discount amount and Sales amount:



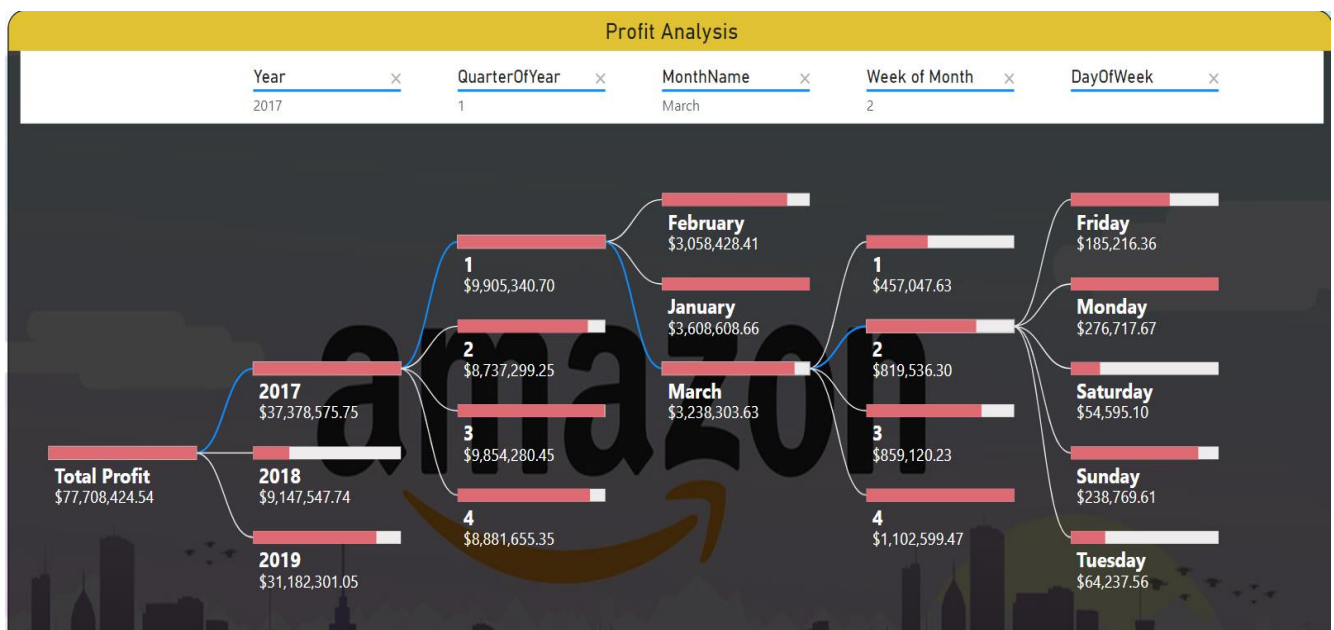
Increase in the discount amount has led to increase in the Sales amount as well. Typical time period of Amazon Shopping Sales is around June, August, November and June. The Shopping Sale boosts sales amount.

## 5. Detail Sales Analysis:



This decomposition chart shows decomposition of Total Sales into yearly sales, quarterly sales for a year, monthly sales in a quarter of a year, weekly sales for a month of a quarter of a year and weekday wise sales for a week of a month of a quarter of a year.

## 6. Detail Profit Analysis:



This decomposition chart shows decomposition of Total Profit into yearly profit, quarterly profit for a year, monthly profit in a quarter of a year, weekly profit for a month of a quarter of a year and weekday wise profit for a week of a month of a quarter of a year.

**7. Relationship between Sales Cost and Total Sales:**



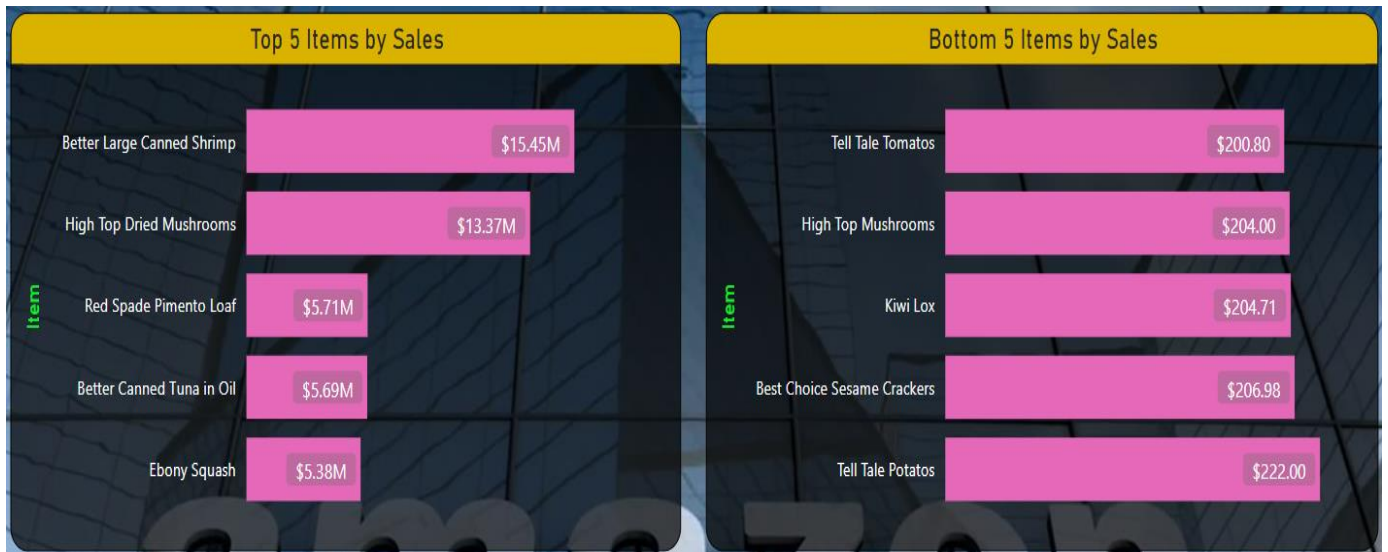
This scatter chart shows relationship between Sales Cost and Total Sales is a positive relationship. As the Sales Cost increases number of sales also increases.

**8. Relationship between Sales and Profit:**



This scatter chart shows relationship between Sales and profit is a positive relationship. As the Sales increases profit also increases.

## 9. Top and Bottom 5 Items by Sales:



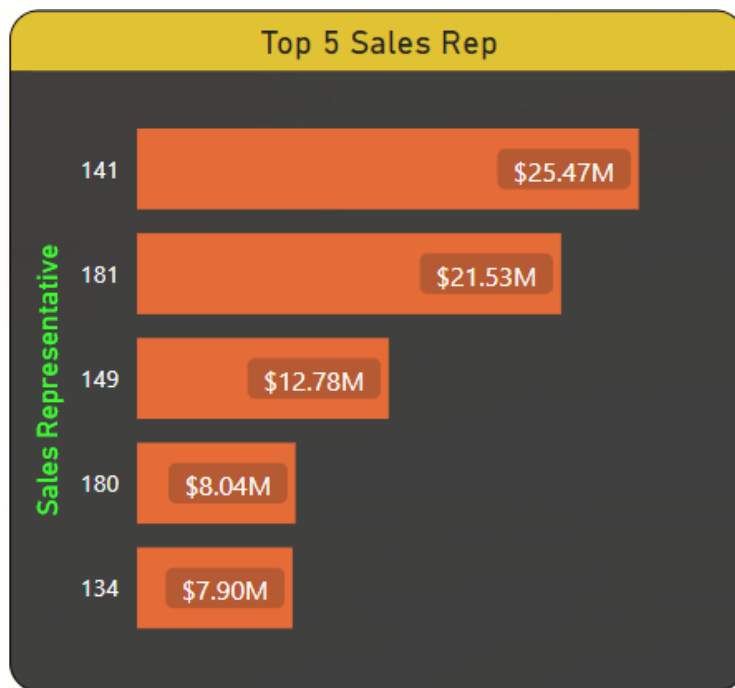
The above horizontal bar charts show top and bottom 5 items by Sale. We can observe that 'Butter Large Canned Shrimp' is making the topmost sales as \$15.45M and 'Tell Tale Tomatos' is making least sales as \$200.80.

## 10. Top and Bottom 5 Items by Profit:



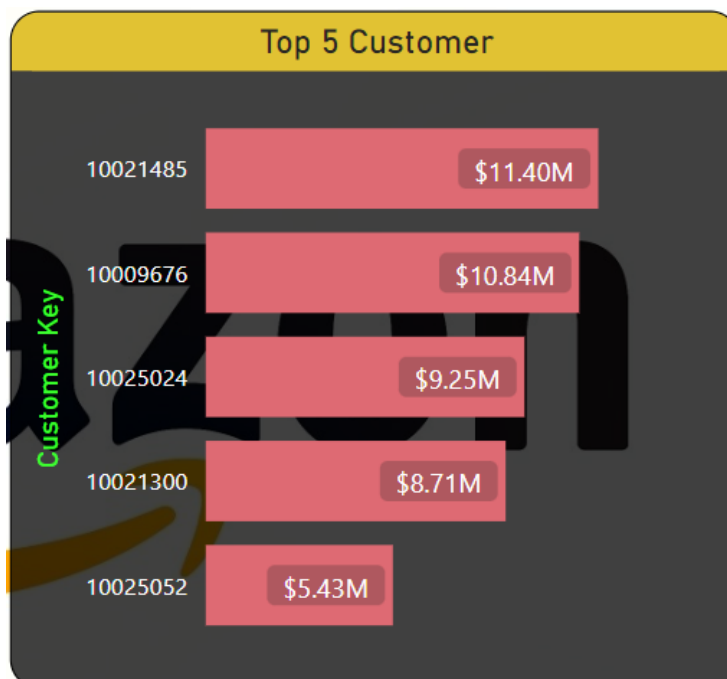
The above horizontal bar charts show top and bottom 5 items by Profit. We can observe that 'Butter Large Canned Shrimp' is making the topmost profit as \$5.46M and 'Landslide Low Fat Apple Butter' is making least profit as \$4.03K.

### 11. Top 5 Sales Representative by Sales:



This horizontal bar chart shows Top 5 Sales Representative by Total Sales. Sales Representative number 141 achieved highest sales as \$25.47M.

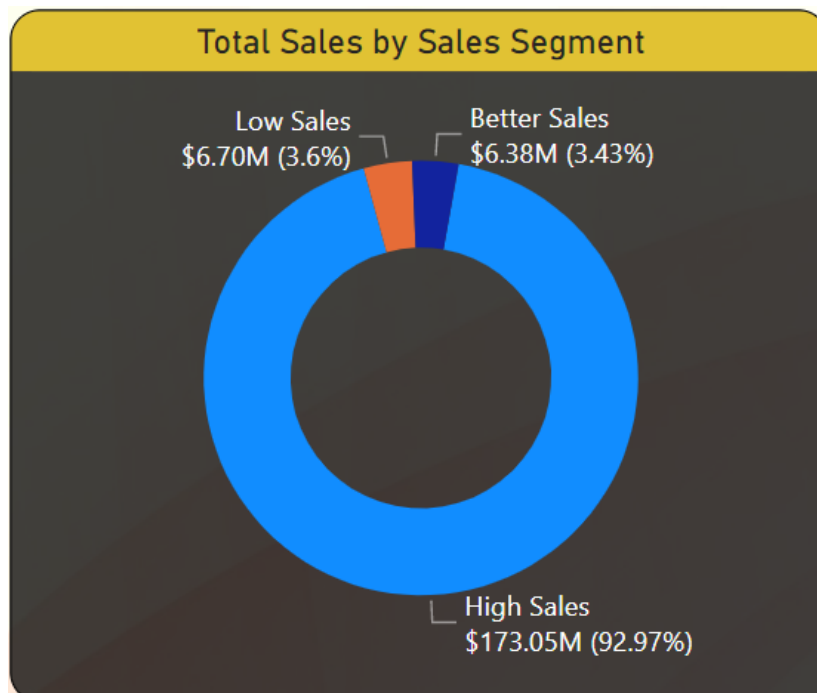
### 12. Top 5 Customer by Sales:



This horizontal bar chart shows Top 5 Customer by Sales amount spend. Customer key number 10021485 achieved highest Sales amount spend as \$11.40M.

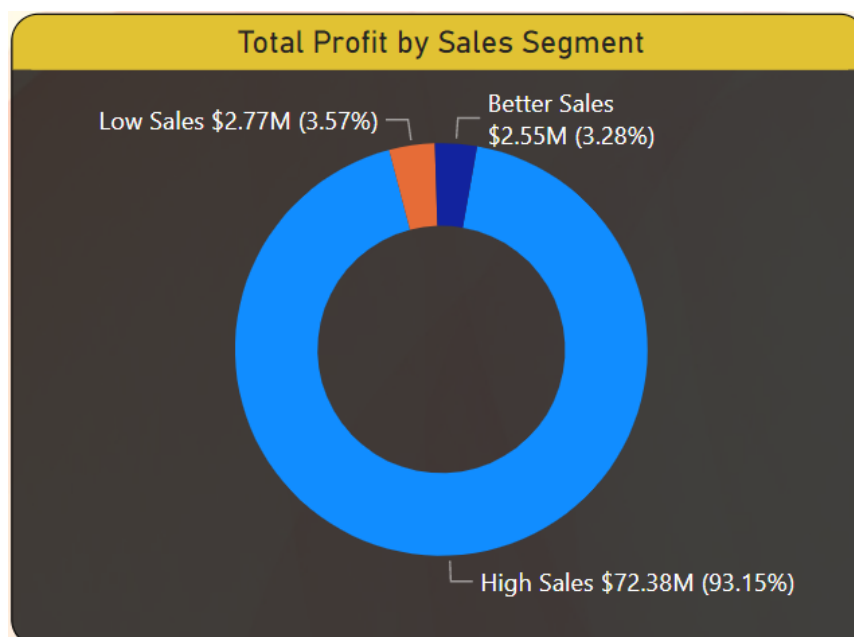


### 13. Sales Segmentation by Total Sales:



This Donut chart shows, in overall sales we have 92.97% of High Sales which is equivalent to \$173.05M, 3.43% of Better Sales which is equivalent to \$6.38M and 3.60% of Low Sales which is equivalent to \$6.70M.

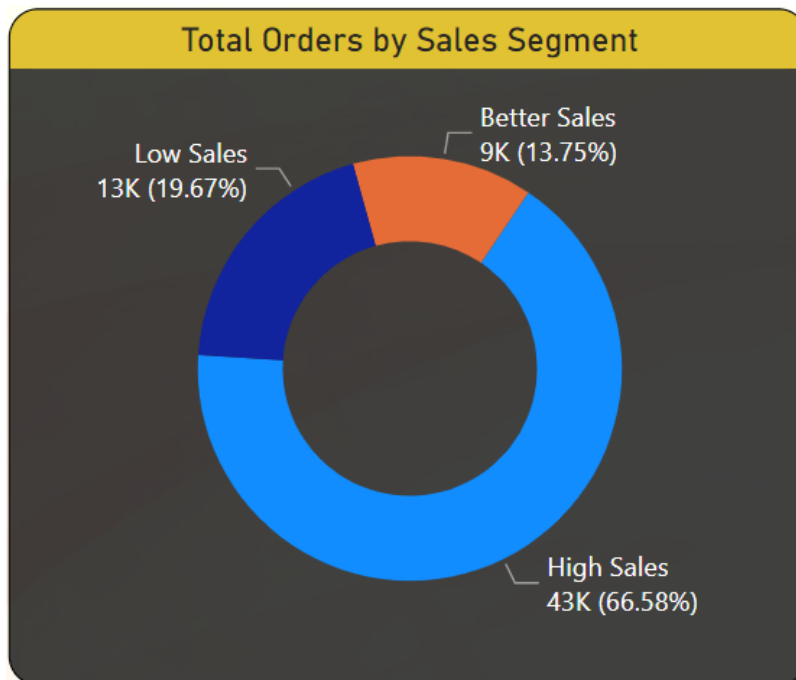
### 14. Sales Segmentation by Total Profit:



This Donut chart shows, in overall Profit we got 93.15% profit from High Sales which is equivalent to \$72.38M, 3.28% profit from Better Sales which is equivalent to \$2.55M and 3.57% of profit from Low Sales which is equivalent to \$2.77M.

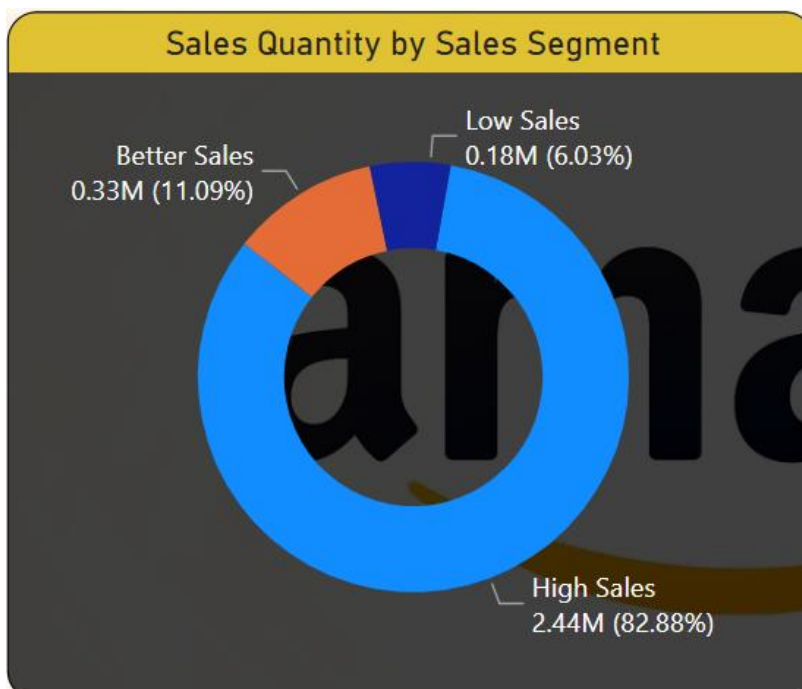


### 15. Sales Segmentation by Total Orders:



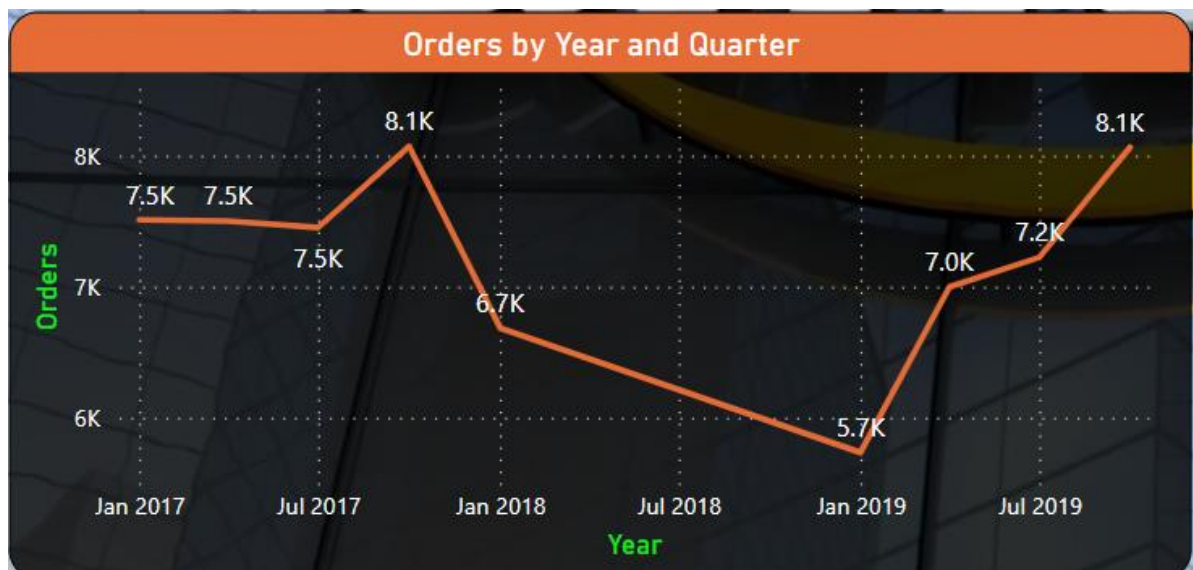
This Donut chart shows, in overall Orders we have 66.58% orders of High Sales which is equivalent to 43K, 13.75% orders of Better Sales which is equivalent to 9K and 19.67% orders of Low Sales which equivalent to 13K.

### 16. Sales Segmentation by Sales Quantity:



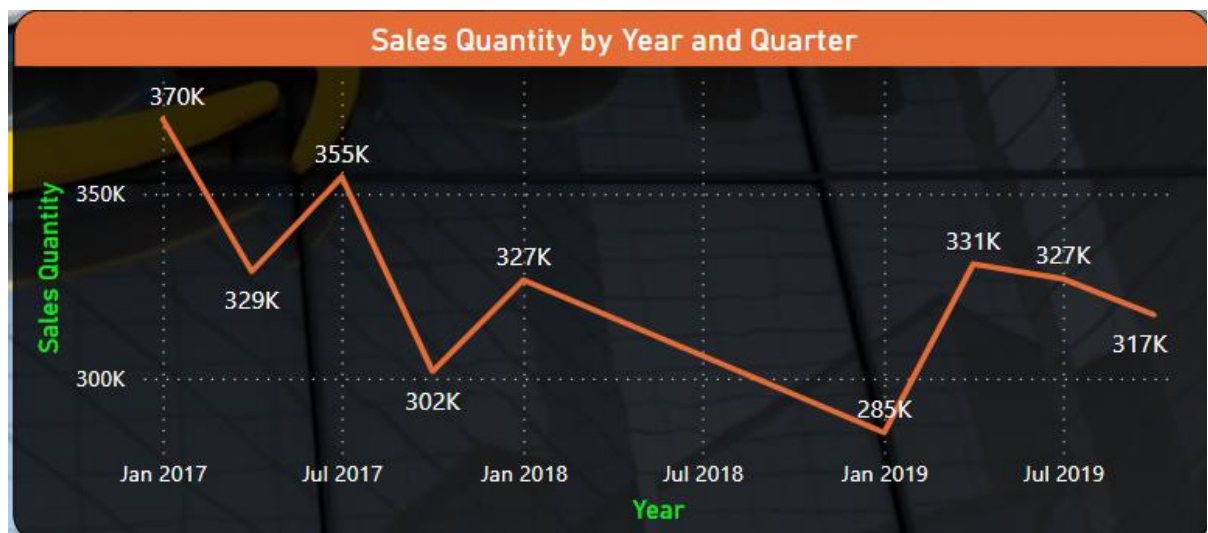
This Donut chart shows, in overall Sales Quantity we have 82.88% quantity sold of High Sales which is equivalent to 2.44M, 11.09% quantity sold of Better Sales which is equivalent to 0.33M and 6.03% quantity sold of Low Sales which equivalent to 0.18M.

### 17. Orders Trend:



This line chart shows orders trend yearly quarterly. This helps us understand highly active period for orders. We can observe that Topmost orders in 4<sup>th</sup> quarter of 2017 which is 8.1K while lowest orders in 1<sup>st</sup> quarter of 2019 which is 5.7K.

### 18. Sales Quantity Trend:



This line chart shows sales quantity trend yearly quarterly. This helps us understand highly active period for sales quantity. We can observe that Topmost quantity sold in 1<sup>st</sup> quarter of 2017 which is 370K while lowest quantity sold 1<sup>st</sup> quarter of 2019 which is 285K.

### 19. Table of MTD, QTD and YTD for Orders:

Year	Quarter	Month	Day	Orders YTD	Orders QTD	Orders MTD
2017	Qtr 1	January	1	72	72	72
2017	Qtr 1	January	2	186	186	186
2017	Qtr 1	January	3	329	329	329
2017	Qtr 1	January	4	424	424	424
2017	Qtr 1	January	5	500	500	500
2017	Qtr 1	January	6	597	597	597
2017	Qtr 1	January	7	729	729	729
2017	Qtr 1	January	8	778	778	778
2017	Qtr 1	January	9	836	836	836

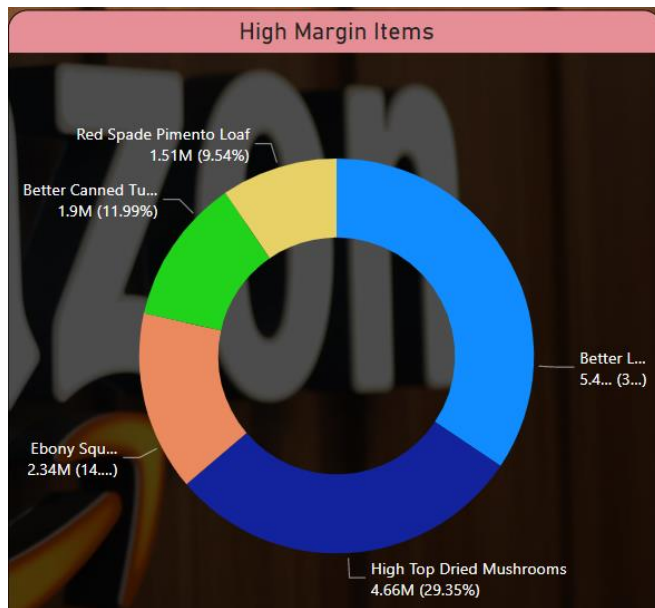
This tabular visual shows, Year to Date Orders, Quarter to Date Orders and Month to Date Orders. Also, display subtotals of orders at Month, quarter and Year Level.

### 20. Table of MTD, QTD and YTD for Sales Quantity:

Year	Quarter	Month	Day	Sales Quantity YTD	Sales Quantity QTD	Sales Quantity MTD
2017	Qtr 1	January	1	3022	3022	3022
2017	Qtr 1	January	2	4800	4800	4800
2017	Qtr 1	January	3	7165	7165	7165
2017	Qtr 1	January	4	13571	13571	13571
2017	Qtr 1	January	5	23125	23125	23125
2017	Qtr 1	January	6	26326	26326	26326
2017	Qtr 1	January	7	33214	33214	33214
2017	Qtr 1	January	8	37012	37012	37012
2017	Qtr 1	January	9	39112	39112	39112

This tabular visual shows, Year to Date Sales Quantity, Quarter to Date Sales Quantity and Month to Date Sales Quantity. Also, display subtotals of Sales Quantity at Month, quarter and Year Level.

## 21. High Margin Items:



The donut chart displays 5 high margin items that helps us generate more profit for the company. 'Better Large Canned Shrimp' and 'High Top Dried Mushrooms' are two items company should look to sale more in future.

## 22. Same Period Last Year:

Year	Quarter	Month	Day	Total Sales	Sales Last Year
2017	Qtr 1	January	1	\$528,853.87	
2017	Qtr 1	January	2	\$164,446.90	
2017	Qtr 1	January	3	\$186,774.92	
2017	Qtr 1	January	4	\$267,495.78	
2017	Qtr 1	January	5	\$800,201.03	
2017	Qtr 1	January	6	\$168,737.40	
2017	Qtr 1	January	7	\$572,205.38	
2017	Qtr 1	January	8	\$142,735.68	
2017	Qtr 1	January	9	\$320,463.69	
2017	Qtr 1	January	10	\$354,868.60	
2017	Qtr 1	January	11	\$640,221.40	
2017	Qtr 1	January	14	\$602,653.18	
2017	Qtr 1	January	15	\$172,614.65	
2017	Qtr 1	January	16	\$445,415.75	
2017	Qtr 1	January	17	\$106,158.01	
2017	Qtr 1	January	18	\$158,611.11	
2017	Qtr 1	January	21	\$305,306.42	
2017	Qtr 1	January	22	\$280,645.31	
2017	Qtr 1	January	23	\$438,895.78	
2017	Qtr 1	January	24	\$245,124.80	
2017	Qtr 1	January	25	\$146,405.20	

This tabular visual shows sales for the same period last year sales. It displays 2018 sale in comparison with 2017 sales and 2019 sales in comparison with 2018 sales.

### 23. Item wise Sales difference between year 2017 and 2019:

Item wise sales difference by year 2017 and 2019			
Item	Sales 2017	Sales 2019	Sales Diff
Better Large Canned Shrimp	\$6,680,923.04	\$6,411,959.80	\$268,963.24
High Top Dried Mushrooms	\$6,012,362.20	\$5,717,867.19	\$294,495.01
Fast Mini Donuts	\$2,871,341.36	\$2,080,671.36	\$790,670.00
Red Spade Pimento Loaf	\$2,642,836.46	\$2,406,963.67	\$235,872.79
Better Canned Tuna in Oil	\$2,596,886.19	\$2,300,044.46	\$296,841.73
Ebony Squash	\$2,470,941.05	\$2,266,482.62	\$204,458.43
Better Fancy Canned Sardines	\$2,407,134.26	\$2,112,570.93	\$294,563.33
Big Time Frozen Cheese Pizza	\$2,296,236.43	\$2,098,743.79	\$197,492.64
Discover Manicotti	\$2,181,451.92	\$2,040,019.55	\$141,432.37
Landslide White Sugar	\$1,943,122.71	\$1,812,372.45	\$130,750.26
Ebony Prepared Salad	\$1,835,446.15	\$1,429,000.66	\$406,445.49
Tell Tale Red Delicious Apples	\$1,756,103.20	\$1,685,859.07	\$70,244.13
Moms Turkey Hot Dogs	\$1,678,652.97	\$1,520,313.99	\$158,338.98
Landslide French Roast Coffee	\$1,601,596.45	\$1,536,229.89	\$65,366.56
Moms Sliced Turkey	\$1,597,160.72	\$1,468,135.99	\$129,024.73
Imagine Popsicles	\$1,522,293.08	\$1,436,471.40	\$85,821.68
Cutting Edge Foot-Long Hot Dogs	\$1,514,007.37	\$1,392,805.89	\$121,201.48
Big Time Frozen Peas	\$1,399,833.38	\$1,112,252.55	\$287,580.83
Walrus White Zinfandel Wine	\$1,313,521.99	\$1,130,683.72	\$182,838.27
Red Spade Foot-Long Hot Dogs	\$1,148,050.21	\$1,025,208.61	\$122,841.60
<b>Total</b>	<b>\$87,416,407.83</b>	<b>\$77,906,591.65</b>	<b>\$9,509,816.18</b>

This tabular visual shows, Items wise Total Sales for year 2017 & 2019 and Item wise Sales difference.

