amazon

This report includes detailed analysis of Amazon dataset for the years 2017,2018,2019. The objective of this analysis is to provide valuable insights and comprehensive Sales, Product and Customer analysis for more informed business intelligence report.

| Total Sales Amount | Total Profit | Total Sales Quantity | Total Items |
|---|---|---|---|
| 186.19M | 77.75M | 3M | 657 |

# Objective

Sale management has grown in importance in response to increased competitiveness and the necessity for efficient distribution

# Benefits

Help out to make better businessdecisions.

- Help analyze customer trends and satisfaction, which can lead to new and better products and services.
- Gives better insight of customersbase.
- Helps in easy flow for managingresources.

# Problem

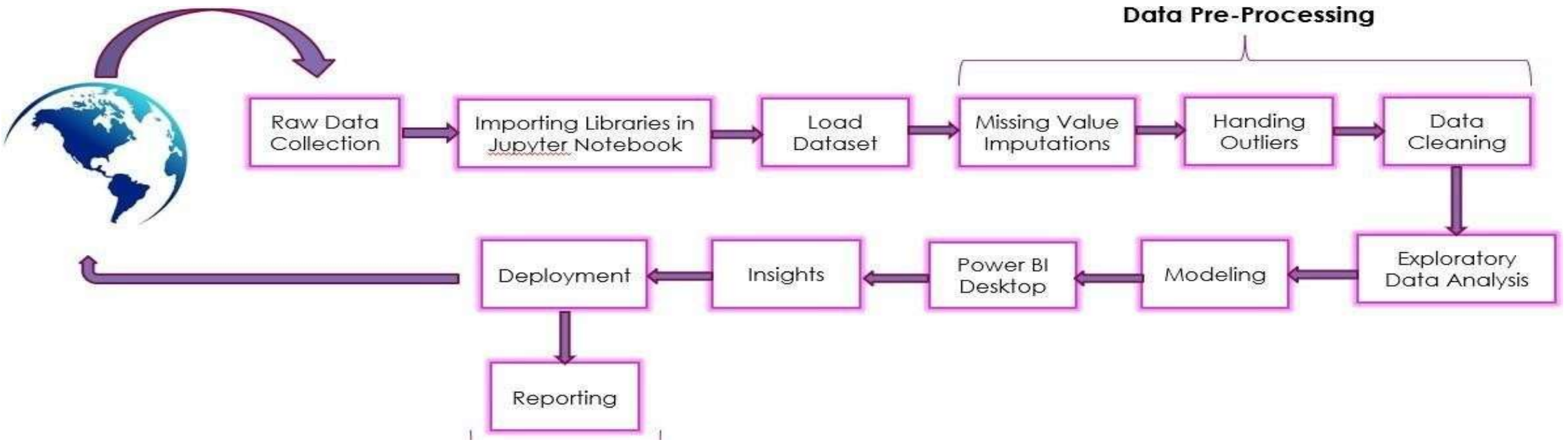
# Statement

strategies to decrease costs and raise revenues.

Find the monthly, yearly, and yearly sales and profit trends.

Create a report by extracting, transforming, and loading data that contains sales trends by year, month, and quarter, as well as finding some relationships through data to understand and analyze the facts.

# ARCHITECTURE



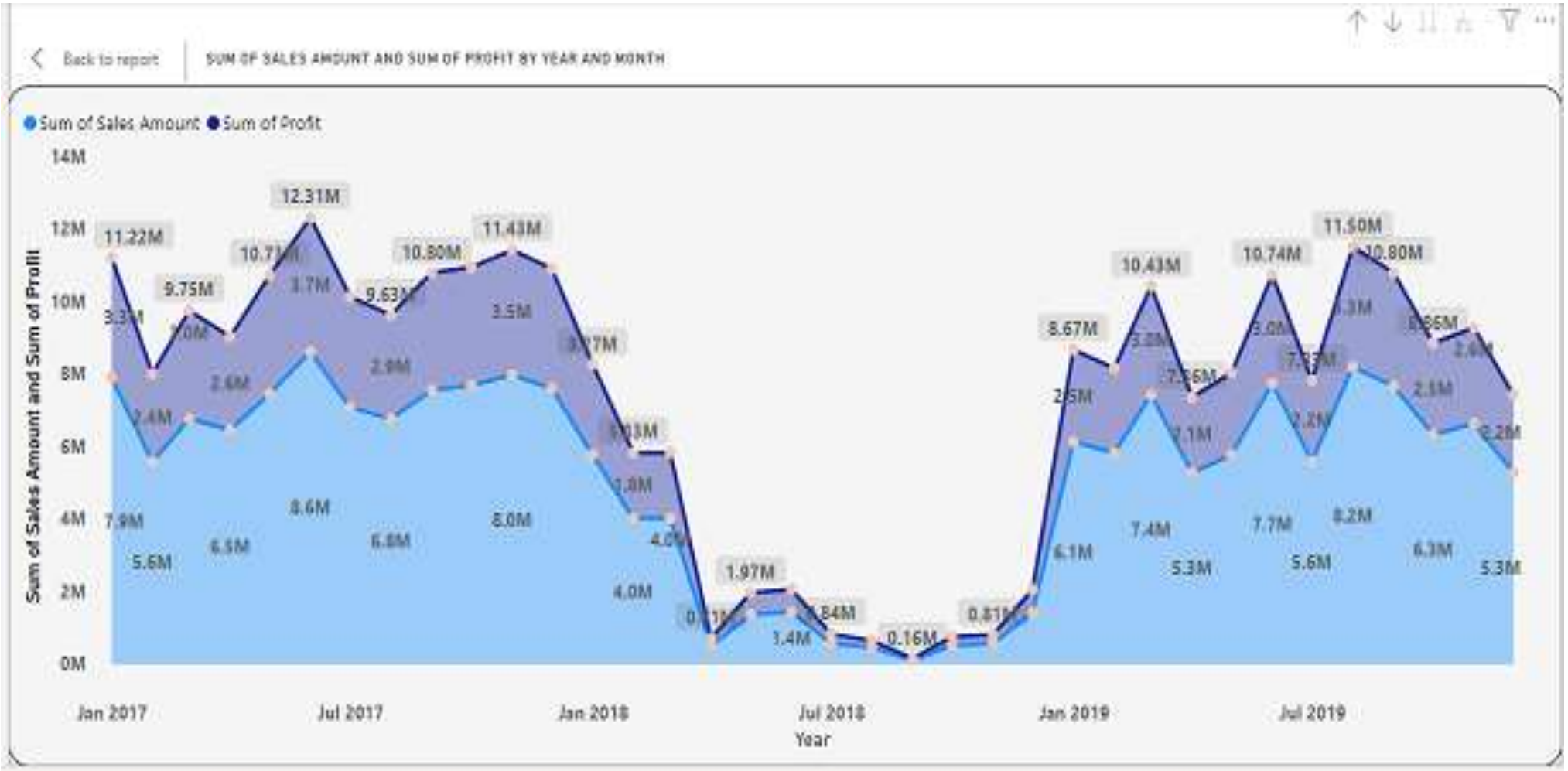

Lower-Level Design Document
High-Level Design Document
Architecture Document
Wireframe Document
Detailed Project Report

# Quick Insight

A quick insight for 2017 | 2018 | 2019 amazon sales.

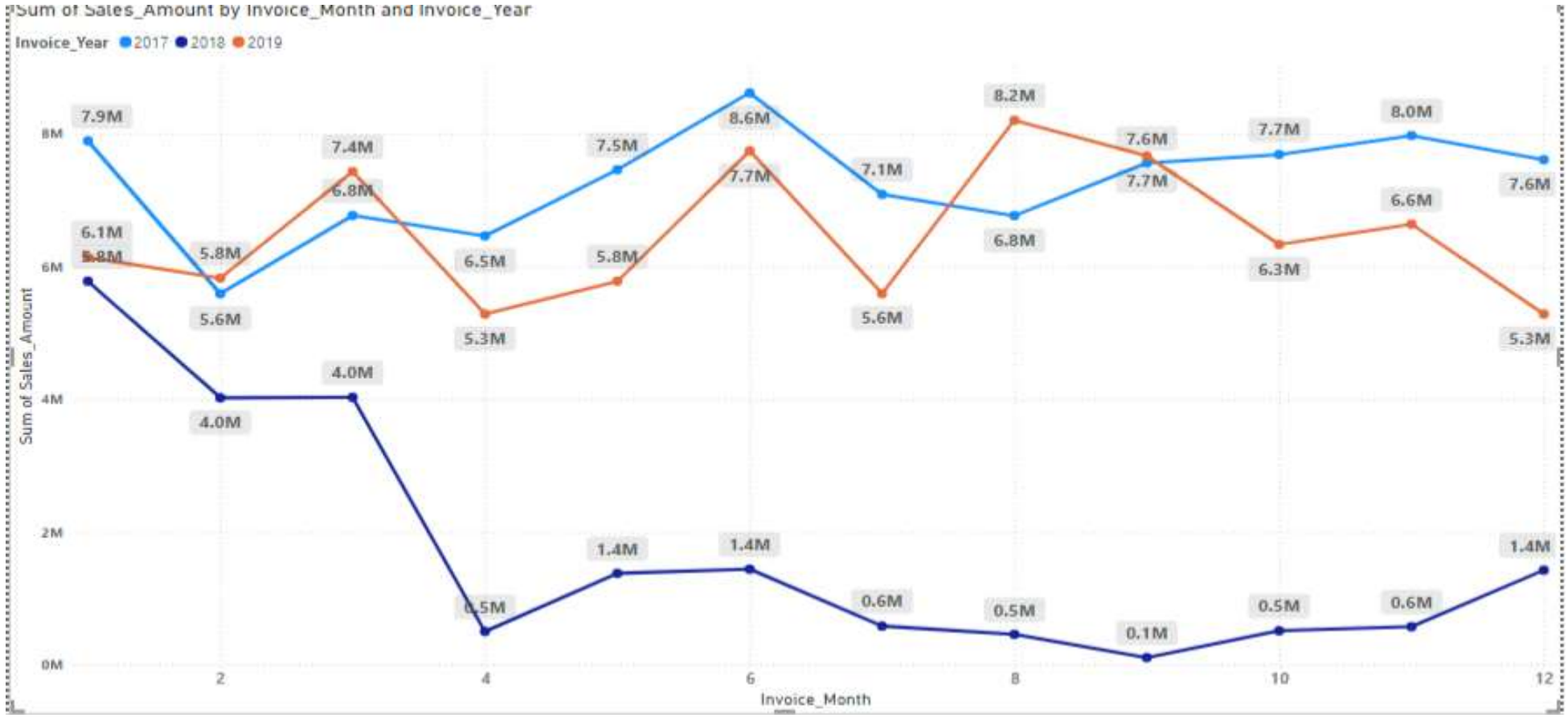
# Total Sales Margin for all the quarters

2017 had the highest Revenue at 32.97M, followed by 2019 at 21.52 and 2018 at 6.31M

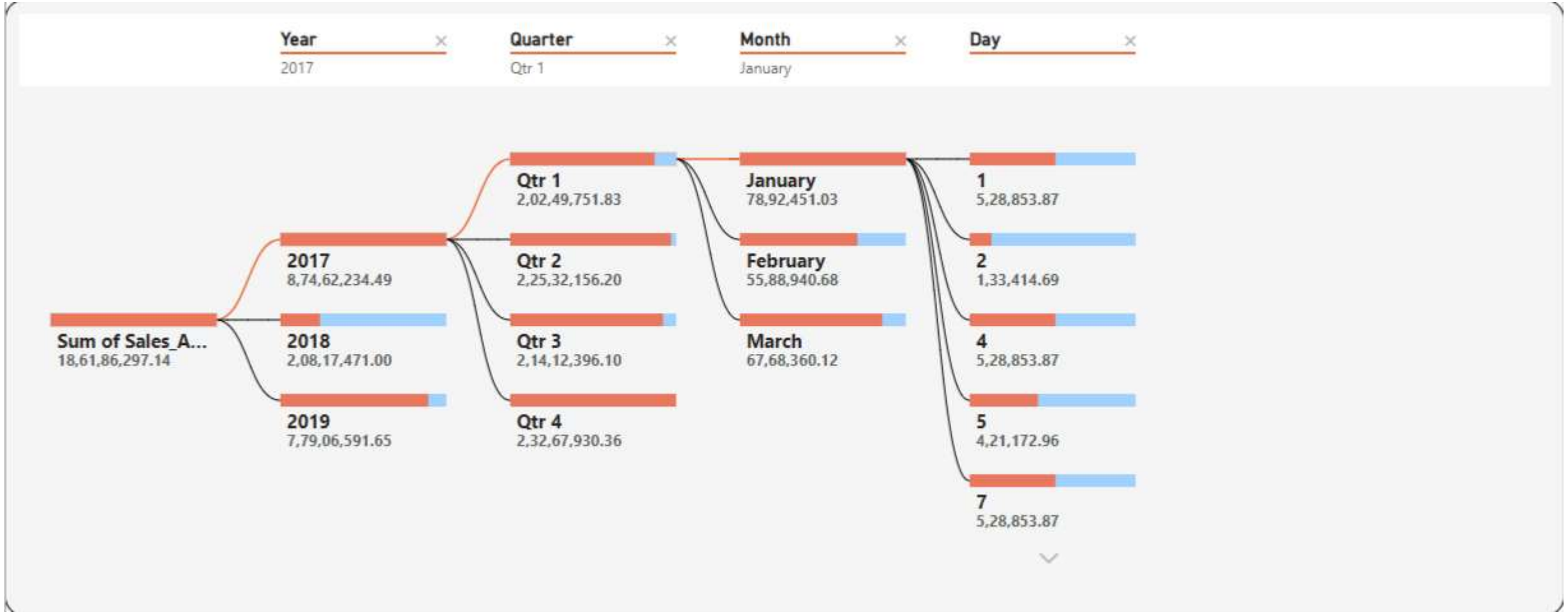

Back to report
SUM OF SALES AMOUNT AND SUM OF PROFIT BY YEAR AND MONTH
Sum of Sales Amount
Sum of Profit
Sum of Sales Amount and Sum of Profit
14M
12M
10M
8M
6M
4M
2M
0M
11.22M
9.75M
12.31M
10.80M
11.43M
1.97M
0.16M
8.67M
10.43M
10.74M
11.50M
10.80M
Jan 2017
Jul 2017
Jan 2018
Jul 2018
Jan 2019
Jul 2019
Year

# Monthly Sales Comparison

The sales in June and November for 2017, June and August for 2019 is high when compared and we can observe for February the sales of 2017 drops & for April and December sales of 2019 drops.

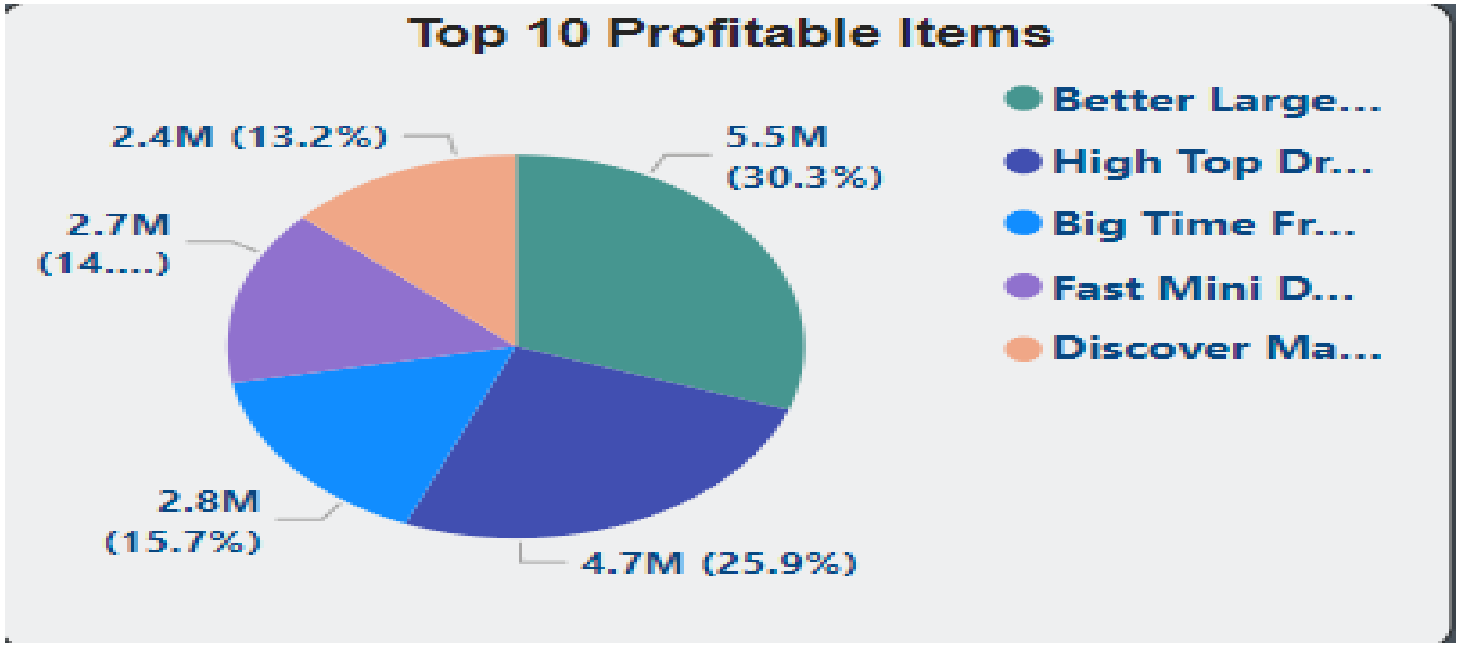


# Detailed Sales Analysis

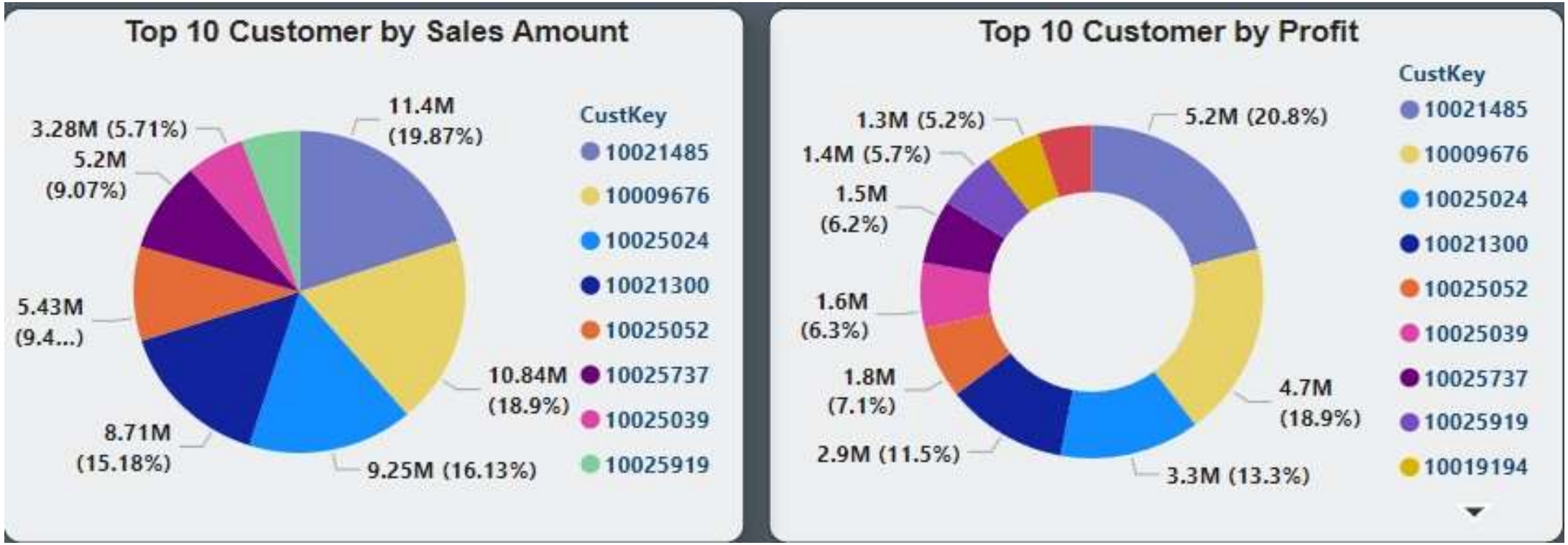


# Top 10 Items Sold w.r.t Profit

The Better Large Canned shrimp and High top dried mushrooms are the products with highest sales from all 658 products.



# Top 10 CustKey w.r.t Sales and Profit



# Conclusion

1. 2017 had the greatest revenue of 32.97 million, followed by 2019 at 21.52 million and 2018 at 6.31 million.
2. According to the monthly insights for 2017, 2018, and 2019, sales are highest in March, June, and August and lowest in April and July. Amazon can come up with some amazing deals and discounts to create a lot of income.
3. The Greater The most popular products in domestic and foreign markets are large canned shrimp and high top dried mushrooms.