

AMAZON SALES ANALYSIS



The major aim of this project is to gain insight into the sales data of Amazon to understand the different factors that affect sales of the different branches.

➤ Key insights

1) Top Product line Sales :

- "Food and Beverages" generated the highest sales, contributing 18.7% of total sales.

2) Monthly Sales Distribution:

- January had the highest sales, accounting for 36.3% of the total sales.

3) Day-wise Sales Insights:

- Saturdays were the busiest, with 17.8% of total weekly sales.

4) Revenue by Gender:

- Female customers contributed more in the revenue than men.

5) Highest Revenue City:

- Yangon recorded the highest revenue.



6) Average Ratings:

"Food and Beverages" had the highest average rating of 7.11, 10% higher than the lowest-rated line "Home and Lifestyle" at 6.84.

7) Profitability by Customer Type:

Members generated an average profit margin of 4.76%, consistent across all customer types.