

The Amazon logo, featuring the word "amazon" in white lowercase letters with a curved orange arrow underneath it, all set against a dark blue square background.

WELCOME TO MY AMAZON SALES ANALYSIS

By - Alka Savarn

INTRODUCTION

- . Amazon is a multinational technology company founded by Jeff Bezos in 1994.**
- . Initially an online marketplace for books, it rapidly expanded into various product categories, becoming the world's largest online retailer.**
- . Amazon offers a wide range of products and services, including e-commerce, cloud computing, digital streaming, artificial intelligence, and more. Its popular services include Amazon Prime, offering fast shipping and various entertainment options, Amazon Web Services (AWS), providing cloud computing solutions for businesses, and Amazon Kindle, a line of e-readers.**
- . With a vast global presence, Amazon has significantly influenced the retail industry and technological landscape.**

Problem Statement

Sales Performance Analysis

- . Analyze the total sales performance over different regions and countries.
- . Identify trends and patterns in sales over time.
- . Determine which item types contribute the most to total revenue and profit.

Profitability Analysis

- . Analyze the profit margins for different products and regions.
- . Identify the most and least profitable products.
- . Evaluate the impact of order priority on profitability.

Sales Channel Performance

- . Compare the performance of online versus offline sales channels.
- . Identify which sales channel is more profitable for different product types.
- . Analyze the distribution of sales across channels and its impact on revenue and profit.

Order Priority Impact

- . Investigate how order priority affects the shipping time, cost, and profit.
- . Determine if higher priority orders result in higher profits.

Revenue Analysis

Sele...

2010

2011

2012

2013

2014

2015

2016

2017

All



Total_Units_Sold

513K

Total_revenue

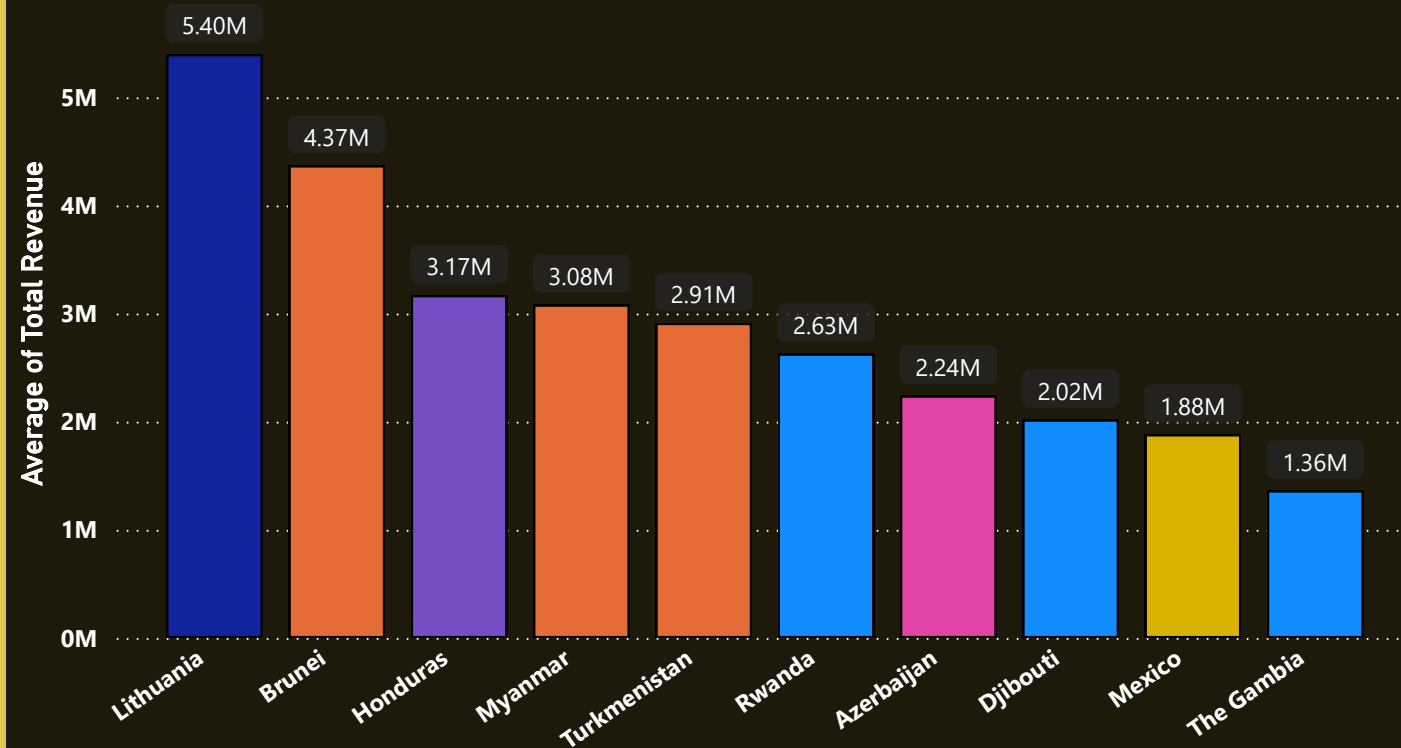
137.35M

Total_profit

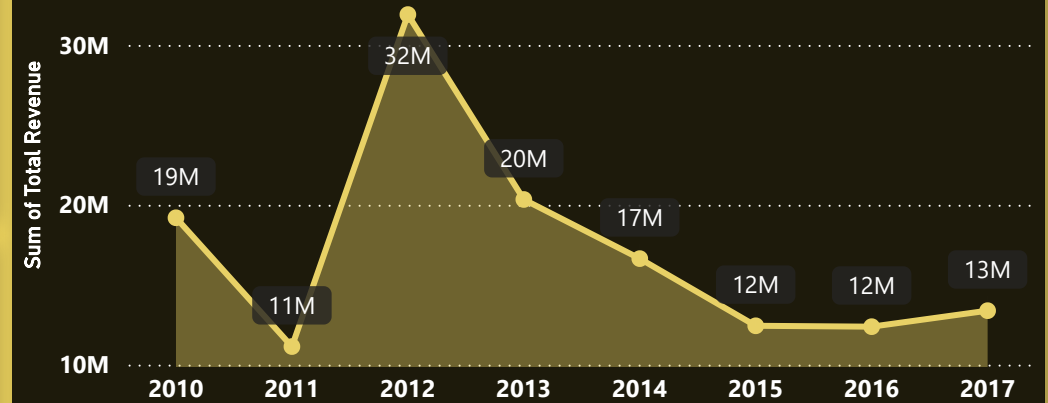
44.17M

Average of Total Revenue by Country and Region

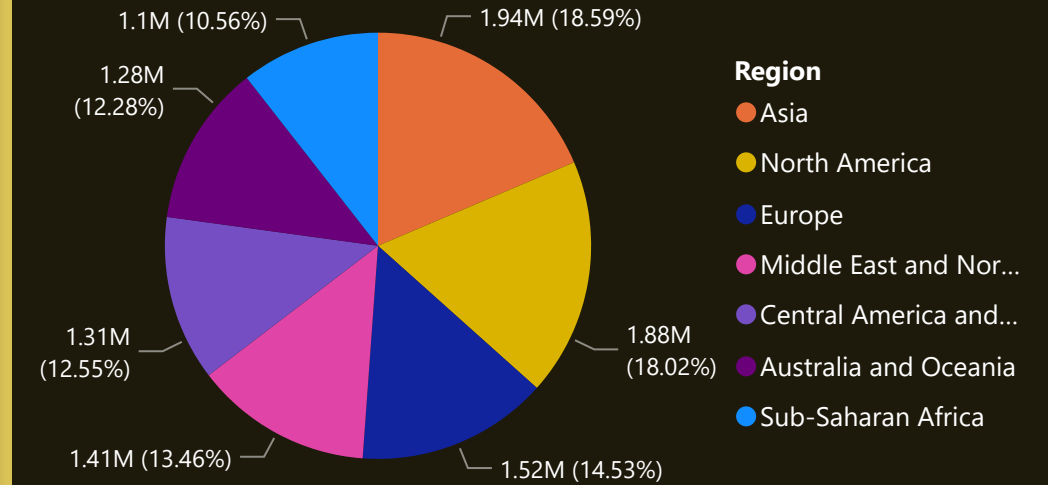
Region ● Asia ● Central America and the ... ● Europe ● Middle East and ... ● North America ● Sub-Saharan Africa



Total Revenue by Year



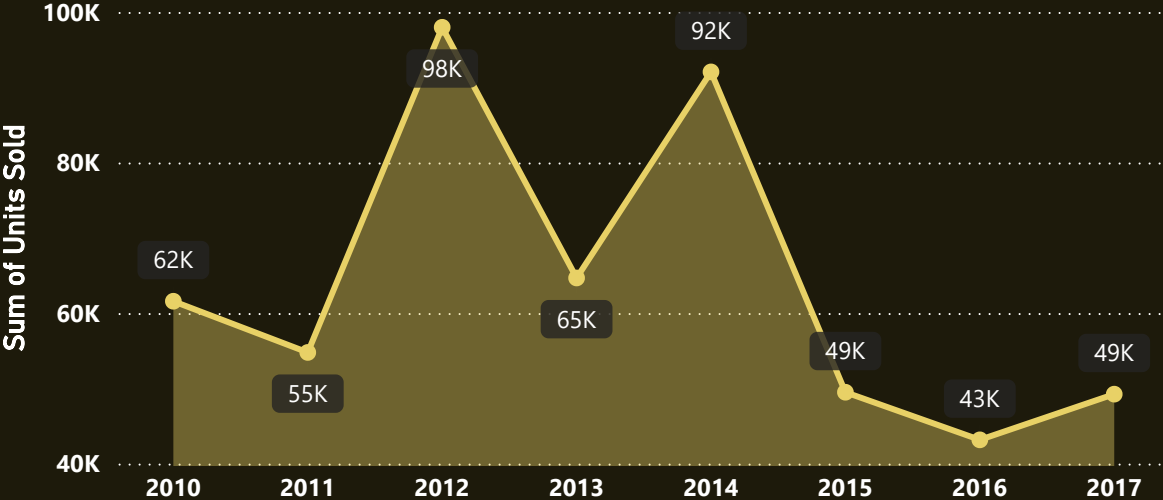
Average Total Revenue by Region



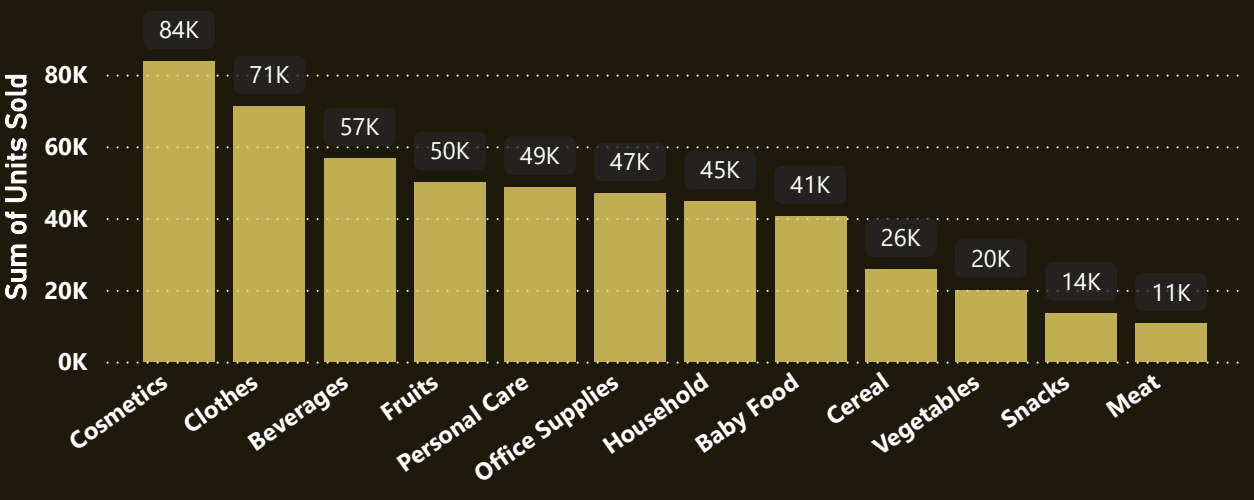
Item_wise_Analysis



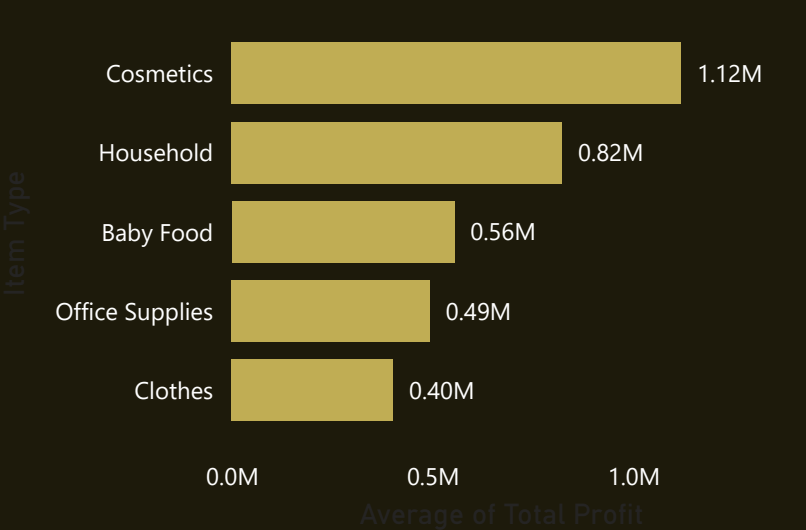
Total Units Sold by Year



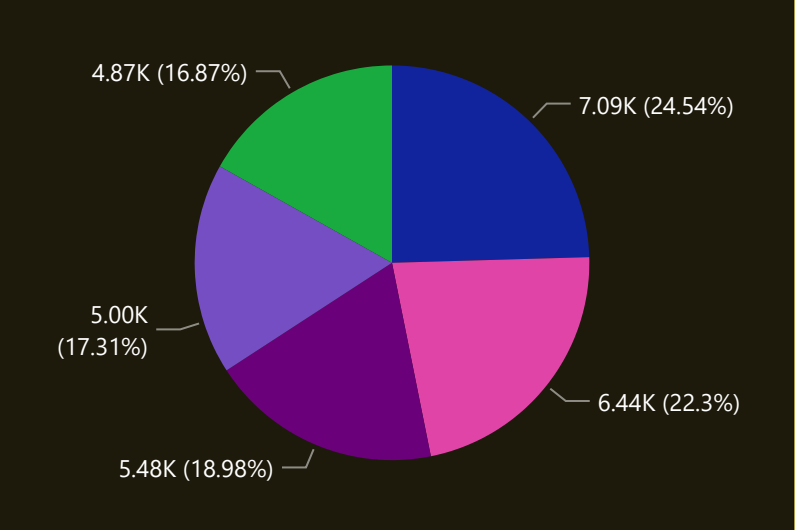
Total Units Sold by Item Type



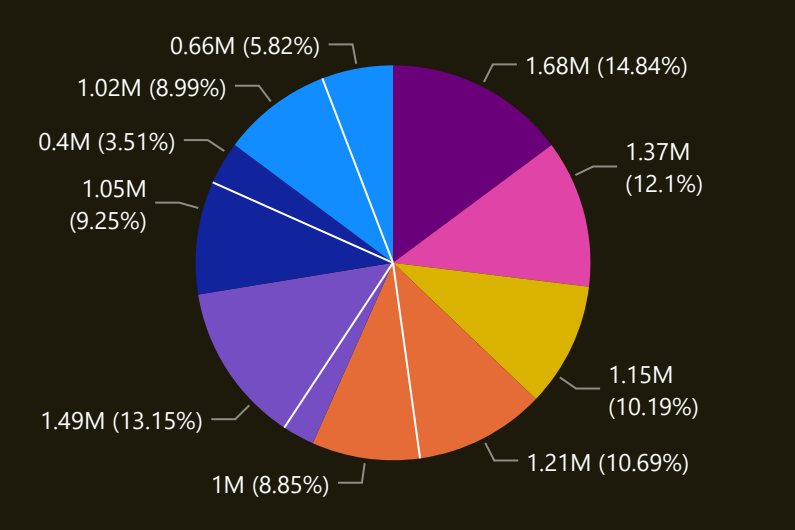
Top 5 Profitable Item type



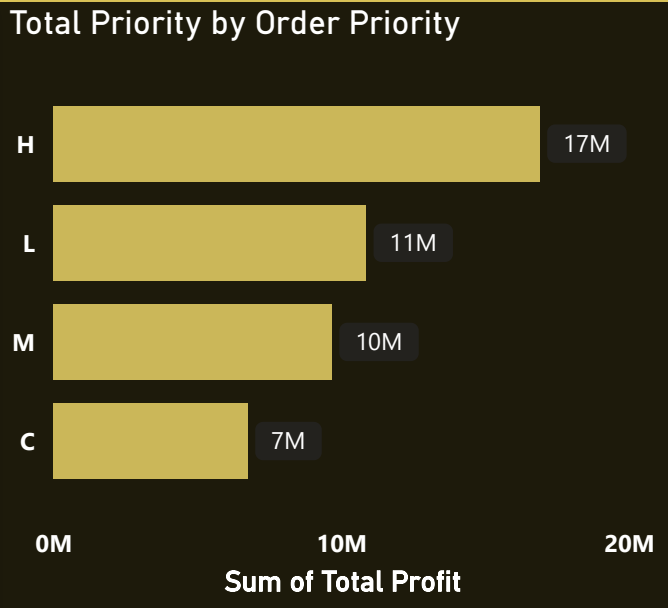
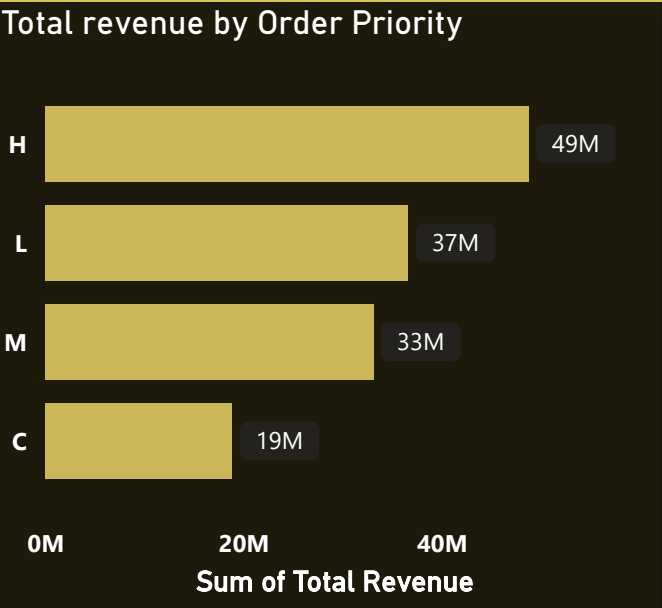
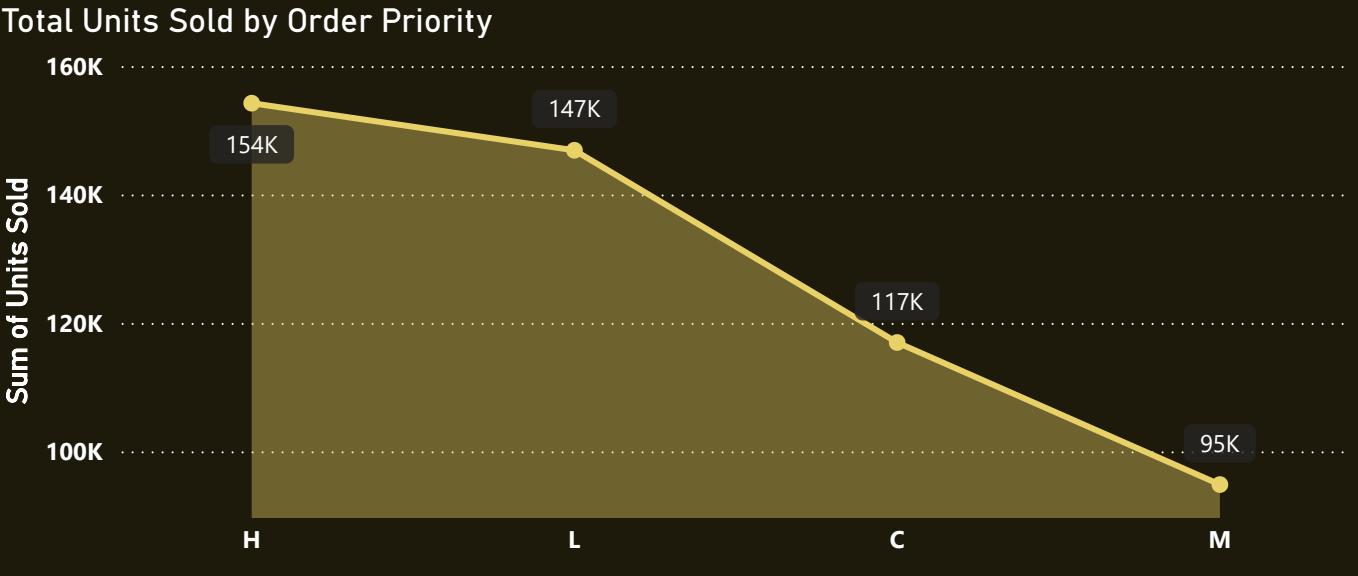
Top 5 Most Sold Item Type



Top Profitable Item by Region



Priority Wise Analysis



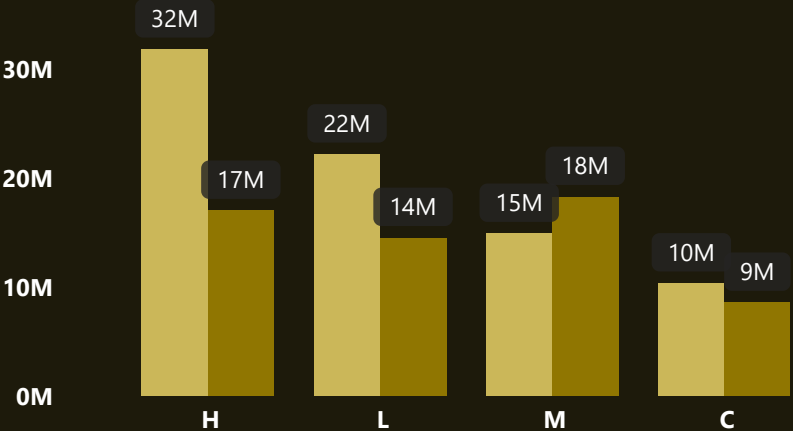
Order Priority	Sum of Units Sold	Item Type
C	2974	Baby Food
H	19812	Baby Food
L	12200	Baby Food
M	5559	Baby Food
C	47319	Beverages
H	9389	Beverages
C	2804	Cereal
H	19010	Cereal
M	4063	Cereal
C	23498	Clothes
H	16214	Clothes
L	23489	Clothes
M	8059	Clothes
C	8867	Cosmetics
Total		512871

Sales Channel Wise Analysis

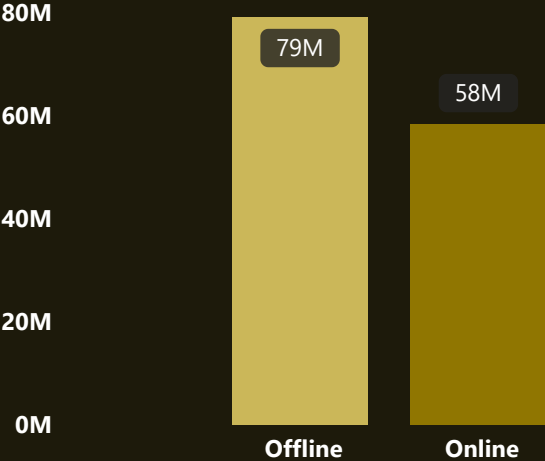


Total revenue

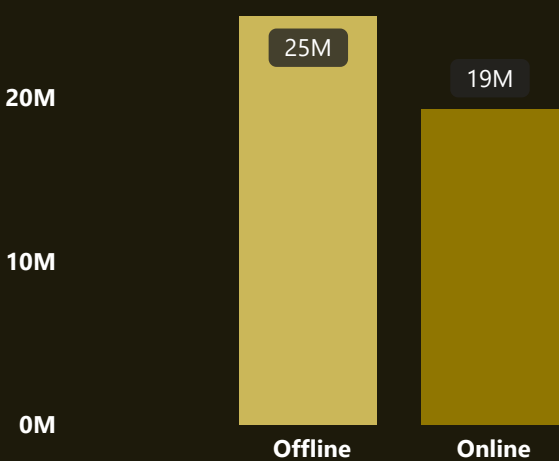
Sales Channel ● Offline ● Online



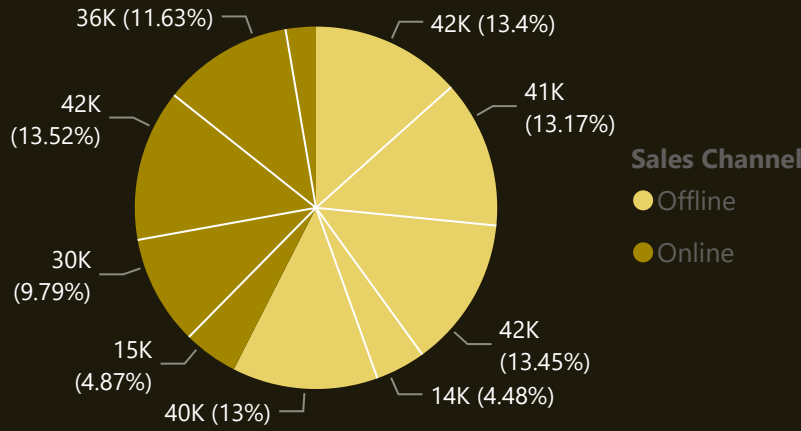
Total revenue by Sales Channel



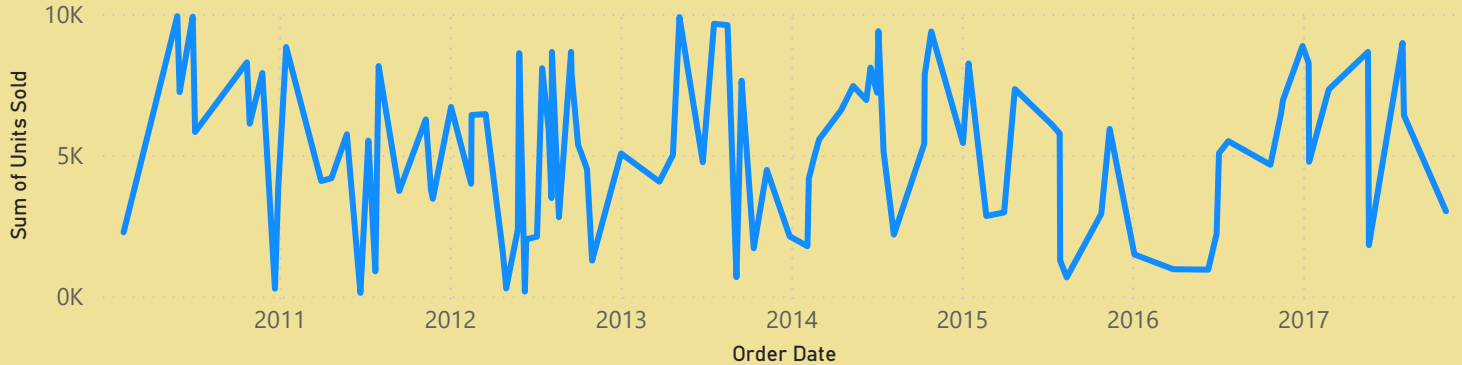
Total Profit by Sales Channel



Total Units Sold by Sales Channel



Total unit sold sorted by order date





Thank You for Visiting

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