Amazon Sales Dashboard Analysis and Recommendations

A comprehensive review of sales performance and actionable strategies

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# Executive Summary

This report highlights the key sales performance metrics and provides actionable recommendations to improve profitability and sales. The focus is on identifying high-growth areas, optimizing product strategies, and improving operational efficiency.

# Key Metrics Overview

Total Sales: $137.35M

Total Profit: $44.17M

Units Sold: 513K

Detailed Insights

## Sales by Region

Top Regions by Profit:

1. Europe: $11.1M (27.58% of total profit).

2. Sub-Saharan Africa: $12.2M (25.09% of total profit).

Lowest-Performing Region:

1. North America: $1.5M (3.30% of total profit).

Recommendation:

Focus on expanding operations in Europe and Sub-Saharan Africa to capitalize on their strong profitability.

Develop targeted marketing strategies for underperforming regions like North America.

## Product Trends

Top 5 Product Categories by Units Sold:

Cosmetics: 26.97% of total units.

Clothes: 22.96%.

Beverages: 18.27%.

Top Product by Total Profit:

Cosmetics: $15M (39.32% of total profit).

Least Profitable Product:

Snacks, Meat and Fruits contribute less than 5% of total profit.

Recommendation:

Increase focus on high-margin products like Cosmetics, Household and Office Supplies to maximize profit.

Optimize pricing or reduce costs for low-performing categories like Snacks, Meat and Fruits.

## Sales Channel Performance

Offline Sales: $79M (57.59% of total sales).

Online Sales: $58M (42.41% of total sales).

Recommendation:

Increase online marketing efforts to close the gap between offline and online sales.

Leverage e-commerce promotions to boost online sales profitability.

## Order Priority Analysis

High Priority Orders: 35.49% of total sales, contributing to faster order processing.

Low Priority Orders: 26.67% but account for delayed shipments.

Recommendation:

Streamline low-priority orders to reduce delays and improve customer satisfaction.

Prioritize inventory management for high-priority orders to maintain performance.

## Profit Margin Trends

Average Profit Margin: 32.16%.

Products like Baby Food and Household items show profit margins below the average.

Recommendation:

Focus on improving margins by renegotiating supplier contracts for low-margin items.

Promote high-margin products more aggressively.

# Strategic Recommendations

* Boost High-Performing Regions:

Invest in Europe and Sub-Saharan Africa to capitalize on their profit growth potential.

* Optimize Product Portfolio:

Phase out or reformulate unprofitable items like Snacks, Meat and Fruits.

Expand product lines in high-margin categories like Cosmetics.

* Enhance Online Sales:

Launch targeted online campaigns to boost digital sales.

Improve the online shopping experience to increase customer retention.

* Improve Order Efficiency:

Implement better inventory forecasting for high-priority orders.

Streamline logistics for low-priority orders to reduce delays.

* Refocus Marketing Strategies:

Increase marketing spend on regions and products with strong growth potential.

Offer discounts and promotions for underperforming product lines to boost sales.