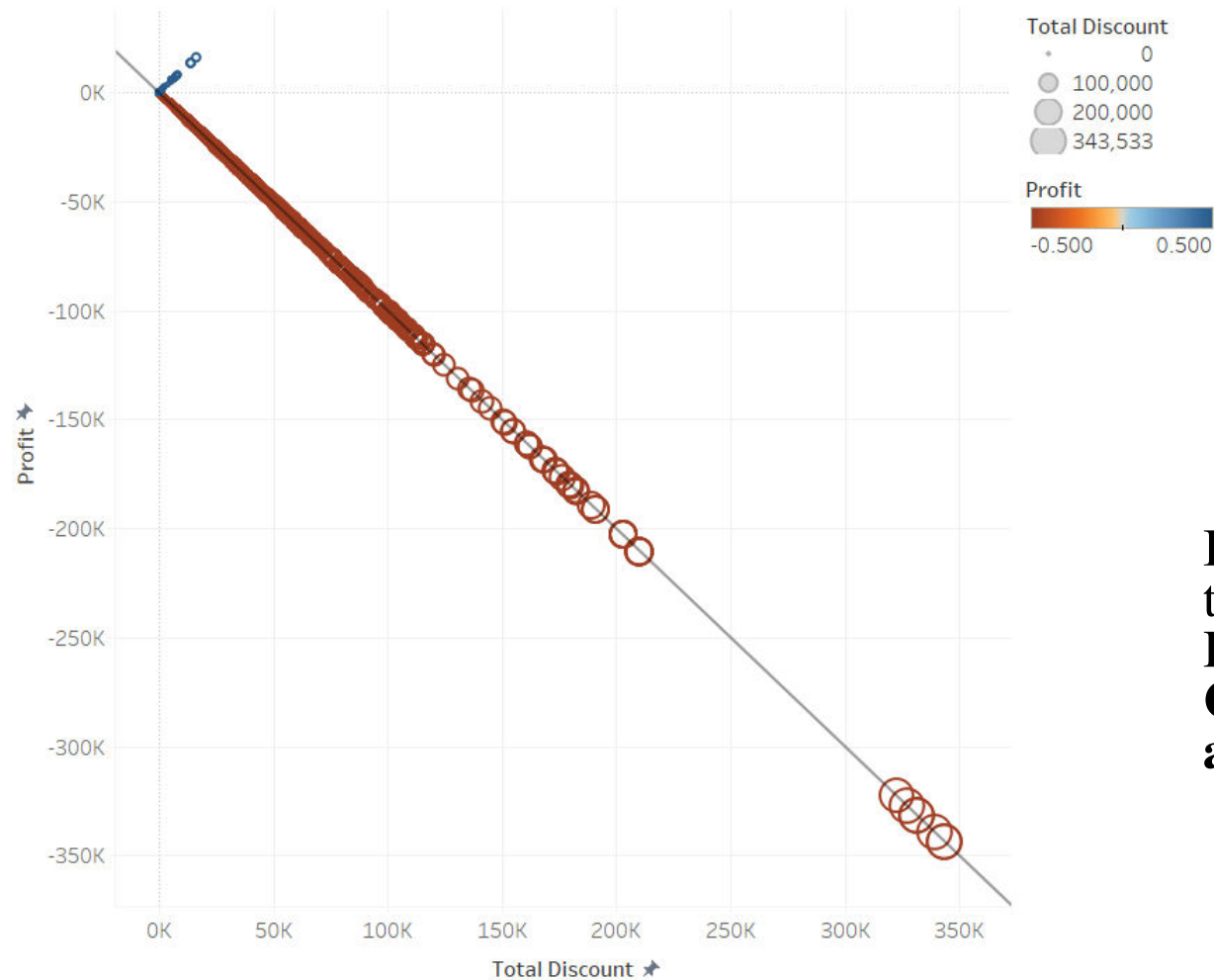


# AMAZON SALES REPORT

PREPARED BY AMAR SHILVANTH

# What is the Problem ?

Sheet 7



In this Graph Colour is Being represented by the Profit and size is represented by Discount Here Profit & Discount Shows a **Negative Correlation** Which Means **Larger Discounts affects the Profit**

# What are the Profits Over Year ?

Profit Over Year & Months

Select Year

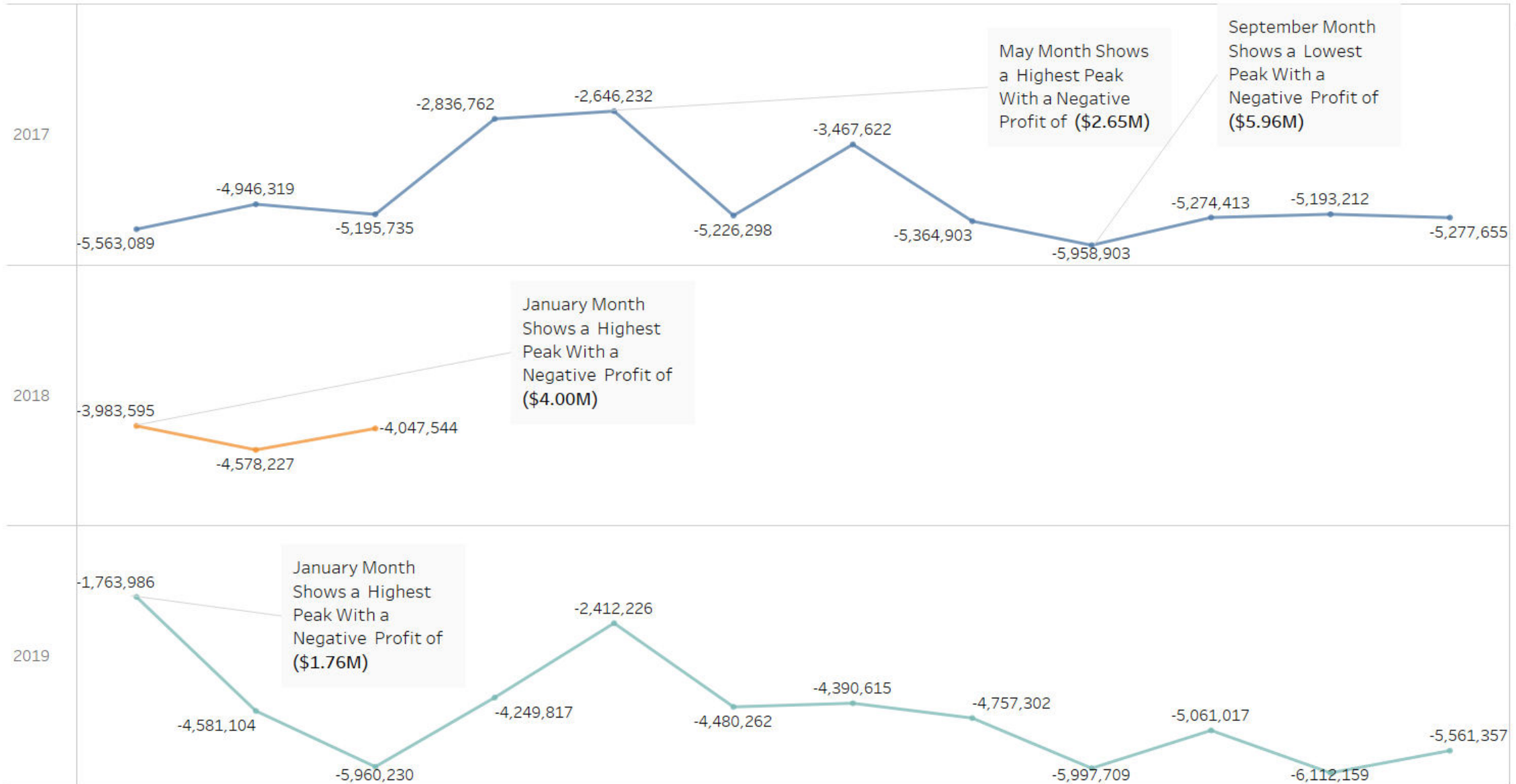
All

Year of Invoice Date..

■ 2017, Profit

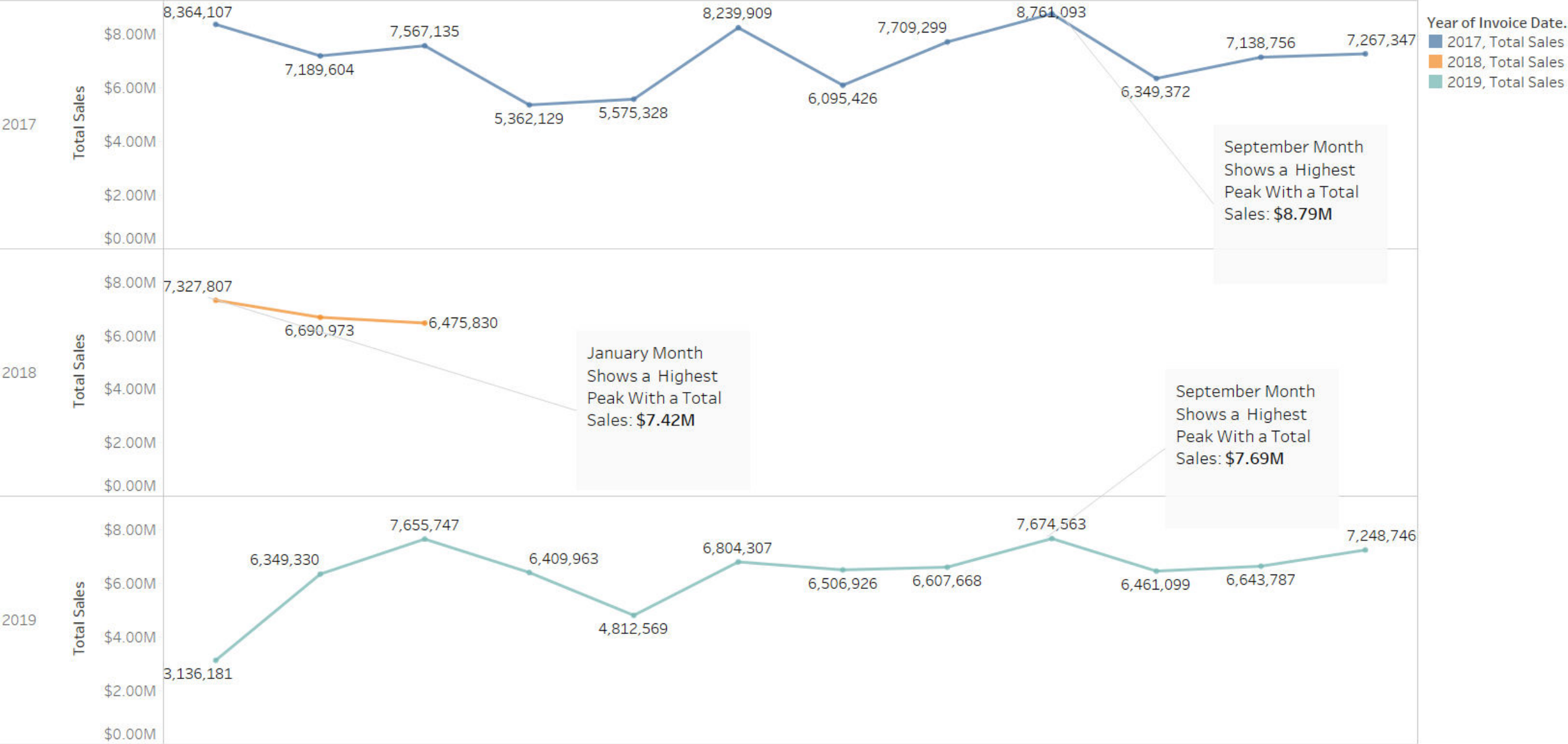
■ 2018, Profit

■ 2019, Profit



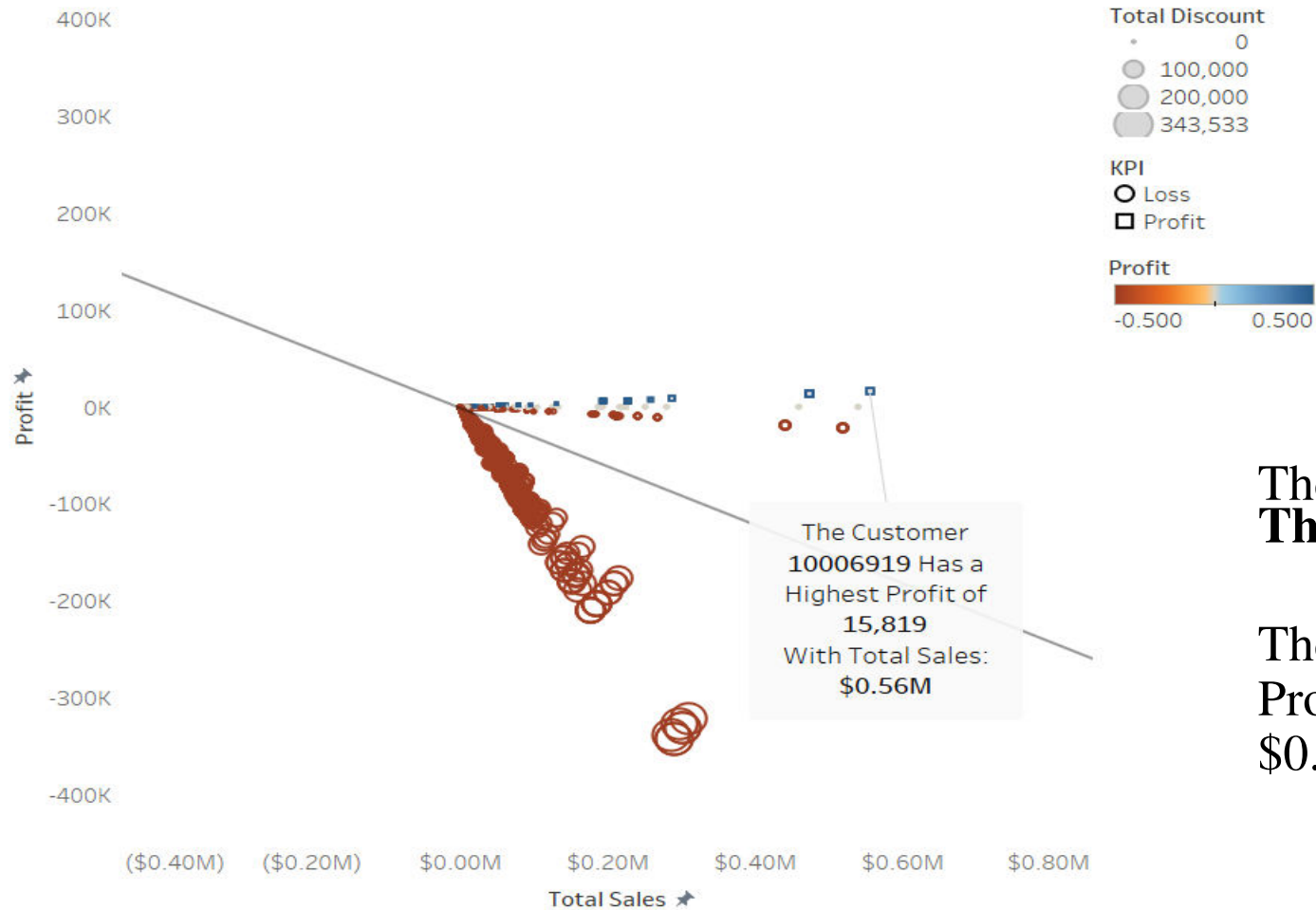
# What are the Sales Over Year ?

Sales Over Year & Months



# What is the relation between Profit & Sales ?

Profit Over Sales



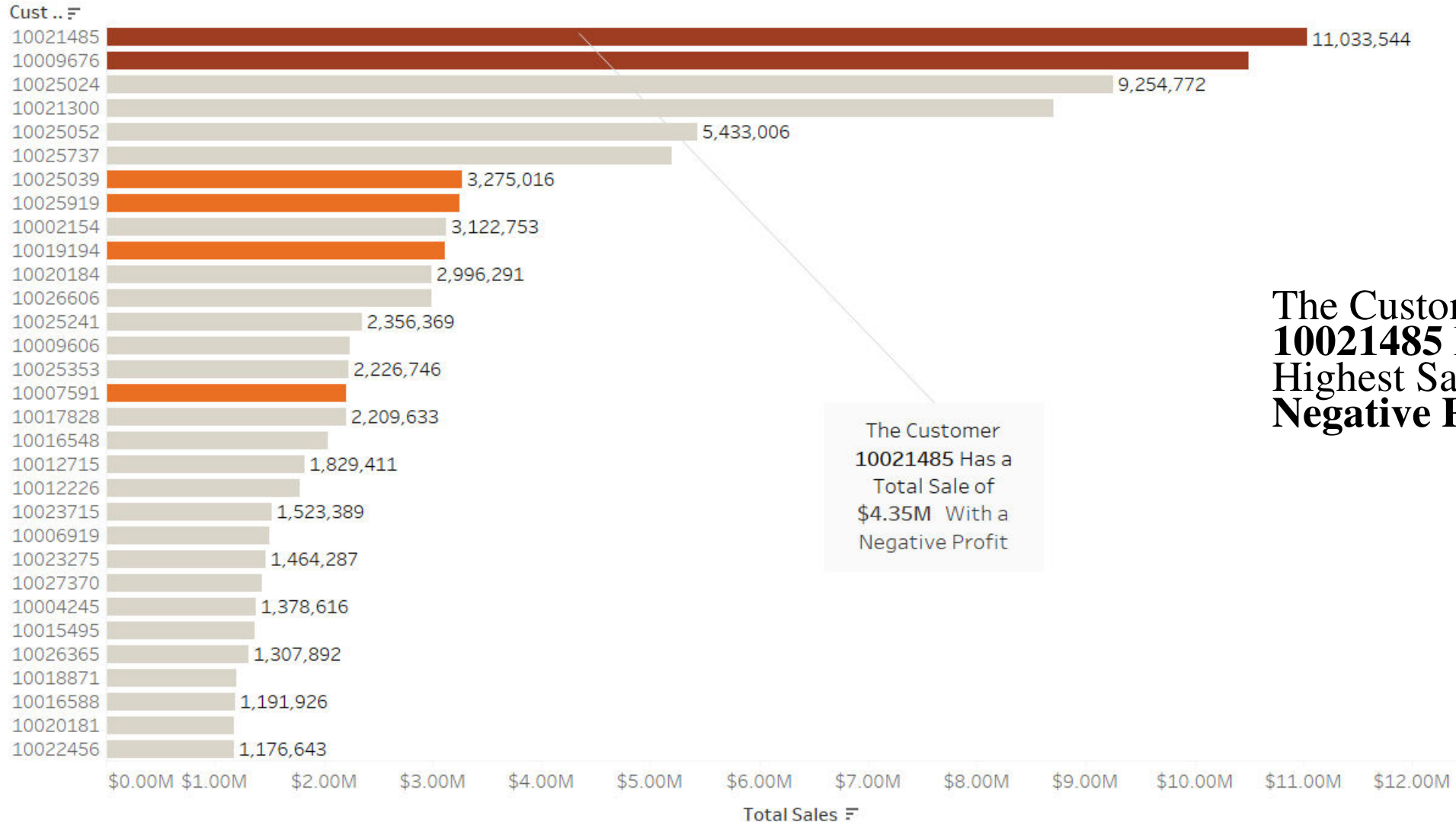
The Graph Shows **Discounts Can Boost The Sales But It Affects The Profit**

The Customer **10006919** Has a Highest Profit of **\$15819** With a Total Sales of **\$0.56M**

Total Sales vs. Profit. Color shows Profit. Size shows Total Discount. Shape shows details about KPI. Details are shown for Cust Key and KPI. The data is filtered on Year of Invoice Date, Action (Cust Key) and Action (Item). The Year of Invoice Date filter keeps 2017, 2018 and 2019. The Action (Cust Key) filter keeps 614 members. The Action (Item) filter keeps 624 members.

# What is the relationship between Customer Profit & Sales ?

Profit By Customer



The Customer  
**10021485** Has the  
Highest Sale With  
Negative Profit

The Customer  
10021485 Has a  
Total Sale of  
\$4.35M With a  
Negative Profit

# What is the relationship between Customer Profit & Sales ?

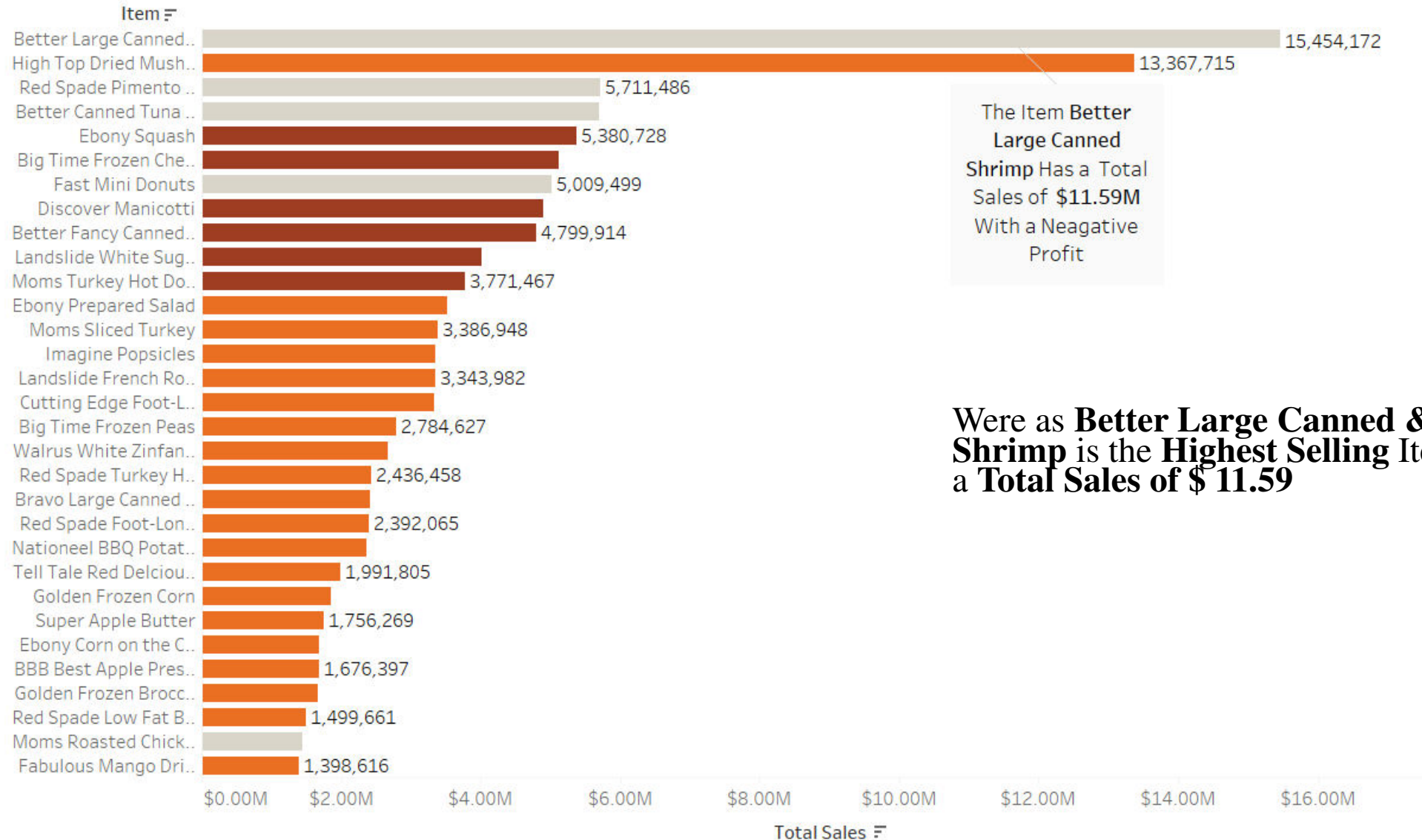
Profit By Customer





# What is the relationship between Items Profit & Sales ?

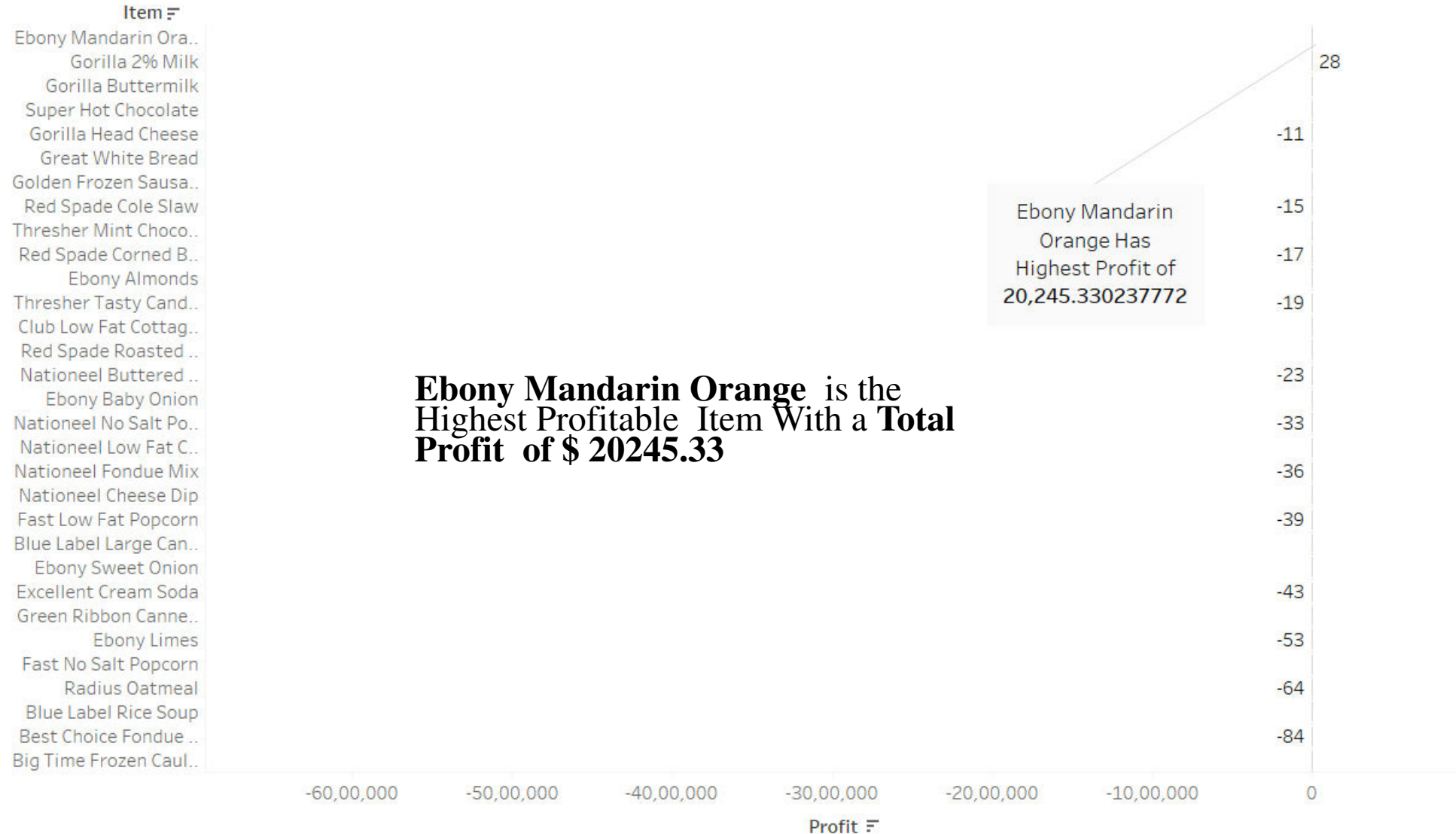
## Sales By Items





# What is the relationship between Items Profit & Sales ?

Profit By Items



# Recommendations & Suggestions

- Decrease the Amount of Discount for Higher Profits
- **September & January** Months are the Highest Selling Periods, Selling in this Period Makes Profitable for the Business.

**THANK YOU**