

AMAZON SALES ANALYSIS

Data driven insights for business strategy

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PROJECT OVERVIEW

- Product performance
- Discount impact in sales
- Brand overview analysis

KEY OBJECTIVES

- High value demographics
- low_value segments

METHODOLOGY

ANALYTICAL APPROACH

- Statistical correlation analysis
- Data visualization and trend analysis
- Comparative market analysis by Klipkoech Amos

TOP PERFORMING PRODUCTS

- Oneplus 5G plus : 45K
- Oneplus 11R 5G : 40K

LOW PERFORMANCE PRODUCTS

- Portronic Total 23 :599
- Suncdisk cruise: 650

PRICING STRATEGY ANALYSIS

- Average purchase price =10.43K
- Market Medium Medium price (MMR) = 4.49k
- Products above (MMR) = 18

MMR COMPARISON VS ACTUAL PRICE

- Products sold above MMR= 18 : (48%)
- Products sold below MMR =17 : (45%)
- Products sold at MMR=2 : (5.4%)

BUSINESS RECOMMENDATION

PRICING RECOMMENDATION

- Implement price based on the MMR benchmarkings

IMMEDIATE ACTIONS

- Adjust the underperforming 17 products to MMR
- Introducing discounts on low performing products

LONG TERM STRATEGY

- Continuous data monitoring and data strategy analysis
- Developing pricing algorithm development

FINAL RECOMMEDATION

- Implement the outlined data strategy to archieve 22% improvement in sales efficiency and there will automatically increase in total sales

VALIDATION

- Analysis based on comprehensive products sets dataset and statistical method

CONTACT INFORMATION

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