

# PROJECT REPORT

## Amazon Sales Analysis Report

### EXECUTIVE SUMMARY

This report provides an overview of Amazon's sales data, covering total orders, revenue, profit, and cost metrics. Additionally, it breaks down sales performance by region, sales channel, product types, and other key indicators to help identify trends and guide strategic decision-making.

### KEY METRICS OVERVIEW

- Total Orders: 100
- Total Revenue: \$137.35 million
- Total Cost: \$93.18 million
- Total Profit: \$44.17 million
- Total Units Sold: 513,000

These figures reflect a profitable operation with a profit margin of around 32%.

#### Detailed Analysis

#### ##1. Revenue and Order Distribution by Region

- TOP REGIONS:
  - North America leads with the highest revenue at \$40M, with a significant order count.
  - Sub-Saharan Africa follows with \$33M in revenue.
  - Other notable regions include Europe (\$21M) and Central America (\$14M).
- Lower-Performing Regions: Middle East and North Africa, Australia and Oceania, and parts of Asia show lower revenue generation.

## ##2. SALES CHANNEL PERFORMANCE

### - Online vs. Offline:

- Sales are evenly split, with 50% from online and 50% from offline channels.
- This balance indicates effective channel utilization but also highlights potential for growth in each channel based on specific regional trends.

## #### 3. Order Trends by Country

Countries with higher order counts include Australia, Djibouti, Mexico, and smaller contributions from various other nations like Sierra Leone and Norway. This dispersed order count suggests global market penetration but also indicates the potential for increasing sales in underperforming regions.

## #### 4. Average Shipping Time by Country

- Countries with the longest average shipping times include Democratic Republic of Congo (50 days), Bangladesh (47 days), and Malaysia (47 days).
- Efficiency Opportunities: Improving logistics in these regions could enhance customer satisfaction and retention.

## #### 5. Order Trends by Month

- Peak Months: July (44 orders), November (12 orders), and October (11 orders).
- Low Months: March and April reflect fewer orders, which may indicate seasonal fluctuations.

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## ### Product Category Insights

### #### 1. Total Revenue by Item Type

- Top Revenue Generators:
  - Cosmetics: \$37M, indicating high demand.

- Office Supplies: \$31M.
- Household Items: \$10M.
- Lower Revenue Items: Items such as Vegetables, Beverages, and Fruits have comparatively lower revenue contributions, possibly due to niche market demand or distribution limitations.

## #### 2. Profitability by Item Type

- High-Profit Categories:
  - Cosmetics leads with a profit of \$14.56M (32.96% of total profit).
  - Household Items contribute \$7.41M (16.78%).
  - Office Supplies and Clothes also show strong profitability.
- Strategic Insight: Investing more in high-margin products like cosmetics and household items could enhance overall profitability.

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## ### Yearly Revenue Trends

- Highest Revenue Year: The year with the highest recorded revenue is 2015 at \$32M.
- Steady Growth: Revenue has been fairly stable with noticeable peaks, suggesting successful sales strategies in specific years.

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## ### Recommendations

1. Regional Expansion: Focus on regions with potential for growth, such as Asia and the Middle East, to increase revenue.
2. Channel Optimization: Explore opportunities to grow online or offline sales based on specific regional preferences and customer behavior.
3. Logistics Improvement: Work on reducing average shipping times, especially in regions like Bangladesh and Malaysia, to enhance the customer experience.

4. Product Focus: Consider prioritizing high-margin products (e.g., cosmetics and household items) in marketing and distribution to maximize profitability.

This analysis highlights the strengths and areas for improvement within the Amazon sales strategy, supporting informed decision-making to enhance performance across regions, channels, and product categories.