

Insights: Amazon Analysis

1. Overall Performance (YTD – Year to Date)

Amazon's performance this year has been strong across multiple dimensions:

- **YTD Sales:** \$2.18M, reflecting robust year-to-date performance and steady revenue generation.
- **QTD Sales:** \$811.09K, showcasing positive momentum within the current quarter and reinforcing customer demand.
- **YTD Products Sold:** 27.75K units, underlining healthy product movement across categories.
- **YTD Reviews:** 19.42M reviews, which signifies a high level of customer engagement, strong feedback activity, and overall trust in the platform.

Overall, the company's YTD growth indicates not only a strong sales pipeline but also a loyal customer base actively engaging with products.

2. Monthly Trends

Sales performance reveals significant seasonal variations throughout the year:

- **Peak Sales Month:** September recorded sales above \$1M, largely influenced by promotional campaigns, festive season launches, and pre-holiday buying behavior. November and December also reported strong sales, indicating sustained demand during the holiday season.
- **Lowest Sales Month:** January recorded the weakest sales activity, which aligns with a post-holiday slowdown commonly observed in e-commerce trends.

This suggests that **seasonal campaigns and holiday promotions play a critical role** in boosting Amazon's sales trajectory.

3. Weekly Trends

- **Sales Increase Gradually:** Weekly performance shows consistent growth after Week 10. The trend highlights steady sales acceleration, with peak performance

between Weeks 40–50, coinciding with year-end shopping events such as festive sales, Black Friday, and Christmas promotions.

This gradual rise reflects how **strategic sales events and promotions drive customer purchases** at specific times of the year.

4. Top Product Categories (YTD Sales)

Category	YTD Sales	Contribution
Mobile & Accessories	\$3.91M	18.0%
Men Shoes	\$9.40M	43.18%
Camera	\$4.92M	22.62%

- **Men Shoes** lead the sales chart, accounting for **43.18%** of total YTD sales, positioning them as the strongest-performing category.
- **Mobile & Accessories** contribute **18%**, indicating stable but competitive performance.
- **Camera** category follows with **22.62%**, showing steady consumer interest in technology and electronics.

These figures highlight how **fashion (shoes) and technology (cameras, mobiles)** are the two most dominant drivers of Amazon’s YTD sales.

5. Top 5 Products by YTD Sales

Amazon’s product-level insights reveal the following top performers:

1. **OnePlus Device** — \$41K, reflecting strong brand presence and continued customer preference for premium smartphones.
2. **Nikon Camera** — \$34K, capturing demand in the photography and digital content creation market.
3. **Atomos Ninja** — \$28K, appealing to professionals in the media and creative industry.

4. **Solid Gear** — \$27K, showcasing consistent performance backed by high customer feedback.
5. **Canal Tablet** — \$22K, maintaining demand within the affordable electronics and smart device category.

The dominance of **OnePlus** and **Nikon** suggests that **consumer electronics remain a major growth driver**, supported by lifestyle products such as footwear and accessories.

Key Takeaway

The overall analysis demonstrates that Amazon's **sales growth is both seasonal and category-driven**. While footwear (Men Shoes) has emerged as the largest contributor, electronics (OnePlus, Nikon, Atomos) continue to play a critical role in brand strength and customer acquisition.

This indicates that a **balanced focus on both lifestyle and technology products, combined with effective seasonal promotions, will sustain growth and customer engagement in the coming quarters.**

