



# Amazon Sales Pivot — Insights Report

## ① Sales Distribution by Category

Electronics and Computers & Accessories categories contribute the highest total discounted sales, showing strong customer demand for technology-related products.

Home & Kitchen categories also maintain consistent sales volume, indicating stable demand in daily-use products.

Office Products and Toys & Games show relatively lower sales contribution, suggesting the need for better promotions or product bundling strategies.

## ② Average Rating vs Category

Most categories maintain average ratings between 4.0 and 4.5, indicating overall positive customer satisfaction across the platform.

Home & Kitchen and Electronics subcategories show consistently high ratings, suggesting good product quality and reliable customer experience.

Some Office Products and Accessories categories show slightly lower ratings, highlighting opportunities to improve product descriptions, packaging, or after-sales support.

## ③ Average Profit Margin vs Category

Electronics and Computer-related categories show moderate to high profit margins, making them strong revenue and profitability drivers.

Home & Kitchen categories display stable but slightly lower margins, likely due to higher competition and discounting.

Office Products and Toys & Games categories have the lowest average profit margins, indicating possible high costs or aggressive pricing strategies.

## ④ Business Insight (Cross-Analysis)

High-rated categories do not always generate the highest profit margins, showing a trade-off between customer satisfaction and profitability.

Categories with both strong sales and healthy margins (Electronics & Computers) should be prioritized for marketing campaigns and inventory expansion.

## ⑤ Recommendations

Focus marketing and promotional efforts on Electronics and Computers & Accessories to maximize revenue and profit.

Review pricing and supplier contracts for Office Products and Toys & Games to improve margins.

Use high-rated categories like Home & Kitchen as benchmarks for improving product quality and customer experience in lower-performing segments.