

## Detailed Insights from the Amazon Sales Data (KPIs)

### 1. Descriptive Statistics

- **Average Order:**
  - Units Sold: 5,128.71
  - Unit Price: \$276.76
  - Unit Cost: \$191.05
  - Total Revenue: \$1,373,488
  - Total Cost: \$931,806
  - Total Profit: \$441,682
- **Order Distribution:**
  - Maximum Units Sold: 9,925
  - Maximum Revenue: \$5,997,055
  - Maximum Profit: \$1,719,922

### 2. Top 5 Gross Profit Margin Categories

#### 1. Clothes:

- Total Revenue: \$7,787,292.80
- Total Cost: \$2,553,958.40
- Total Profit: \$5,233,334.40
- Gross Profit Margin: 67.20%

#### 2. Cereal:

- Total Revenue: \$5,322,898.90
- Total Cost: \$3,030,455.47
- Total Profit: \$2,292,443.43
- Gross Profit Margin: 43.07%

#### 3. Vegetables:

- Total Revenue: \$3,089,057.06
- Total Cost: \$1,823,237.43
- Total Profit: \$1,265,819.63
- Gross Profit Margin: 40.98%

#### 4. Cosmetics:

- Total Revenue: \$36,601,509.60
- Total Cost: \$22,045,460.94
- Total Profit: \$14,556,048.66
- Gross Profit Margin: 39.77%

#### 5. Baby Food:

- Total Revenue: \$10,350,327.60
- Total Cost: \$6,463,683.90
- Total Profit: \$3,886,643.70
- Gross Profit Margin: 37.55%

### **3. Least 2 Non-Profitable Products**

#### **1. Fruits:**

- Total Revenue: \$466,481.34
- Total Cost: \$345,986.16
- Total Profit: \$120,495.18
- Gross Profit Margin: 25.83%

#### **2. Meat:**

- Total Revenue: \$4,503,675.75
- Total Cost: \$3,893,065.75
- Total Profit: \$610,610.00
- Gross Profit Margin: 13.56%

### **4. Expensive and Cheapest Items**

#### **• Most Expensive Item:**

- Item Type: Household
- Unit Price: \$668.27
- Region: Sub-Saharan Africa
- Country: Angola
- Total Revenue: \$2,798,046.49
- Total Cost: \$2,104,134.98
- Total Profit: \$693,911.51

#### **• Cheapest Item:**

- Item Type: Fruits
- Unit Price: \$9.33
- Region: Sub-Saharan Africa

- Country: Sao Tome and Principe
- Total Revenue: \$75,591.66
- Total Cost: \$56,065.84
- Total Profit: \$19,525.82

## 5. Yearly Trends

- **2010:**
  - Units Sold: 61,571
  - Total Revenue: \$19,186,024.92
  - Total Profit: \$6,629,567.43
- **2011:**
  - Units Sold: 54,768
  - Total Revenue: \$11,129,166.07
  - Total Profit: \$2,741,008.23
- **2012:**
  - Units Sold: 97,967
  - Total Revenue: \$31,898,644.52
  - Total Profit: \$9,213,010.12
- **2013:**
  - Units Sold: 64,663
  - Total Revenue: \$20,330,448.66
  - Total Profit: \$6,715,420.04
- **2014:**
  - Units Sold: 92,040
  - Total Revenue: \$16,630,214.43
  - Total Profit: \$5,879,461.68
- **2015:**
  - Units Sold: 49,480
  - Total Revenue: \$12,427,982.86
  - Total Profit: \$3,996,539.44

- **2016:**
  - Units Sold: 43,156
  - Total Revenue: \$12,372,867.22
  - Total Profit: \$4,903,838.01
- **2017:**
  - Units Sold: 49,226
  - Total Revenue: \$13,373,419.63
  - Total Profit: \$4,089,353.45

## **6. Monthly Trends**

- **January:**
  - Units Sold: 35,742
  - Total Revenue: \$10,482,467.12
  - Total Profit: \$2,816,857.02
- **February:**
  - Units Sold: 71,079
  - Total Revenue: \$24,740,517.77
  - Total Profit: \$7,072,050.51
- **March:**
  - Units Sold: 14,497
  - Total Revenue: \$2,274,823.87
  - Total Profit: \$928,351.06
- **April:**
  - Units Sold: 44,680
  - Total Revenue: \$16,187,186.33
  - Total Profit: \$4,760,208.35
- **May:**
  - Units Sold: 63,651
  - Total Revenue: \$13,215,739.99
  - Total Profit: \$4,582,692.30

- **June:**
  - Units Sold: 34,893
  - Total Revenue: \$5,230,325.77
  - Total Profit: \$2,185,379.43
- **July:**
  - Units Sold: 76,201
  - Total Revenue: \$15,669,518.50
  - Total Profit: \$5,578,463.06
- **August:**
  - Units Sold: 17,251
  - Total Revenue: \$1,128,164.91
  - Total Profit: \$579,276.67
- **September:**
  - Units Sold: 30,101
  - Total Revenue: \$5,314,762.56
  - Total Profit: \$2,344,166.03
- **October:**
  - Units Sold: 55,472
  - Total Revenue: \$15,287,576.61
  - Total Profit: \$4,506,923.25
- **November:**
  - Units Sold: 53,261
  - Total Revenue: \$20,568,222.76
  - Total Profit: \$6,457,600.65
- **December:**
  - Units Sold: 16,043
  - Total Revenue: \$7,249,462.12
  - Total Profit: \$2,356,230.07
- **Recommendations for Business Strategy**

1. **Focus on High-Profit Categories:** Prioritize marketing and stock management for Clothes, Cereal, Vegetables, and Cosmetics to maximize profit margins.
2. **Improve Non-Profitable Products:** Re-evaluate the pricing and cost structure for Fruits and Meat to enhance profitability.
3. **Target High Revenue and Profit Months:** Increase marketing efforts and promotions during February, July, and November when sales and profits peak.
4. **Expand in High-Profit Regions:** Focus on Sub-Saharan Africa and Europe to leverage their high profitability.
5. **Optimize Pricing Strategy:** Review pricing strategies for both expensive items (like Household goods) and cheaper items (like Fruits) to ensure competitive pricing while maintaining profitability.