

Sales Analysis

on Amazon

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Insights

1. Total Sales Overview

- Total Products analyzed: 1350.
- Total Revenue Before Discount: 7.97 Million.
- Total Revenue After Discount: 4.58 Million.
- This shows a huge discount impact (more than 40% reduction in overall pricing).

Insights

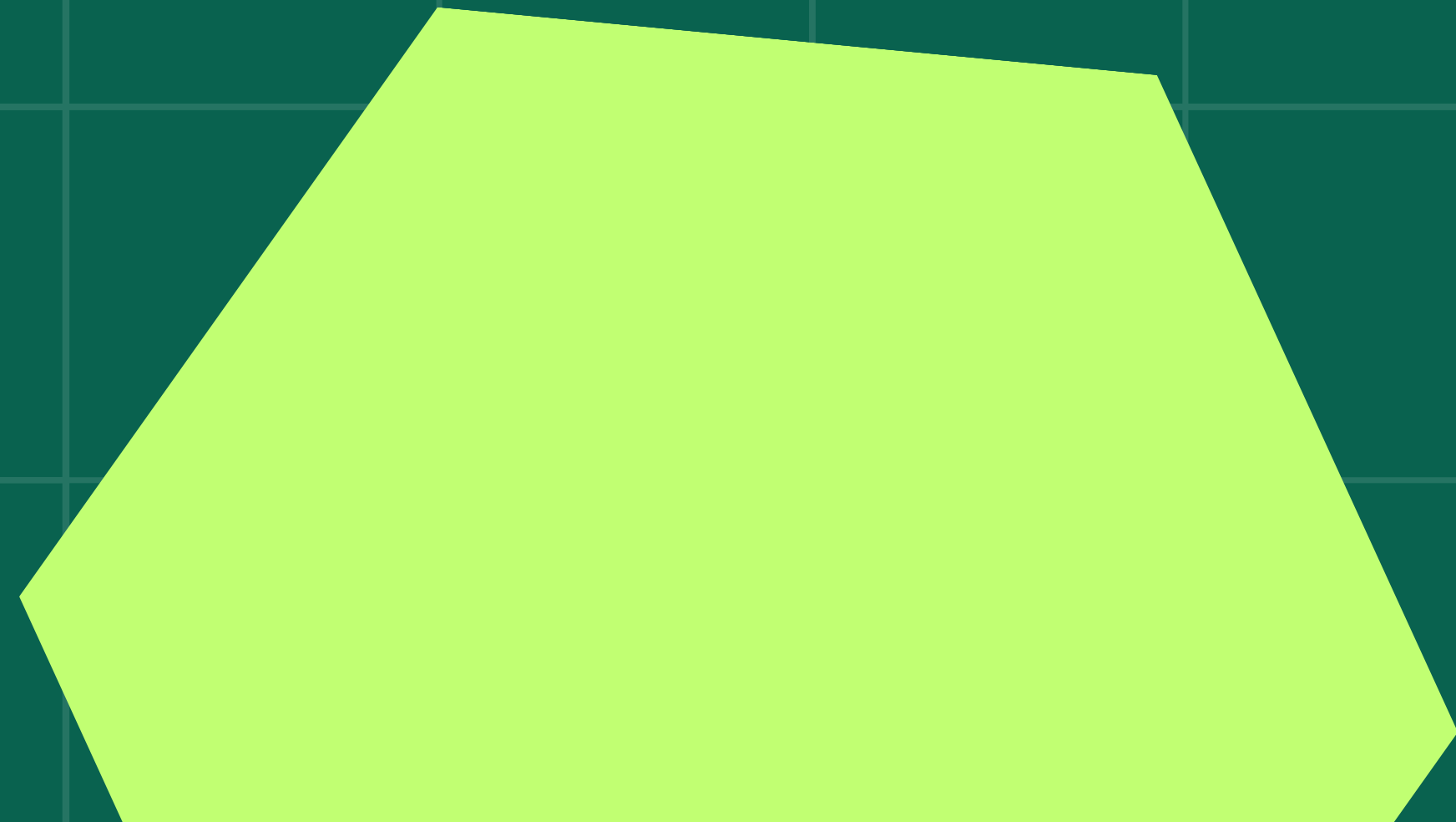
2. Ratings Insights

- Total Ratings collected: 1464.
- Average Rating: 4.10, indicating good customer satisfaction overall.
- Maximum Rating: 5.0 and Minimum Rating: 2.0 — meaning most products are well-received but there are a few low-rated items.

Insights

3. Discount Trends

- Average Discount Count per Product: 698.52
(seems cumulative — you can mention that discounts are applied to almost 50%+ of products).



Insights

4. Category Analysis (Discounted Price)

- Top 3 Categories with Highest Discounted Sales:
 - a. Electronics — 3.14M (strong domination).
 - b. Home & Kitchen — 1.04M.
 - c. Computers & Accessories — 0.38M.
- Other categories like Office Products, Car & Motorbike, etc., show minimal sales (almost negligible).

Insights

5. Sales Trend Year-wise

- Highest Sales Year: 2021 with 965.85K sales (peak point).
- Lowest Sales Year: 2020 with 595.24K — possibly affected by external factors like COVID-19 pandemic.
- After 2021 peak, sales declined in 2022, but slightly recovered in 2023 and stabilized in 2024.
- Overall trend: sales fluctuated but stayed fairly strong after 2021.

Summary

- The platform sees strong traction in Electronics and Home & Kitchen categories.
- Ratings are consistently positive (avg. 4.1/5).
- 2021 was a boom year for sales, while 2020 saw a dip.
- Heavy discounting plays a major role in overall sales conversion.

**Thank You
For Your
Attention**