


Amazon Sales Analysis



Analyzing Amazon Sales for Informed
Decision - Making



Introduction

Amazon is a huge player in online shopping, with millions of peoples buying and selling things every day. In this introduction, we're going to talk about why analyzing Amazon sales is so important. It's not just about looking at numbers-it's about using those numbers to make smart decisions that can help businesses growth and succeed in the online world. So, let's dive in and see how we can make sense of all this Amazon sales data to help businesses thrive.

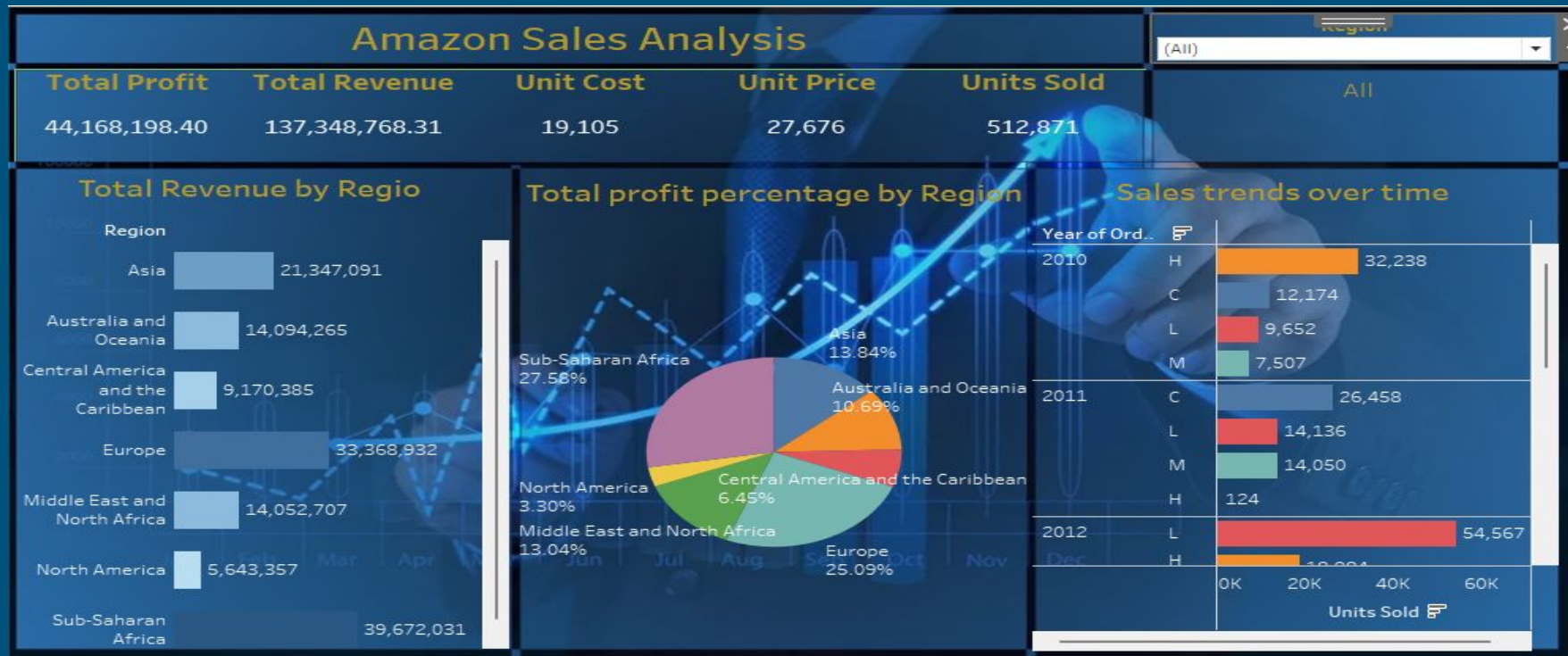
About Data:

- **Region:** Indicates the geographical region
- **Country:** Specifies the country
- **Item Type:** Describe the type of the product
- **Sales Channel:** Indicates how the sales made
- **Order Priority:** Represents the priority level of the order
- **Order Date:** The date when the order was placed
- **Order ID:** A unique identifier of each order
- **Ship Date:** The date when the order was shipped
- **Units Sold:** The quantity of units sold for the specific item
- **Unit Price:** The price for the unit of the item
- **Unit Cost:** The cost for the unit of the item
- **Total Revenue:** The total revenue generated from the sales
- **Total Cost:** The cost incurred (Unit Sold * Unit Cost)
- **Total Profit:** The difference between total revenue and total cost

Main KPIs

- ❖ Total revenue by region
- ❖ Total profit percentage by region
- ❖ Sales trend over time
- ❖ Total profit, Total revenue, Unit cost, Unit price, Units sold by region wise
- ❖ Top selling items
- ❖ Total revenue by order priority and sales channel
- ❖ Country wise total profit and total revenue
- ❖ Profit margin by item type

My Design:





Thank You