

INTRODUCTION

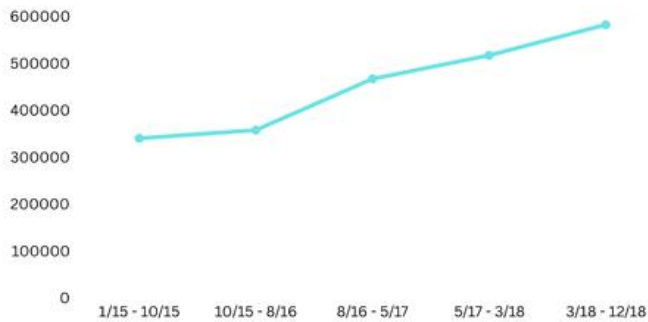
Amazon sales

This project focuses on calculating the statistics of all the amazon sales of the year 2022 with the goal of getting to know the revenue, profitablity, market trends and the most popular orders.

This provides an insight into whether the operations are sustainable over a period of time and make the appropriate decisions when necessary.

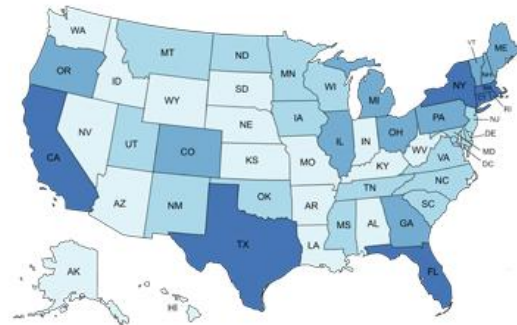
Sales Performance

Sales Over Time



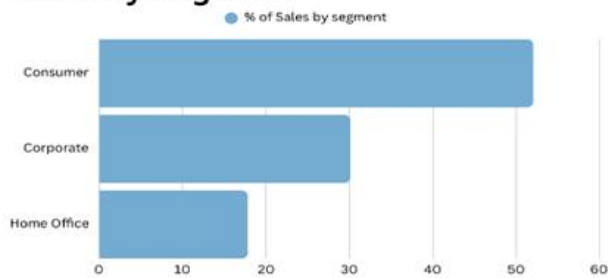
Sales peaked during autumn with a total of \$697,775.81 in total sales

Sales By Region And State



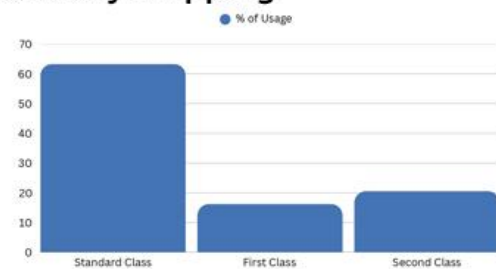
The west region dominates in sales

Sales By Segment



Consumer segment contribute the most revenue

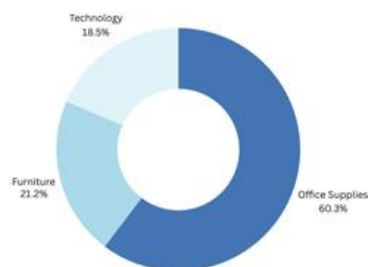
Sales By Shipping



Standard class is the most used shipping mode

Sales By Category

Office supplies lead all product lines



Summary

- ◇ Sales peaked during Autumn
- ◇ The west region dominates in Sales
- ◇ Consumer Segment contributes the most revenue

Overview

- The business model is sustainable as most orders are not cancelled or returned indicating positive growth.
- Most users are middle-class because most of the shipping is standard class while a very minor amount of orders are first class
- Majority of the purchases are made by consumers followed by corporations and then home office.
- Sales peaked in autumn with office supplies leading in the list of things bought from the online store, this is a direct indication of the autumn season that triggers shifts in design trends, workspace dynamics and purchasing habits.