

# AMAZON SALES DASHBOARD

Visualization Tool:- Tableau

By Priyanshi

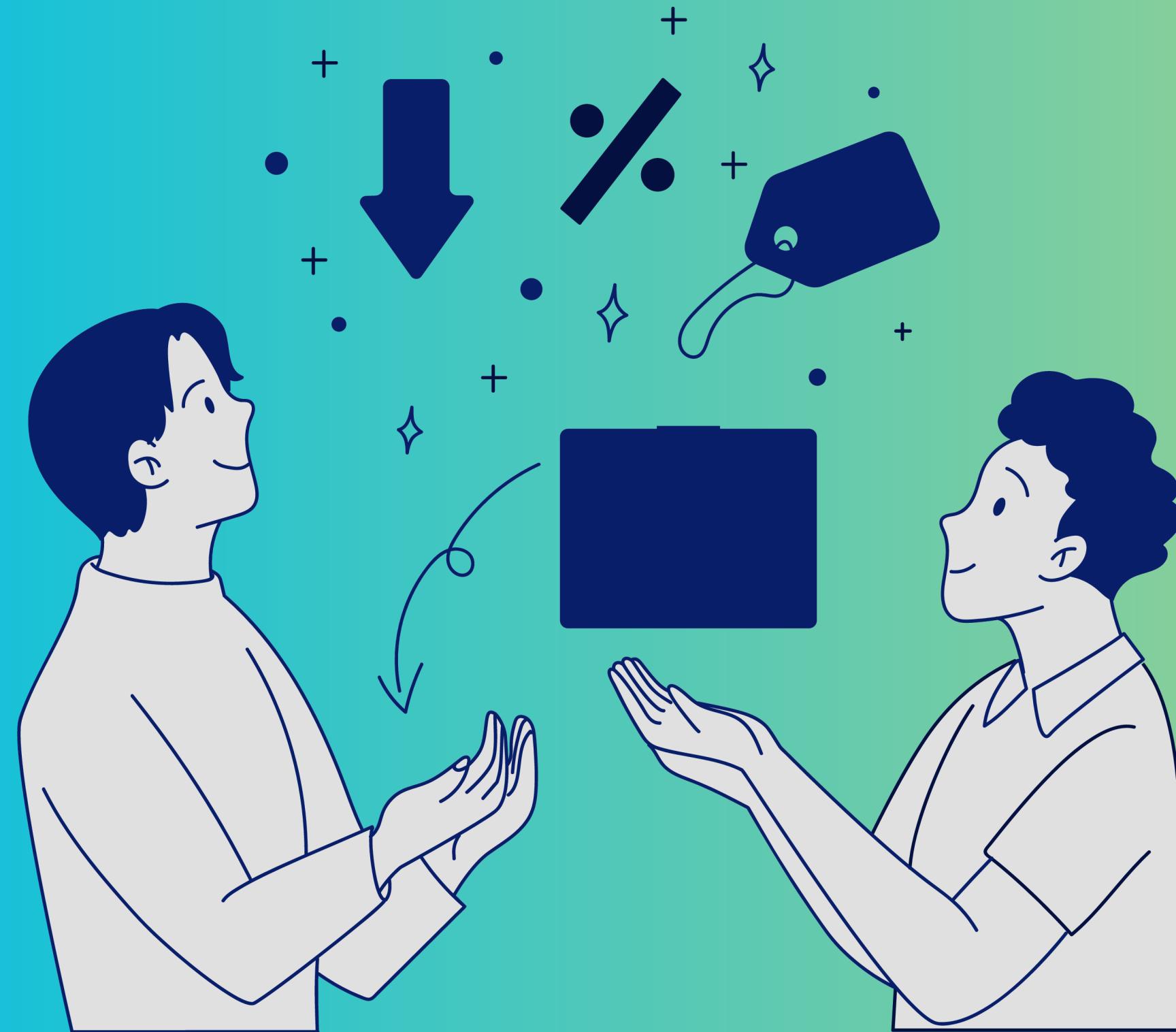


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# INTRODUCTION

This sales analysis for Amazon aims to provide a comprehensive overview of key performance indicators such as profit, revenue, shipping days, and unit sales. The analysis focuses on evaluating profit distribution across regions and countries, identifying channel-specific revenue trends, and understanding yearly variations in orders and costs. Additionally, item-wise metrics, including revenue, profit margins, shipments, and units sold, are examined to optimize product strategies. By uncovering actionable insights, this study will enable Amazon to enhance regional performance, streamline operations, and drive sustainable growth while improving customer satisfaction and operational efficiency.

# BACKGROUND AND GOALS

## BACKGROUND

Amazon, as a global e-commerce leader, processes millions of transactions daily across various regions, channels, and categories. With a growing customer base and increasing operational complexities, understanding sales trends and performance metrics is crucial for sustaining profitability and operational efficiency. The leadership team is keen to uncover actionable insights into regional performance, product-level profitability, and shipment efficiency to drive informed decision-making.



## Goals

The goal is to evaluate the impact of shipping days, order priorities, and sales across different products and regions, ultimately guiding decision-making processes for operational improvements.

# Stakeholders

## Internal stakeholders

### Executive Leadership Team

- **CEO:** Provides overall strategic direction and decision-making based on sales performance insights.
- **CFO:** Focuses on financial metrics such as revenue, profit, and cost analysis to ensure profitability.
- **COO:** Oversees operational efficiency, including shipping processes and the impact on sales.
- **CMO:** Responsible for understanding the impact of marketing efforts on sales and revenue generation.



## External Stakeholders

Consumers: Customers who make purchases from Amazon are directly impacted by product availability, shipping times, and pricing. Sales data helps Amazon improve customer experience and optimize product offerings based on demand.

# PROCESS

**Understanding  
Data**

**Data Cleaning**

**Data Modeling**

**Data Analysis**

**Uncover  
Insights**

# INSIGHTS

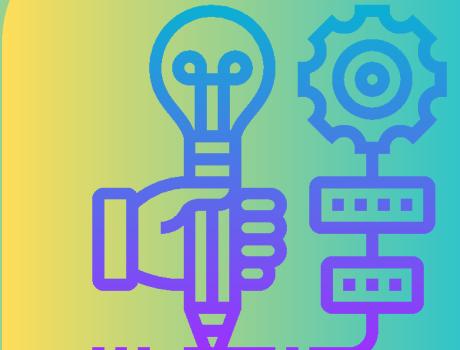
## KPIs



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Total Unit Sold  
**9.0M**



Avg Shipping Rate  
**23.95**

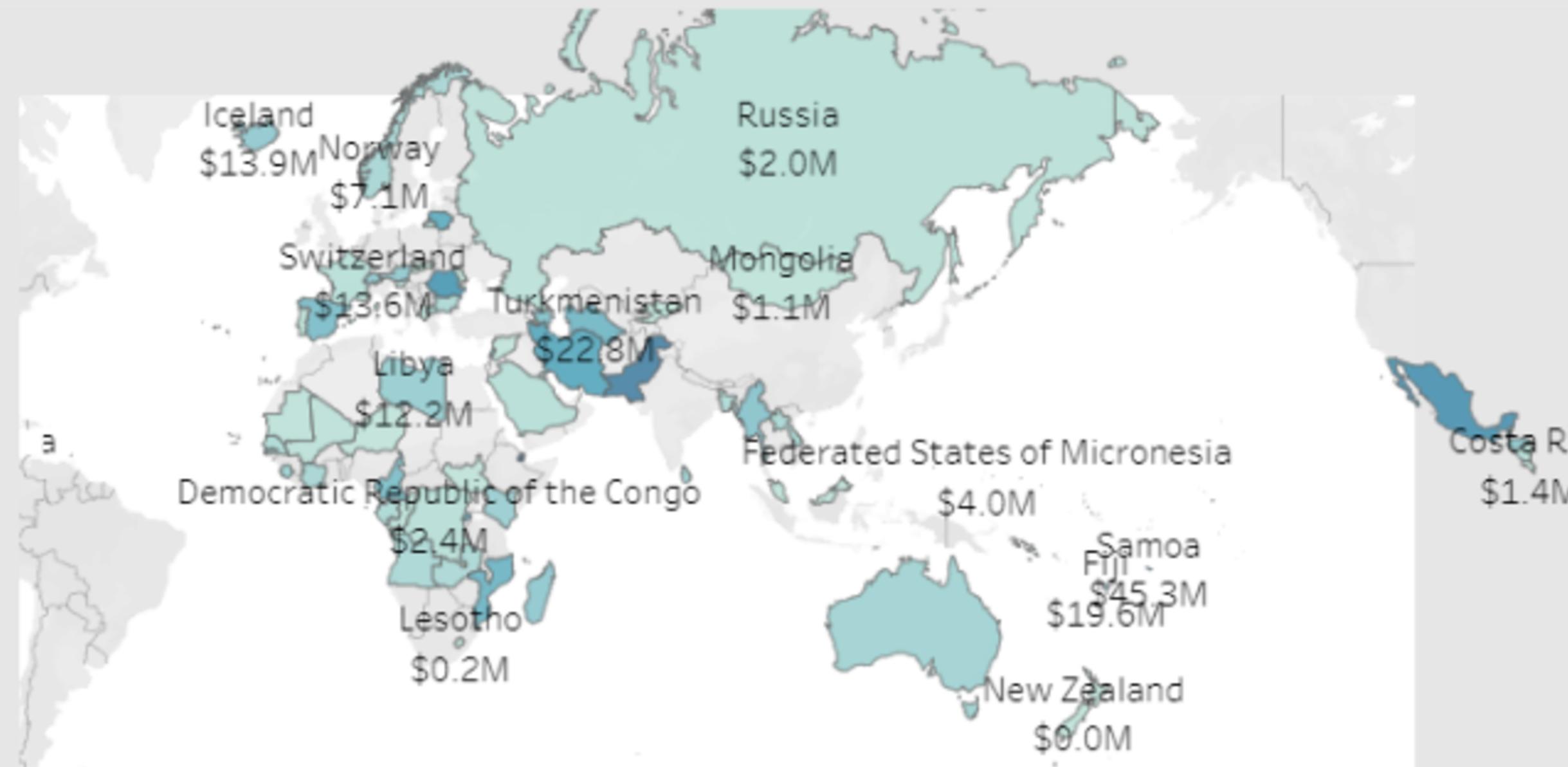


Total Revenue  
**\$2370.7M**



Total Profit  
**\$788M**

## Profit by Country

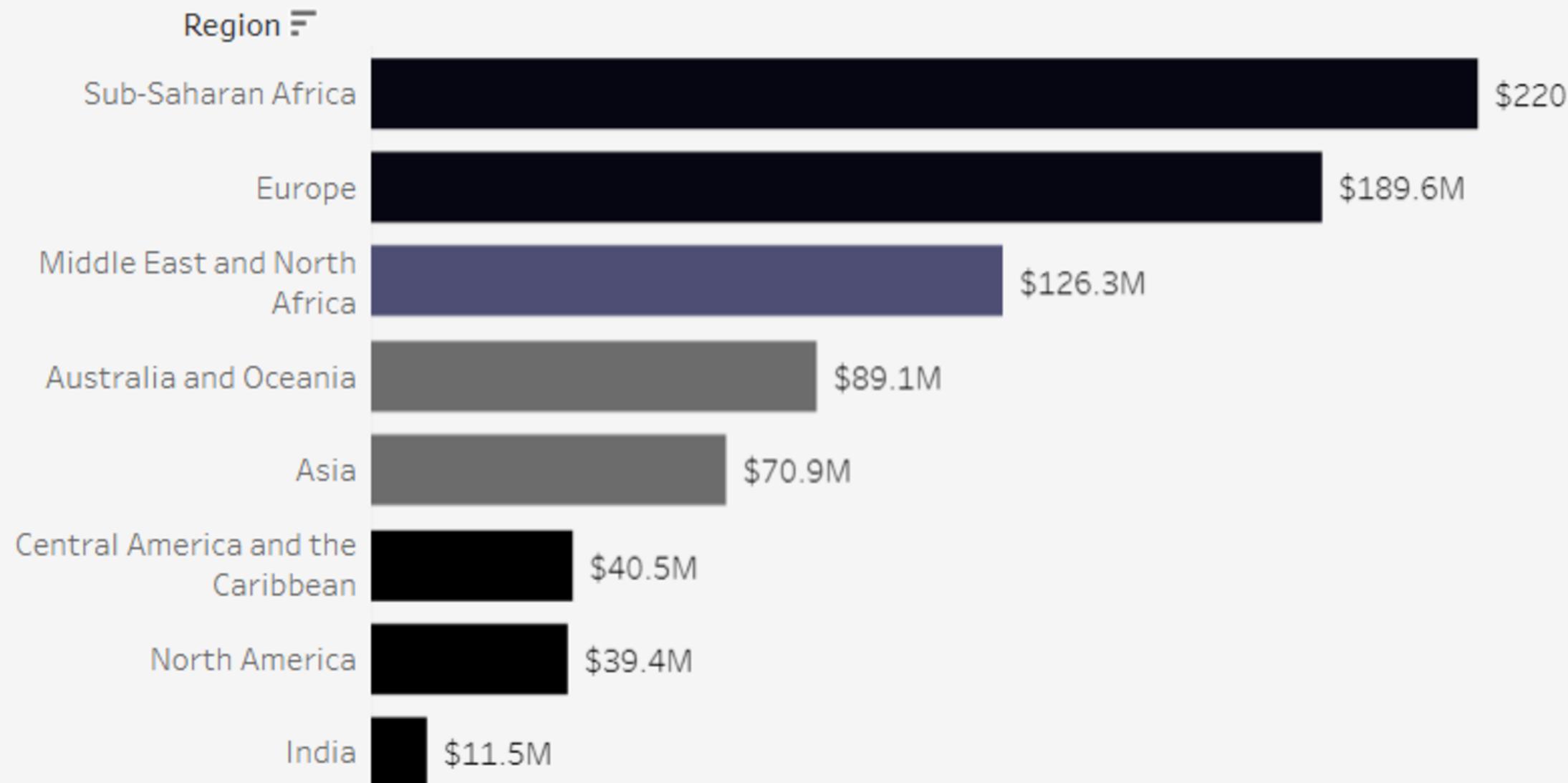


### Insights

Djibouti has Highest Profit with \$58.2 million, followed by Pakistan at \$46.4, Samoa at 45.6million and Mexico at \$39.4 million.



## Profit by Region



### High Profit Regions

- Sub-Saharan Africa: \$220.8M
- Europe: \$189.6M
- Middle East and North Africa: \$126.3M

### Low Profit Regions

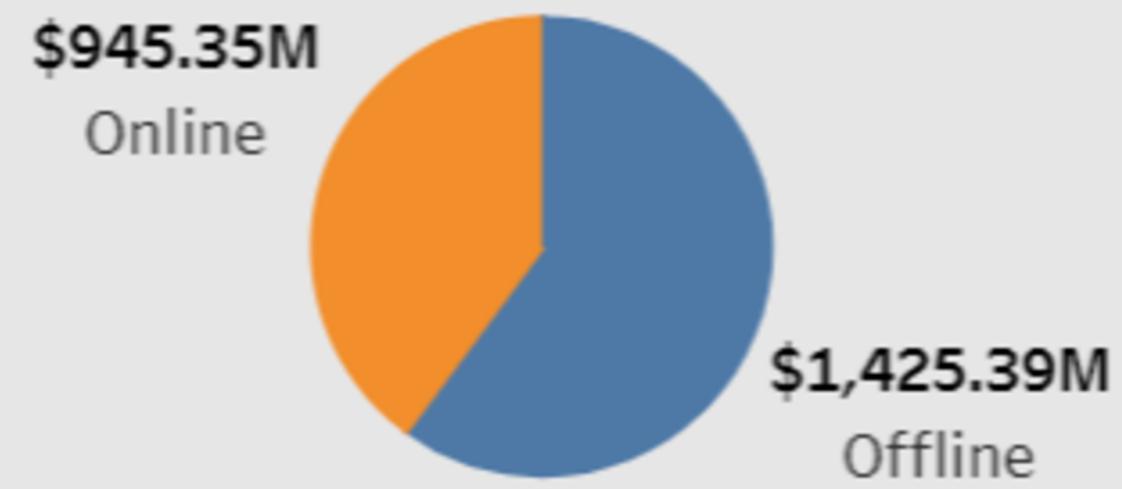
- India: \$11.5M
- North America: \$39.4M

Next  
Step

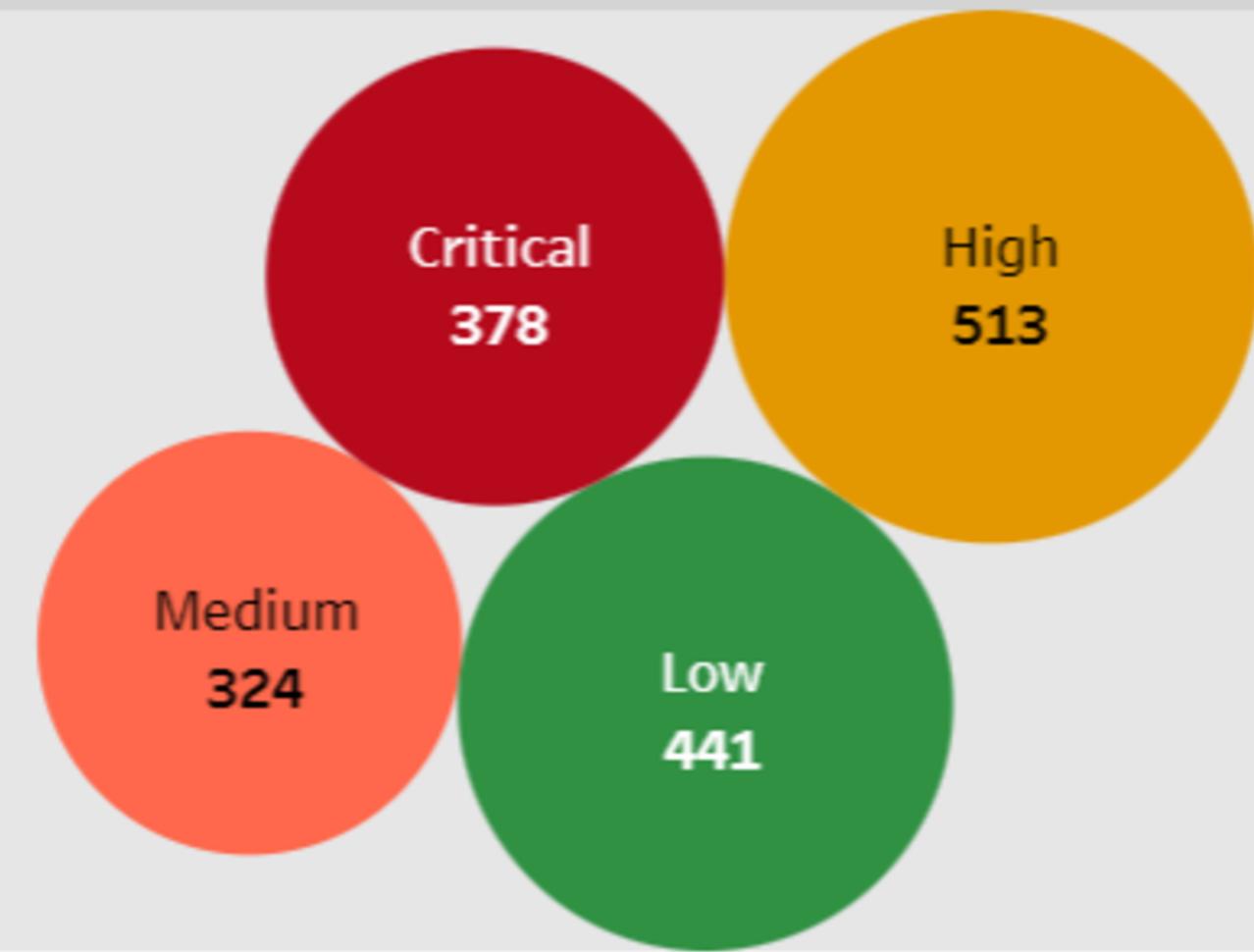
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- Implement strategies to capitalize on high demand in these regions.
- **Regional Demand Analysis:** Conduct thorough market research to understand regional preferences and tailor products or services accordingly.
- Identify **factors contributing to lower profitability** in these regions.
- Implement Best Practices: **Analyze successful strategies** employed in **high-profit regions** and adapt them to address challenges in low-profit areas.
- Cost Optimization: Review operational expenses and identify opportunities for cost reduction in these regions.

## Revenue by Channel



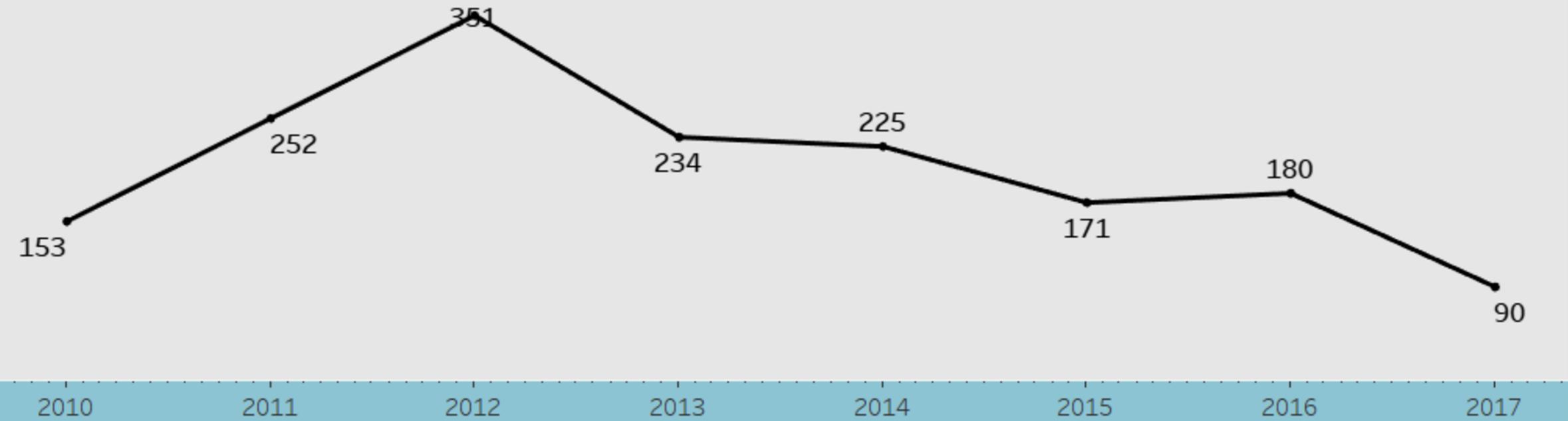
## Order by Priority



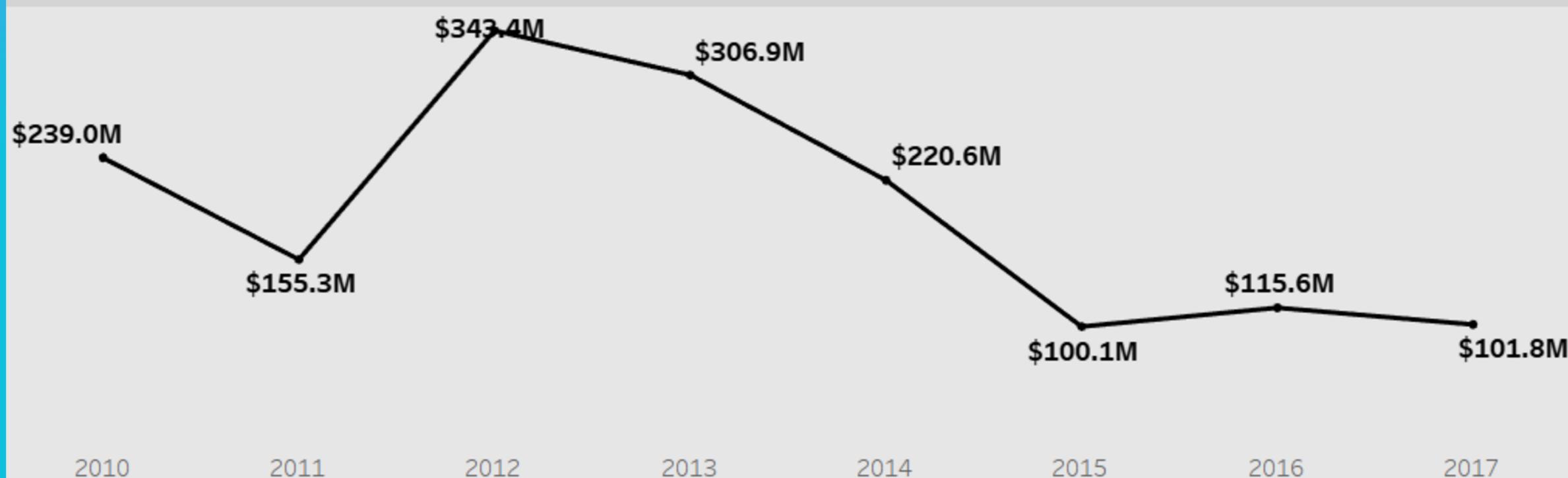
### Next Step

- **Revenue:** Offline sales significantly outperform online sales.
- **Priorities:** Focus on improving online customer experience by examining **product quality, shipping times, pricing, and product relevance** to customer needs.
- **Offline Opportunities:** Boost offline sales through **targeted discounts and customer retention strategies**, while actively seeking and addressing customer feedback.
- Address the **high number of high-priority tasks** to ensure timely completion and avoid potential bottlenecks.

## Order Per Year



## Cost per Year



## Insights

- Between **2010 and 2012**, we observed an **increase** in order volume. Concurrently, costs **decreased** until **2011** and then began to rise through 2012.
- A **sharp decline in both order volume and costs** is evident from 2012 to 2015. Furthermore, after 2016, we observe a continued **sharp decrease** in order volume, accompanied by fluctuations in cost.
- There is a clear correlation between cost per year and orders per year, with the **lowest cost per year correlating with the lowest order per year**, and vice versa.

## Next Step

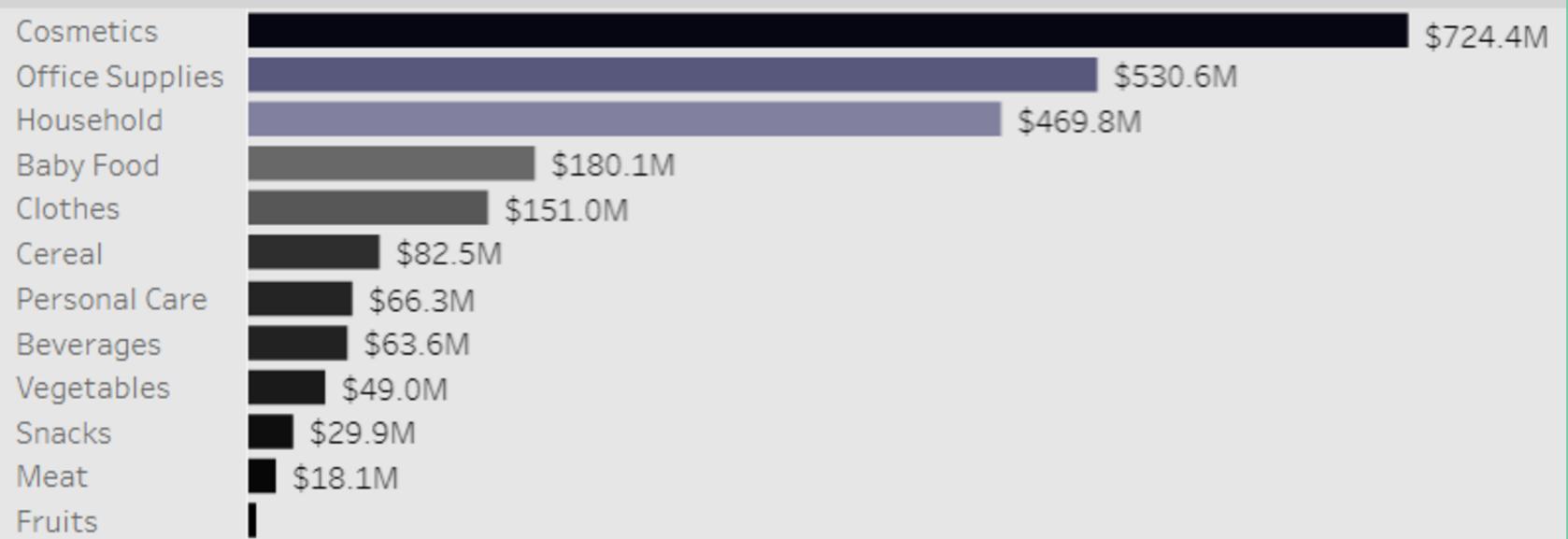
- Check Market Demand
- Product Quality
- Shipping Days



## Next Step

- **Optimize delivery routes**, leverage **faster shipping** methods, or streamline the **order fulfillment** process.
- Reduce shipping times where shipping times are increasing.
- **Expanding** the delivery network.

## Total Revenue



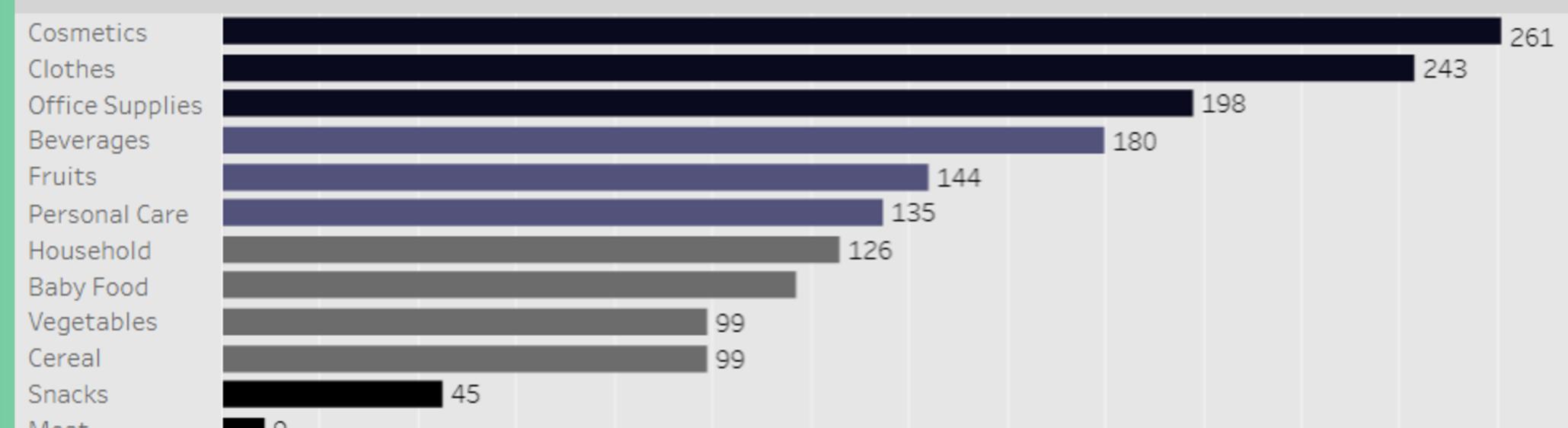
## Cost



## Profit



## Unit Sold



## Insights

- Cosmetics are the **most profitable, highest costly product and highest selling product category**.
- Office Supplies and Household are the **second and third highest revenue generating categories**, but their profits are **low**.
- Although office supplies and household have a **low number of units sold**, they rank **second and third highest** in cost Price.

## Insights

- **Baby Food** and **Clothes** have relatively high revenue, but a lower unit sold compared to other categories.
- **Fruits** have the lowest revenue and unit sold.
- The unit sold is high in the "**Beverages**" category compared to the **profits generated**.

## Next Step

- Focus on **expanding the cosmetics** line, potentially introducing **new products** or expanding into new market segments
- Profit margins for Household and Office Supplies are **impacted by elevated cost prices**. Analysis is needed to identify **cost increases** in **raw materials, production, or the supply chain**. Additionally, high marketing and sales expenses further erode profitability.
- Baby Food and Clothes :-Adjusting **pricing** and **Marketing Issues** to increase unit sales or develop more compelling marketing campaigns to attract new customers.
- Fruits:- Consider discontinuing this category or investing in strategies to increase its popularity. Potential approaches include **expanding the product range**, exploring **new pricing models**, or rebranding the category to appeal to a wider audience.



# CONCLUSION:



The Amazon Sales Analysis using Tableau has provided insightful data on Profit Performance on Region and Country, Revenue Channel Analysis , Profit, Unit Sold, Cost , Revenue on Item, Order per year. Key finding include expand products in high profitable Region and Country , Focus on expanding the cosmetics items , help to know the reason of high cost of office supplier and Household, new pricing model and for fruits, check fruits quality, lowest cost per year correlating with the lowest order per year.

By focusing on the insights such as decreasing order per year , Improving Item, worst Item, Highest Profitable Region Amazon can drive **higher sales , higher profit , customer trust , Market demand.**



# Amazon Sales Analysis

# THANK YOU

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