

Analyzing Amazon Sales data

INTRODUCTION



❑ **Amazon** is an American multinational technology company, engaged in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence

❑ Amazon was founded on July 5, 1994, by Jeff Bezos in Bellevue, Washington. The company originally started as an online marketplace for books but gradually expanded its offerings to include a wide range of product categories.

❑ The company has multiple subsidiaries, including Amazon Web Services, providing cloud computing, Zoox, a self-driving car division, Kuiper Systems, a satellite Internet provider, and Amazon Lab126, a computer hardware R&D provider.

❑ Amazon.com is an e-commerce platform that sells many product lines, including media (books, movies, music, and software), apparel, baby products, consumer electronics, beauty products etc

❑ In December 2023, Amazon.com had approximately 2.27 billion combined web visits, down from 2.6 billion visits in November.

❑ Net sales increased 12% to \$574.8 billion in 2023, compared with \$514.0 billion in 2022



PROBLEM STATEMENT



Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits.



OBJECTIVE

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits.



Dashboards

AMAZON REVENUE DASHBOARD

Revenue

137M

Country and Revenue



Country

All

Region

All

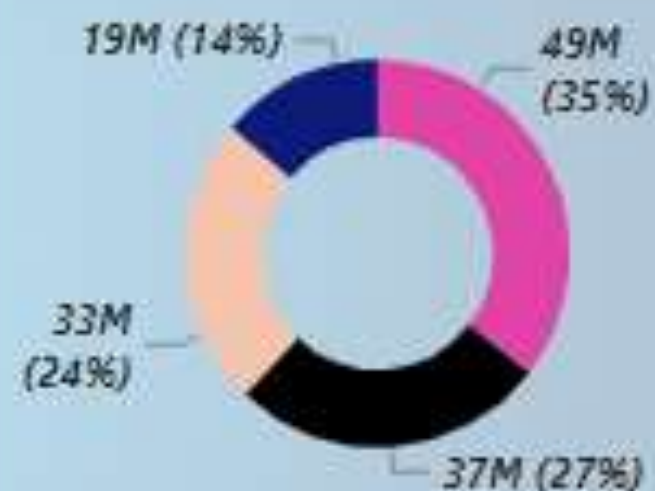
Sales Channel

All

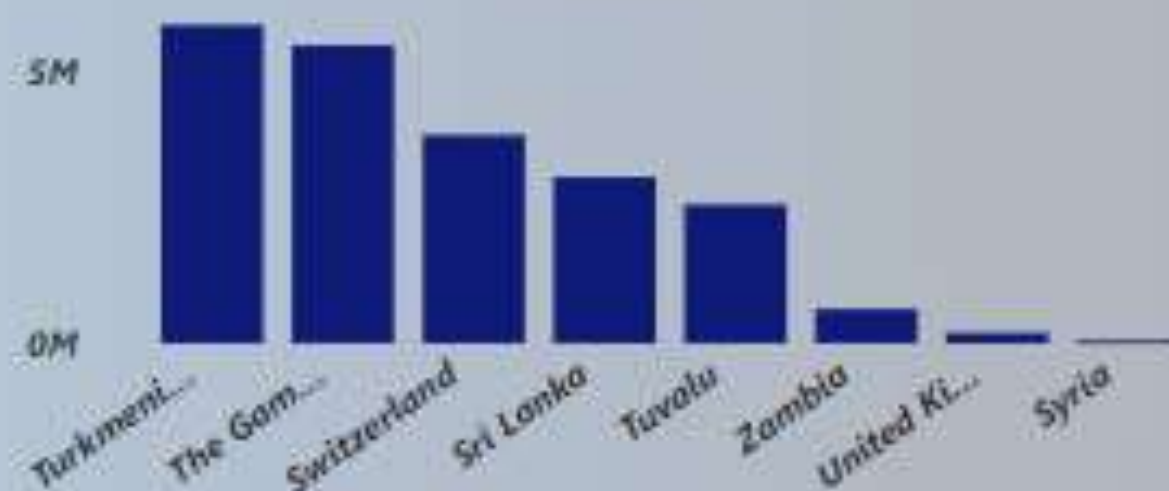
Sales

513K

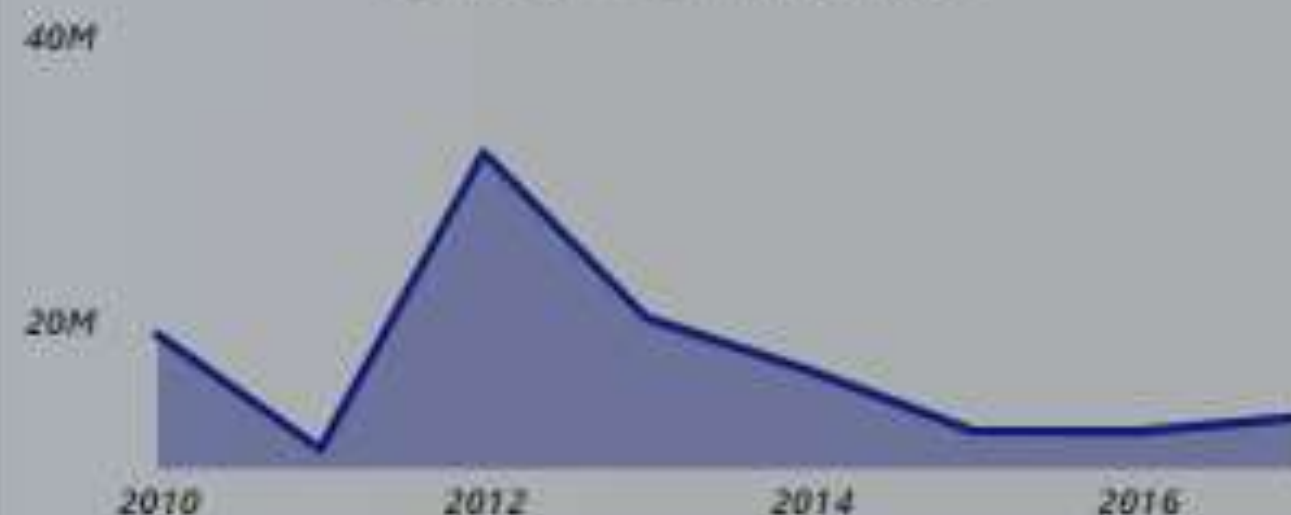
Revenue by Order Priority



Top 10 Revenue Country



Year-on-Year Revenue



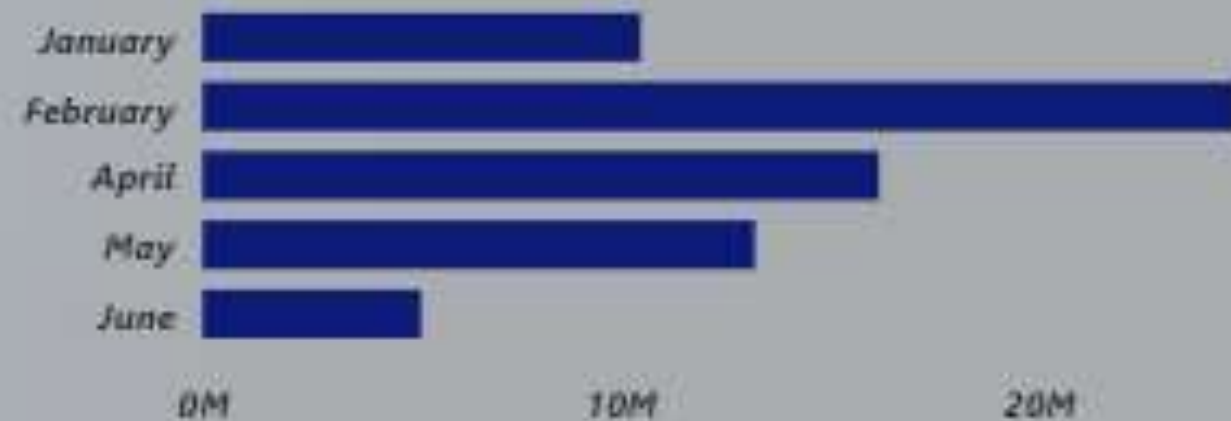
Revenue by Region



Revenue by Item Type

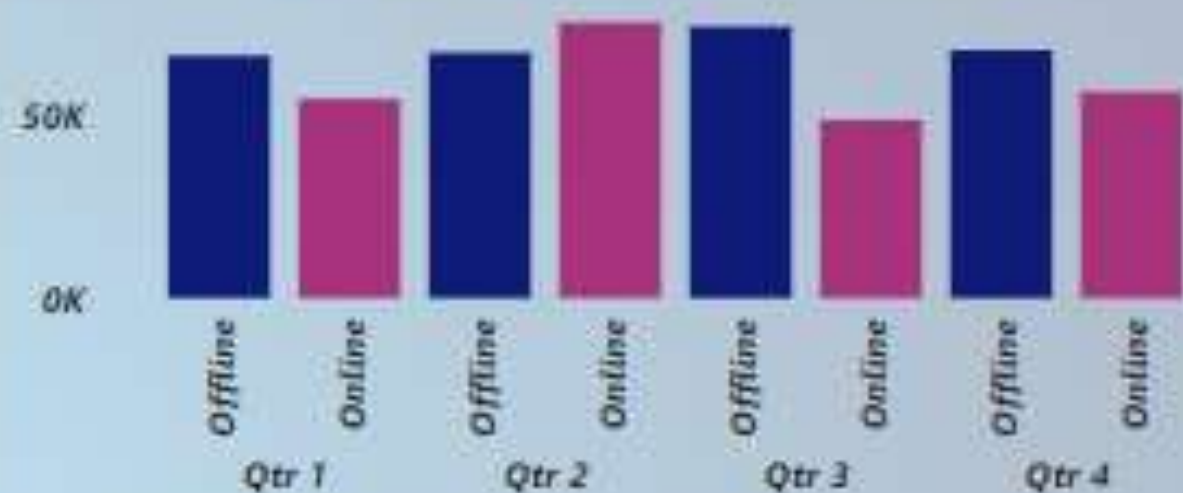


Month-on-Month Revenue

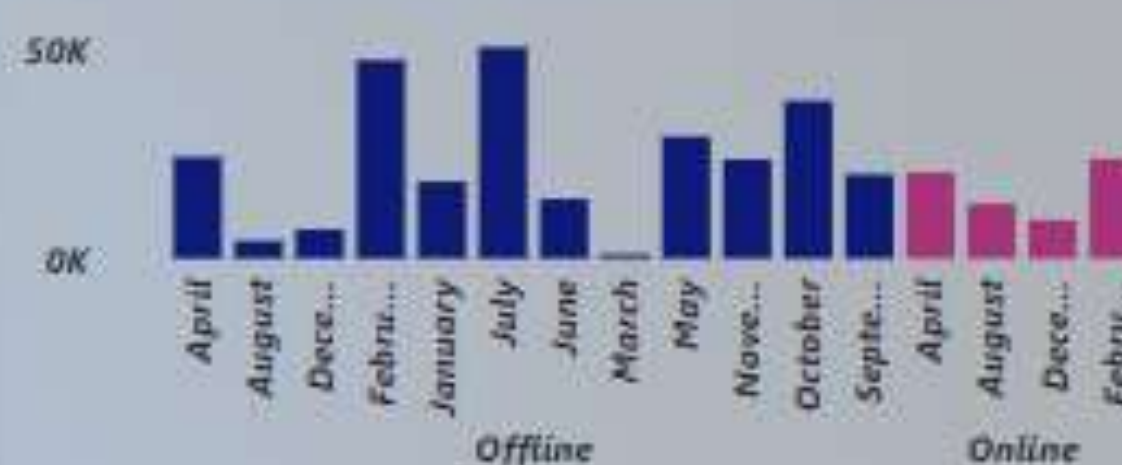


AMAZON SALES CHANNEL DASHBOARD

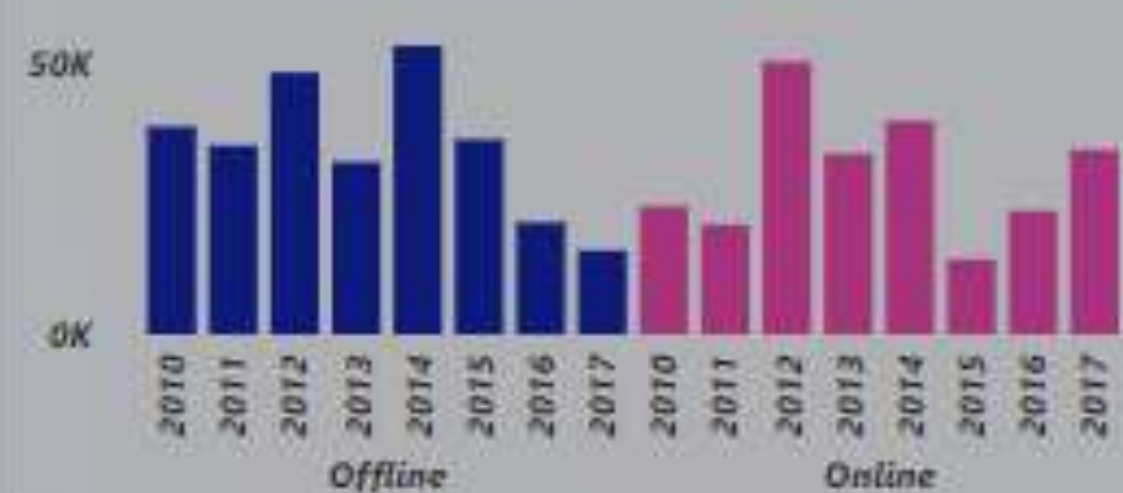
Quarterly Sales and Revenue



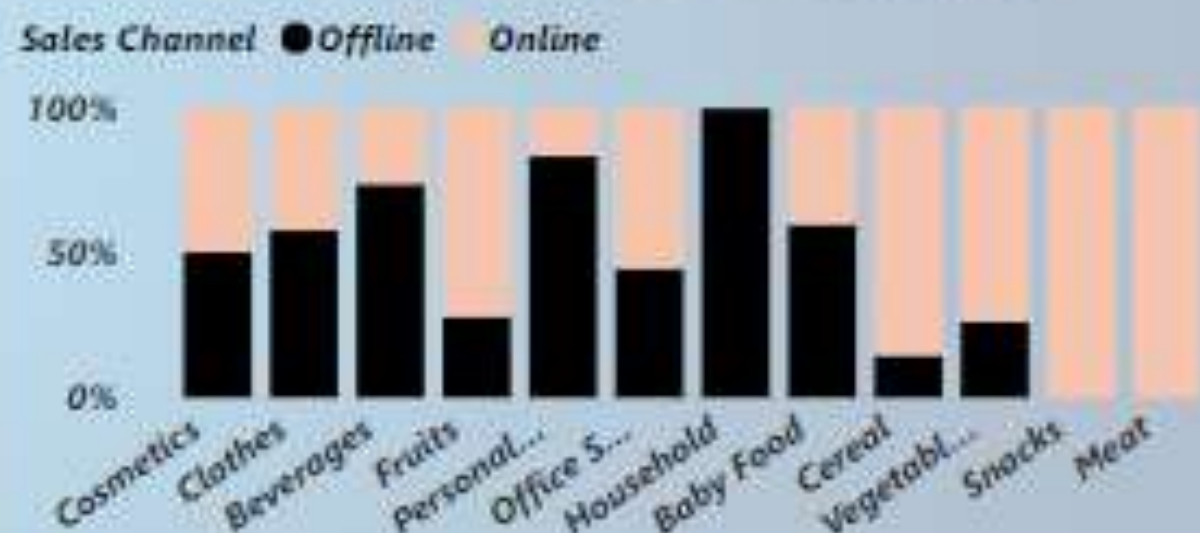
Monthly Sales and Revenue



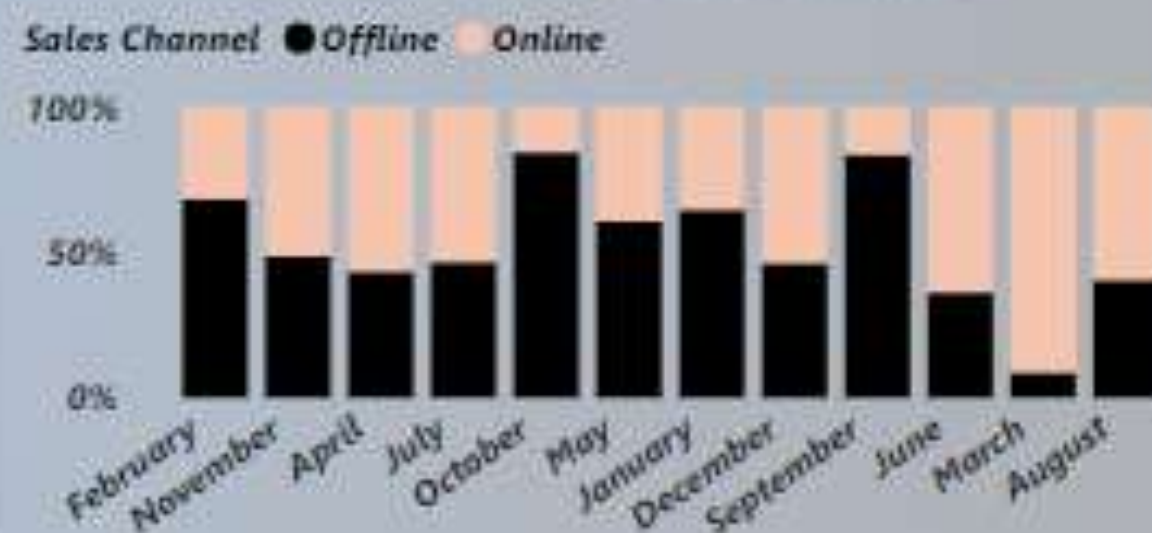
Yearly Sales and Revenue



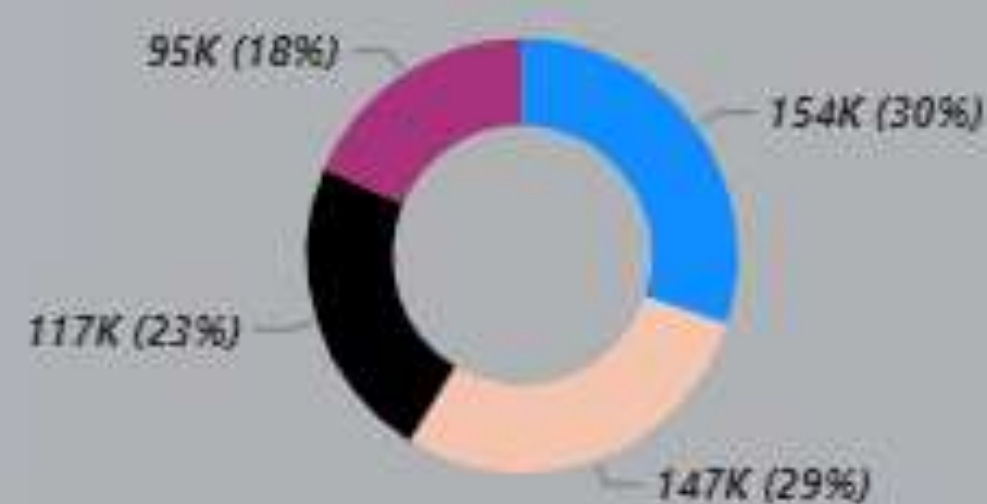
Sales by Item Type and Channel



Sales by Month and Channel



Sales by Order Priority



Sales by First Country

Sales Channel	Sum of Total Revenue	Sum of Units Sold	First Country
Online	5,82,53,959.11	236089	Alb
Offline	7,90,94,809.20	276782	Ang
Total	13,73,48,768.31	512871	Alb

Sales by Last Country

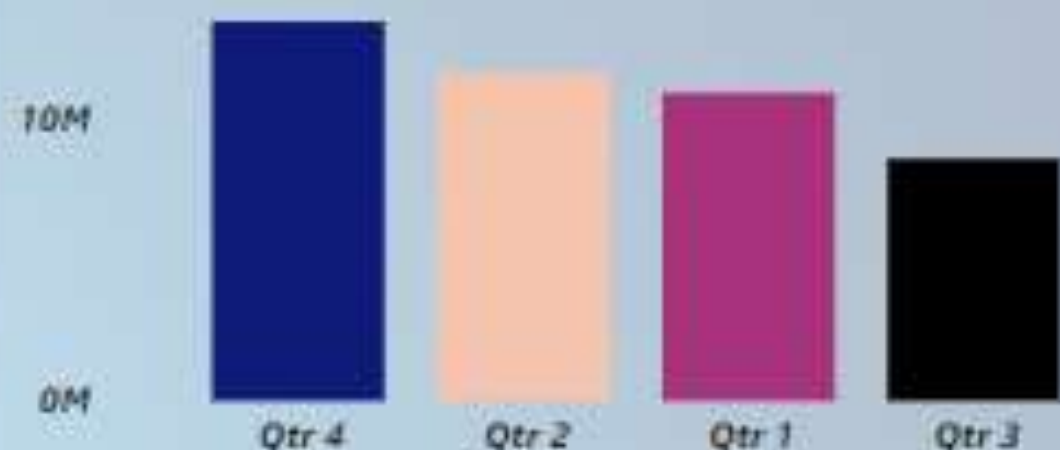
Sales Channel	Sum of Total Revenue	Sum of Units Sold	Last Country
Offline	7,90,94,809.20	276782	Tu
Online	5,82,53,959.11	236089	Za
Total	13,73,48,768.31	512871	Za

Sales by Distinct Country

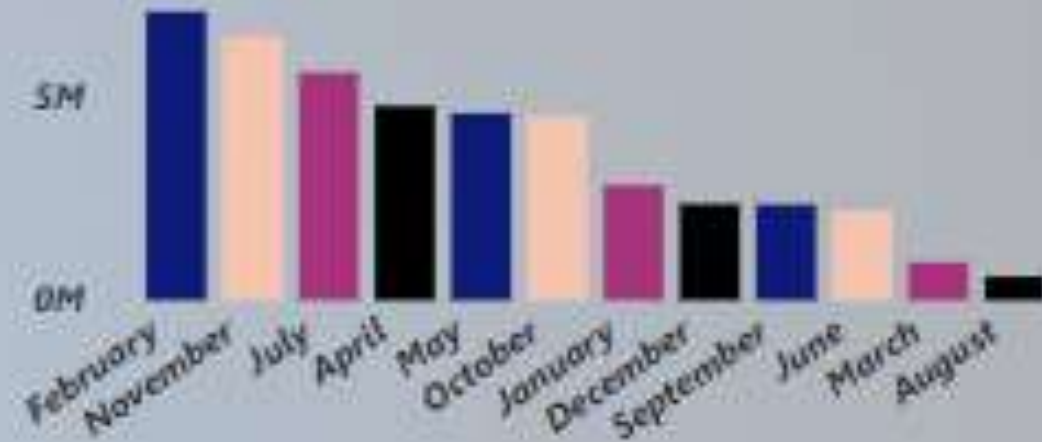
Sales Channel	Sum of Total Revenue	Sum of Units Sold
Offline	7,90,94,809.20	276782
Online	5,82,53,959.11	236089
Total	13,73,48,768.31	512871

AMAZON PROFIT DASHBOARD

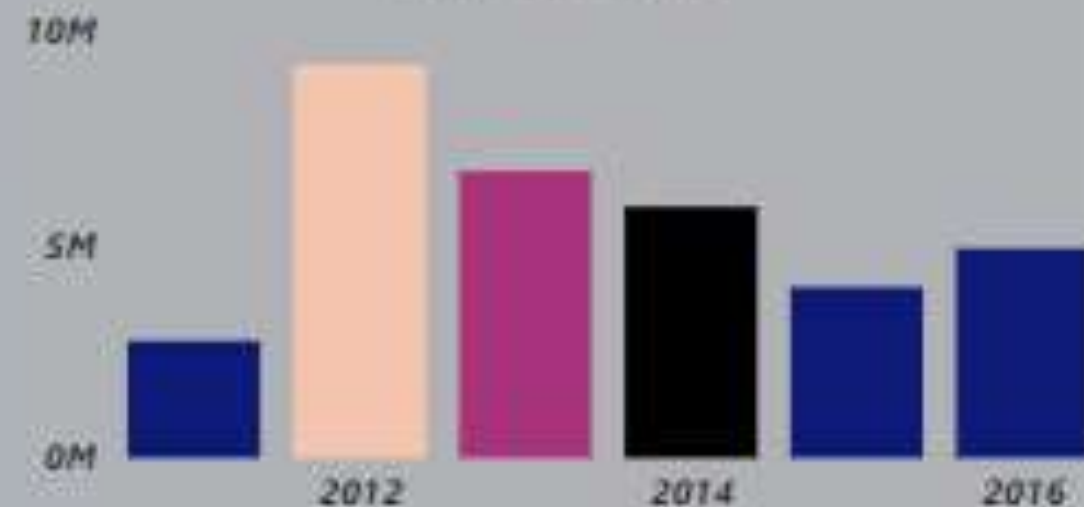
Quarterly Profit



Monthly Profit



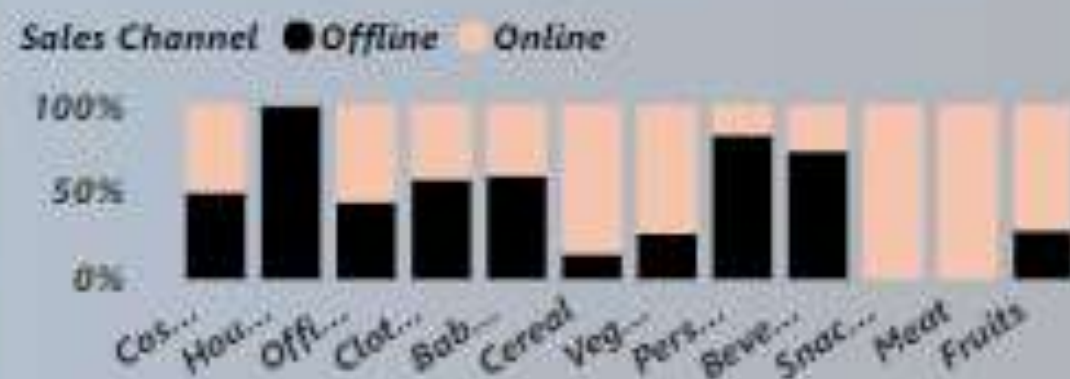
Yearly Profit



Profit by Region and Sales



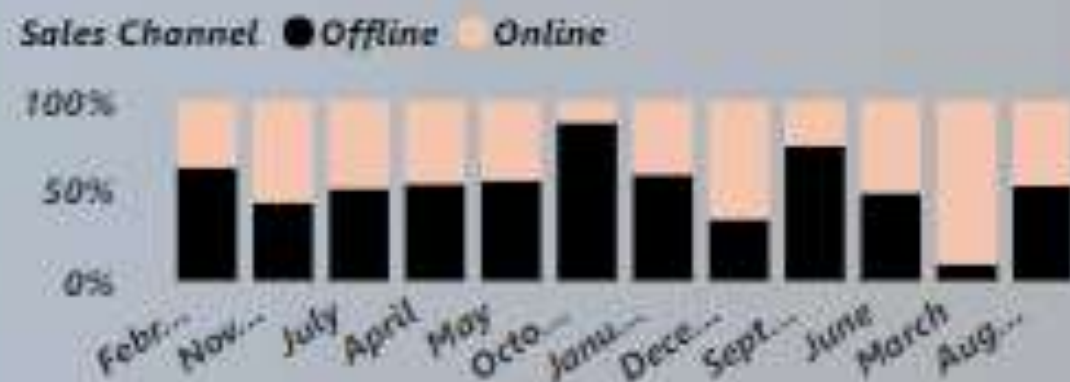
Profit by Item Type and Channel



Profit by Region

12.2M

Profit by Month and Channel

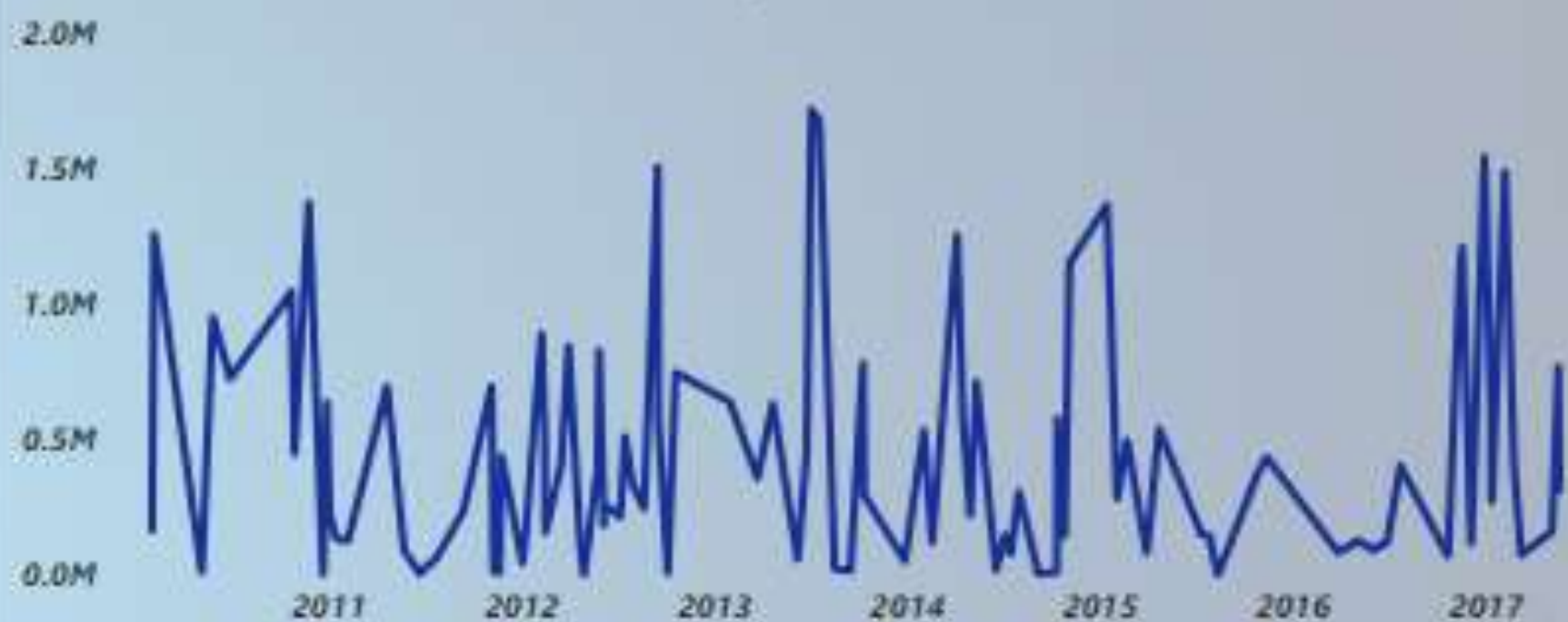


Profit by Country

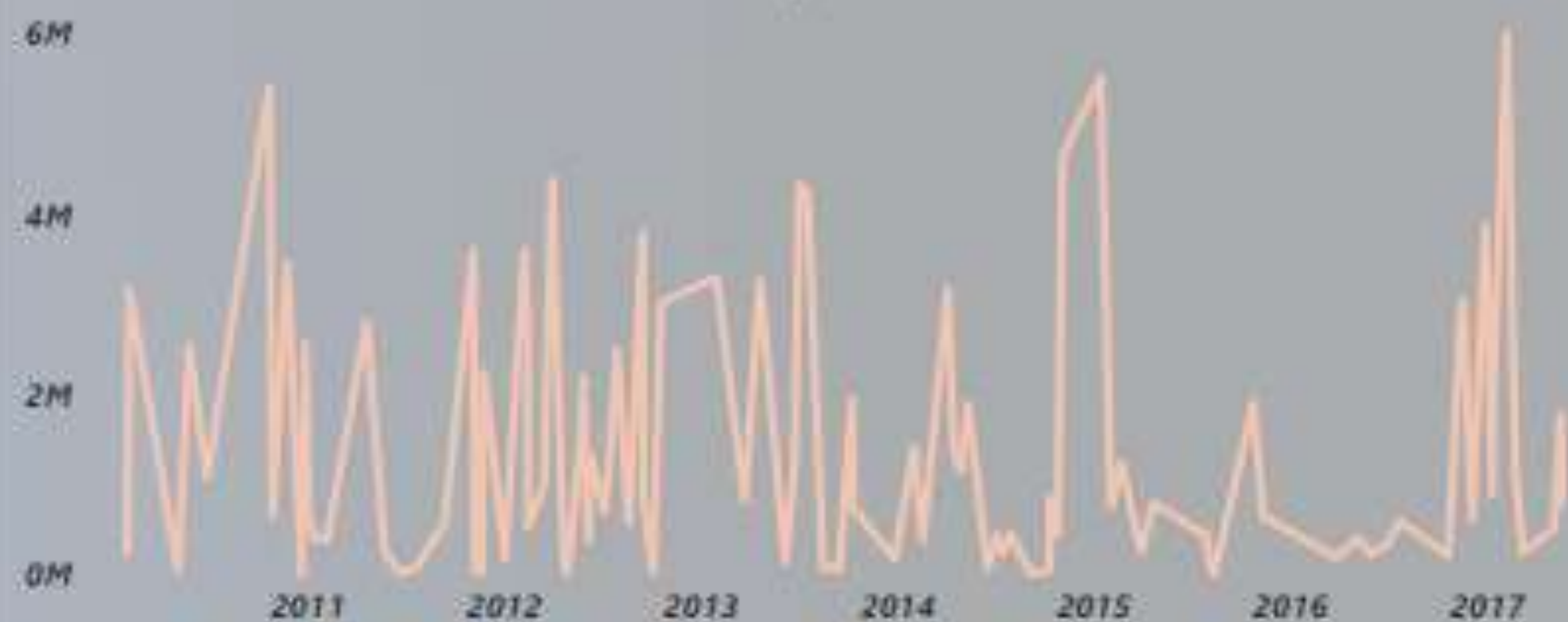
225.2K

AMAZON CHART ANALYSIS DASHBOARD

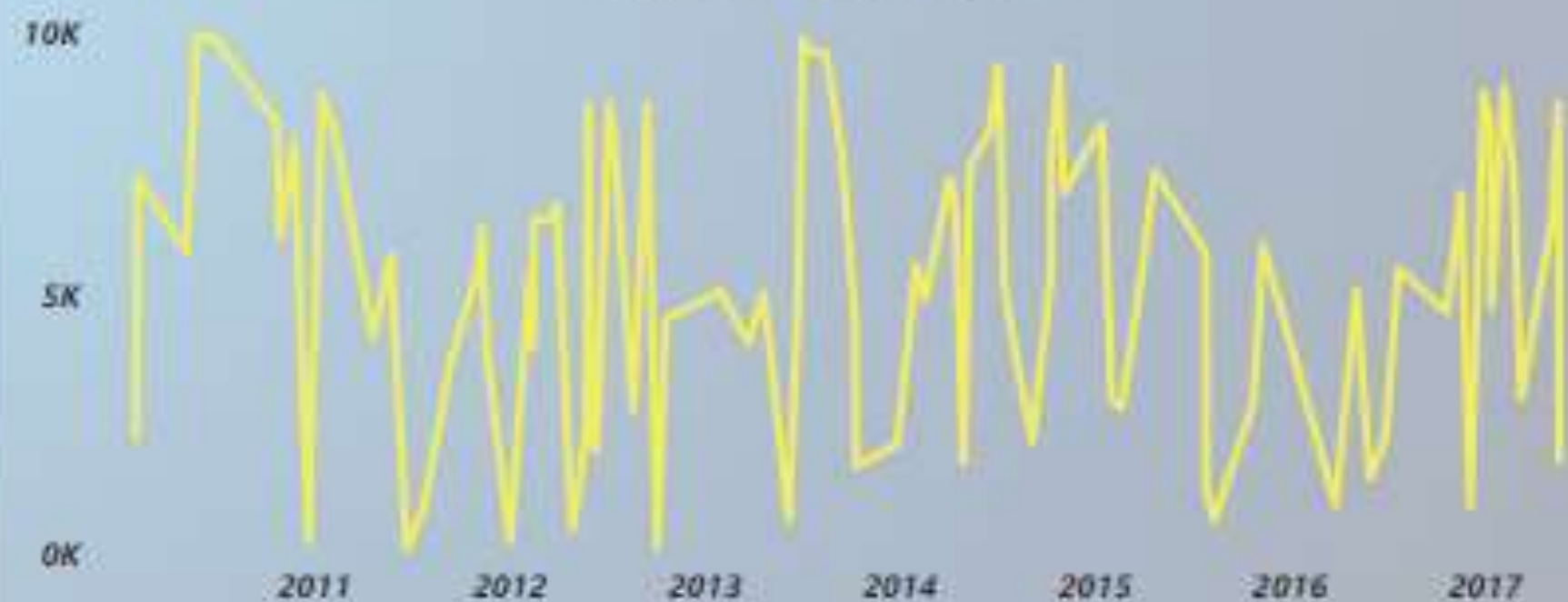
Profit by Order Date



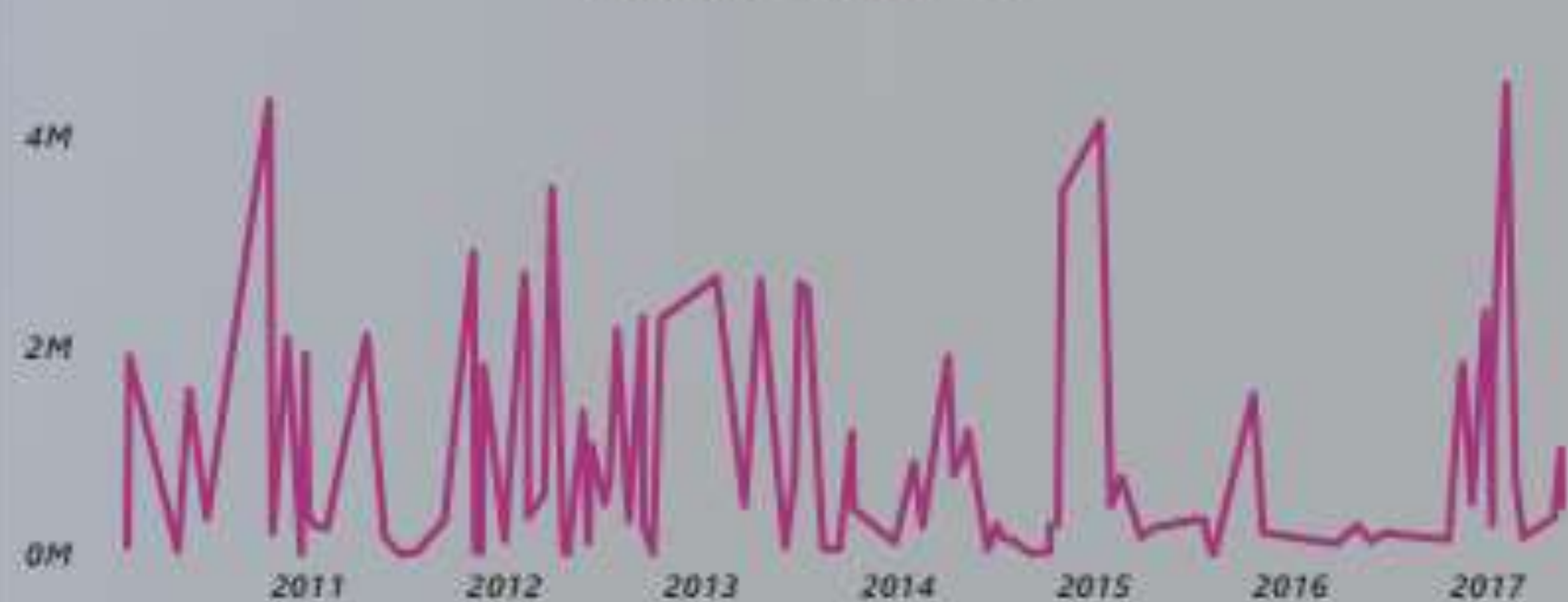
Revenue by Order Date



Sales by Order Date



Cost by Order Date



Three abstract, rounded orange shapes of varying shades (light orange, medium orange, and dark orange) are positioned on the left side of the slide, overlapping each other.

THANK YOU