



AMAZON.INC

# Amazon Sales Analysis

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## INTRODUCTION

SALES MANAGEMENT IS CRUCIAL FOR TACKLING COMPETITION AND OPTIMIZING DISTRIBUTION TO REDUCE COSTS AND INCREASE PROFITS.

AMAZON, A GLOBAL E-COMMERCE LEADER, HAS SEEN SIGNIFICANT GROWTH BUT FACES FLUCTUATING SALES PATTERNS AND REVENUE ACROSS CATEGORIES.

THIS ANALYSIS EXAMINES AMAZON'S SALES DATA TO IDENTIFY TRENDS, CHALLENGES, AND OPPORTUNITIES, PROVIDING ACTIONABLE INSIGHTS TO ENHANCE SALES STRATEGIES AND DRIVE SUSTAINED GROWTH.





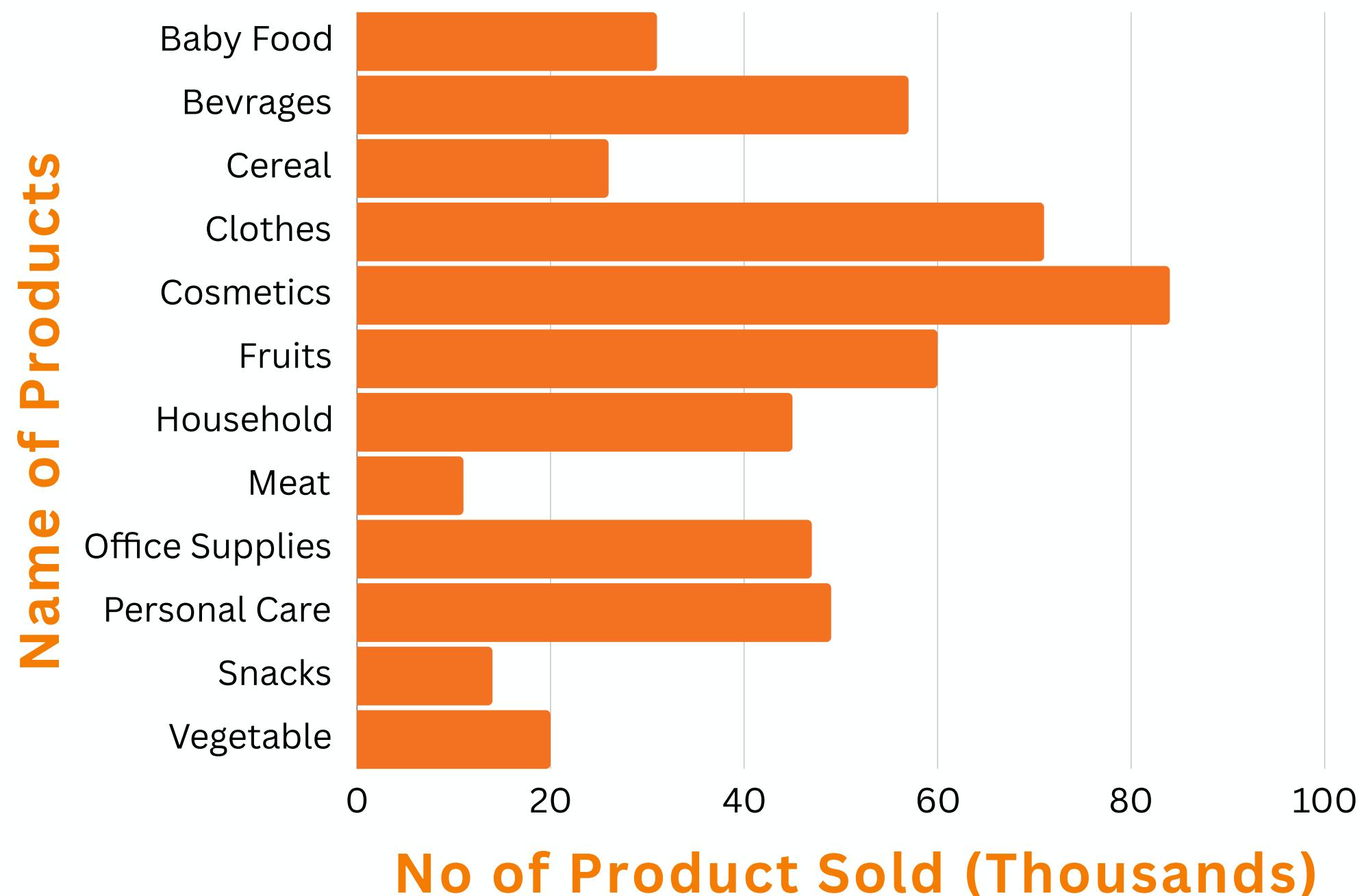
## DETAILS OF DATA

Total Revenue  
**137.35M**

Total Profit  
**44.17M**

Total Cost  
**93.18M**

No of Orders  
**100**





# Main KPIs



## Total Sales

Overall revenue generated from all products.



## Average Order Value (AOV)

The average amount spent per order.



## Customer Lifetime Value (CLTV)

Total revenue expected from a customer over their lifetime.



## Sales Growth Rate

Total revenue expected from a customer over their lifetime.



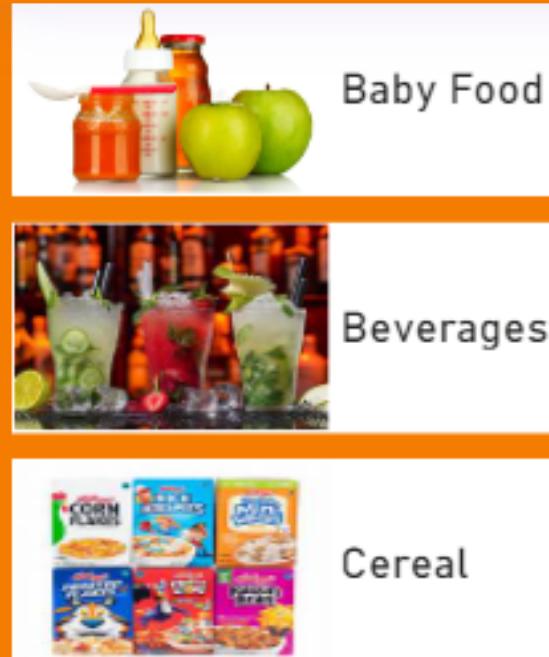
## Inventory Turnover

Frequency at which inventory is sold and replaced.

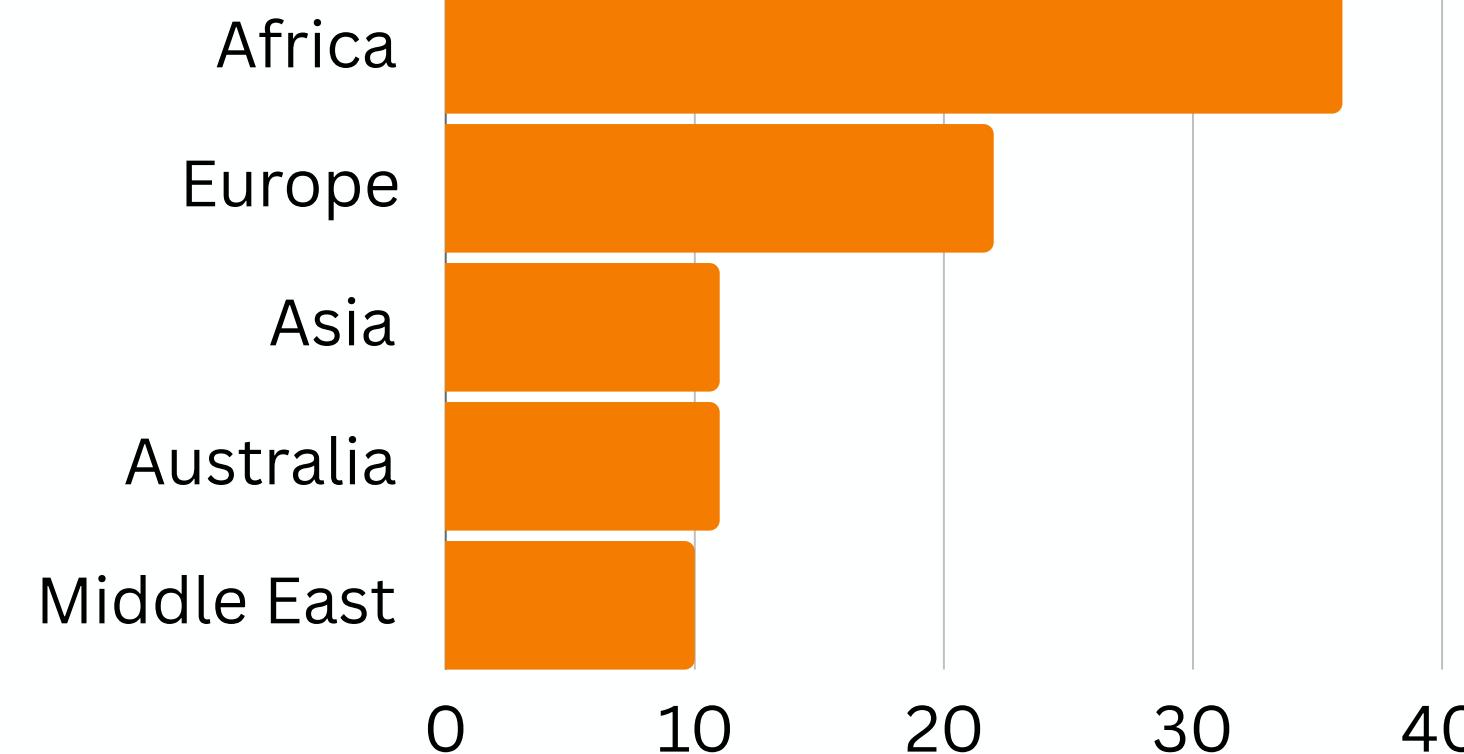


# MOCK-UP DASHBOARD

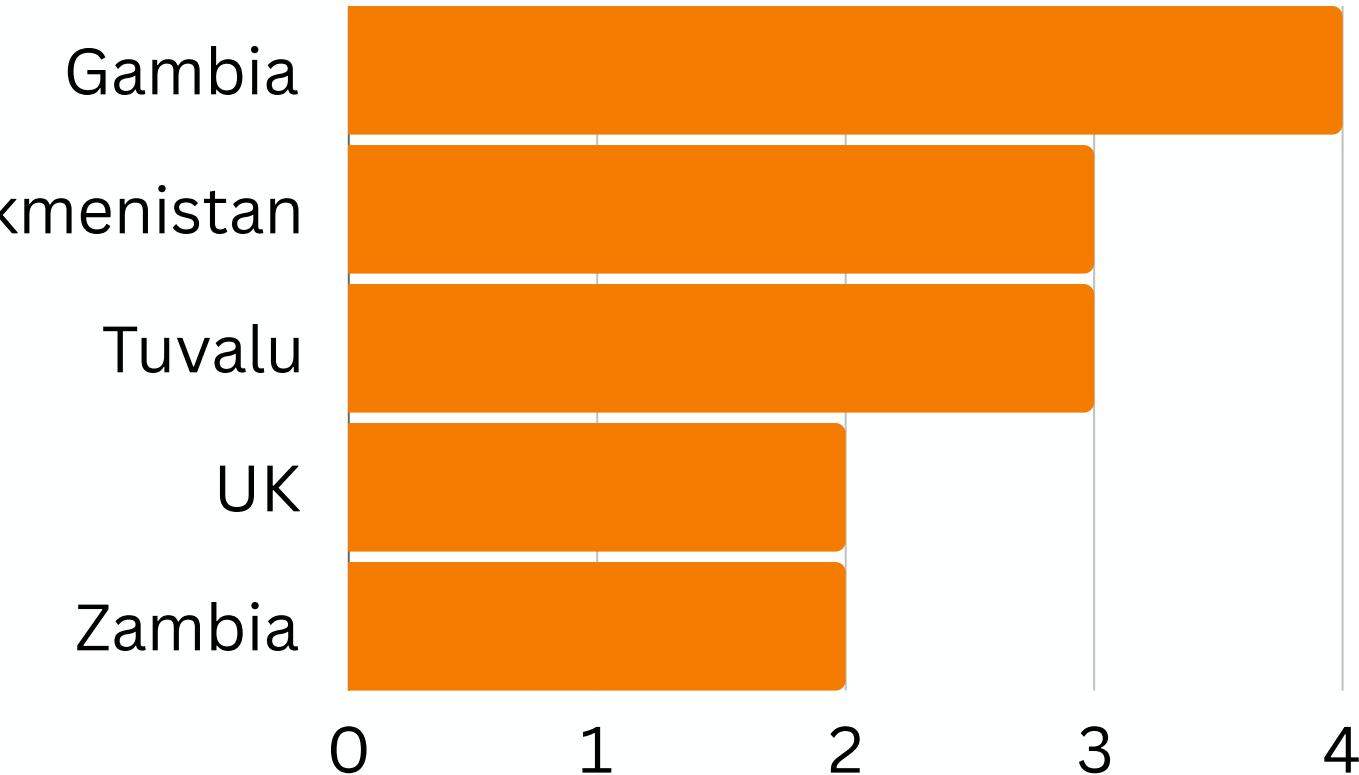
## Item Type



## SALES BY CONTINENT



## SALES BY COUNTRY

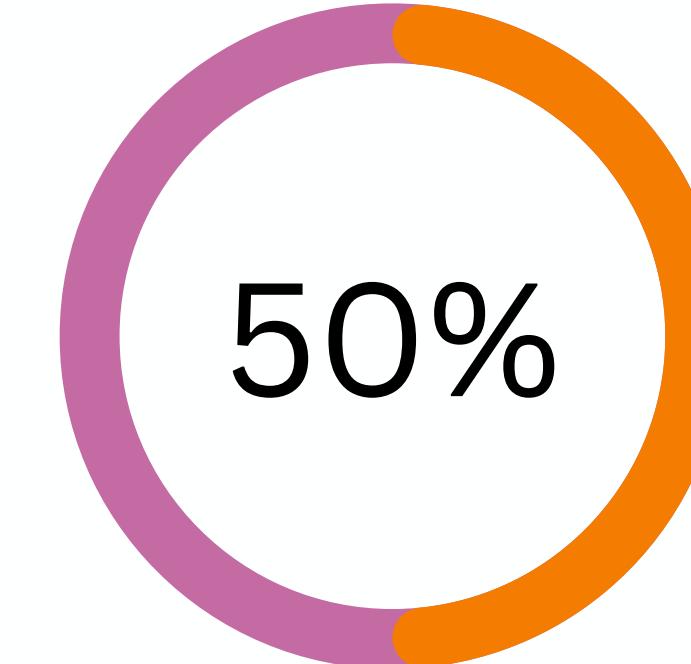


Total Revenue  
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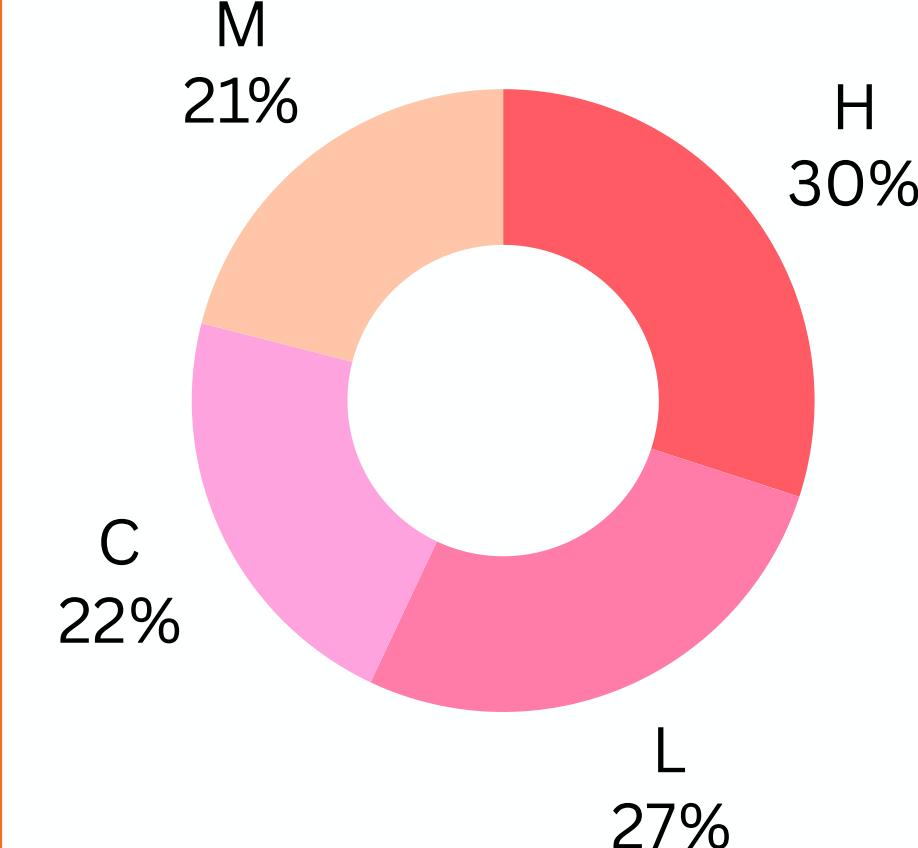
Total Cost  
**93.18M**

## SALES CHANNEL



■ ONLINE ■ OFFLINE

## SALES BY ORDER PRIORITY





# MY DESIGN





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# THANK YOU

**Reach out.**



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