

Amazon - Q4 2024 Financial Report

Metric	Value
Revenue	\$44,207,722.00
Growth Rate	12.5%
Profit Margin	12.0%

****Amazon.com, Inc. – Q4 2024 Financial Report****

****Executive Summary:**** Amazon delivered a strong Q4 2024, exceeding revenue expectations and demonstrating continued profitability despite persistent macroeconomic headwinds. Net sales reached \$170.0 billion, representing a 13% year-over-year increase, driven by robust performance in both North America and International segments. Operating income was \$15.0 billion, compared to \$12.0 billion in Q4 2023, reflecting improved operational efficiencies and cost-cutting initiatives implemented throughout the year. Net income per diluted share was \$1.43, exceeding analyst consensus.

****Revenue Performance:**** North America net sales increased by 12% year-over-year to \$100.0 billion, fueled by strong holiday season performance and Prime member engagement. International net sales grew 15% to \$39.0 billion, demonstrating the continued success of international expansion efforts, particularly in developing markets. Amazon Web Services (AWS) remained a significant growth driver, with net sales reaching \$31.0 billion, representing a 13% increase year-over-year. This growth highlights the continued demand for cloud computing services across various industries.

****Key Business Highlights:****

- * Successfully navigated peak holiday shopping season with efficient logistics and delivery operations.
- * Expanded AWS service offerings, focusing on AI/ML and data analytics solutions.
- * Continued investment in fulfillment network optimization to reduce shipping times and costs.
- * Significant progress in developing and deploying generative AI technologies across Amazon's various services.
- * Increased Prime memberships globally.

****Market Conditions and Competitive Landscape:**** The e-commerce sector remains highly competitive, with established players and emerging platforms vying for market share. Amazon faces continued competition from Walmart, Target, and various specialized online retailers. In the cloud computing market, AWS continues to hold a leading position, but faces increasing competition from Microsoft Azure and Google Cloud Platform. The macroeconomic environment presents ongoing challenges, including inflation and potential recessionary pressures, which could impact consumer spending and business investment.

****Forward-Looking Statements and Guidance:**** For Q1 2025, we anticipate net sales to be between \$151.0 billion and \$157.0 billion, representing a growth rate of 8% to 12% compared to Q1 2024. We expect operating income to be between \$8.0 billion and \$12.0 billion. This guidance reflects our current expectations, which are subject to change. We remain focused on driving sustainable growth through innovation, operational excellence, and continued investment in key strategic areas, including AI and cloud computing. We believe that our customer-centric approach and long-term perspective will enable us to navigate the evolving market landscape and deliver value to our shareholders.