

↓ Analyzing Amazon Sales Report

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Summary

This report provides a detailed analysis of Amazon sales data, focusing on various metrics such as total profit, item-wise profit, and sales performance across different regions and channels. The analysis is conducted using Tableau, and the key findings are presented through several worksheets that offer insights into the sales trends and profitability of Amazon's products.

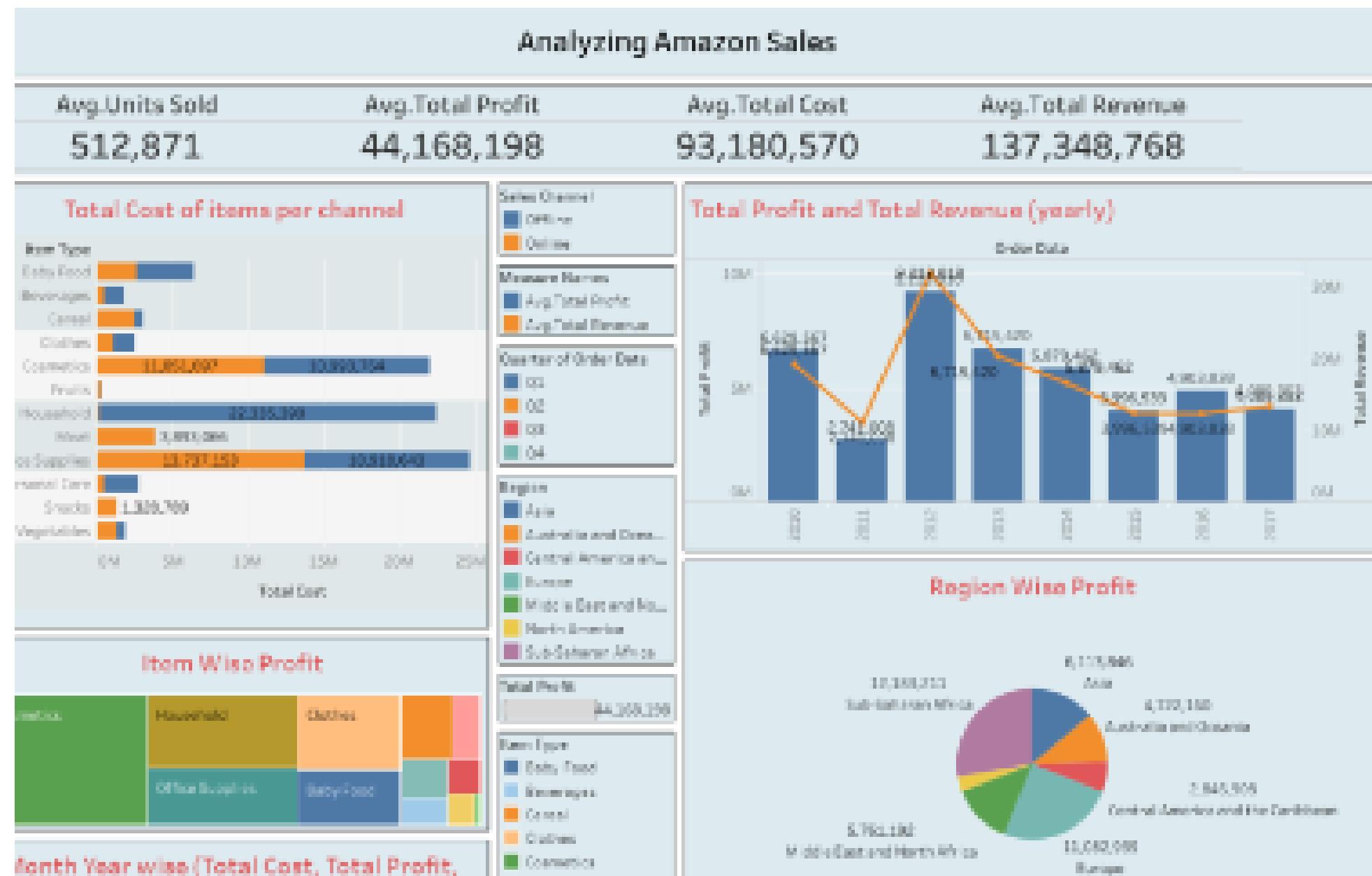
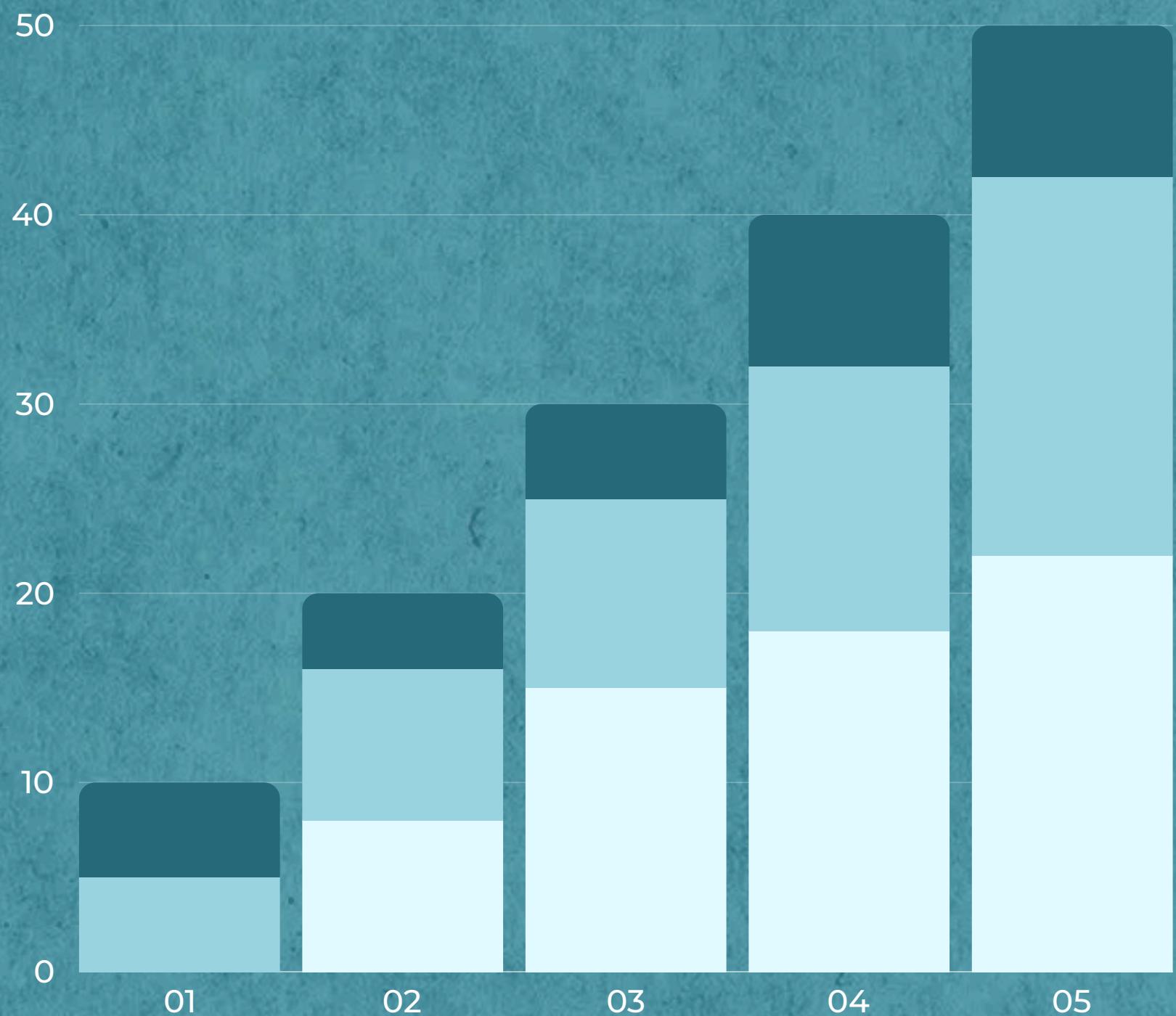


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1. Country Wise Total Profit

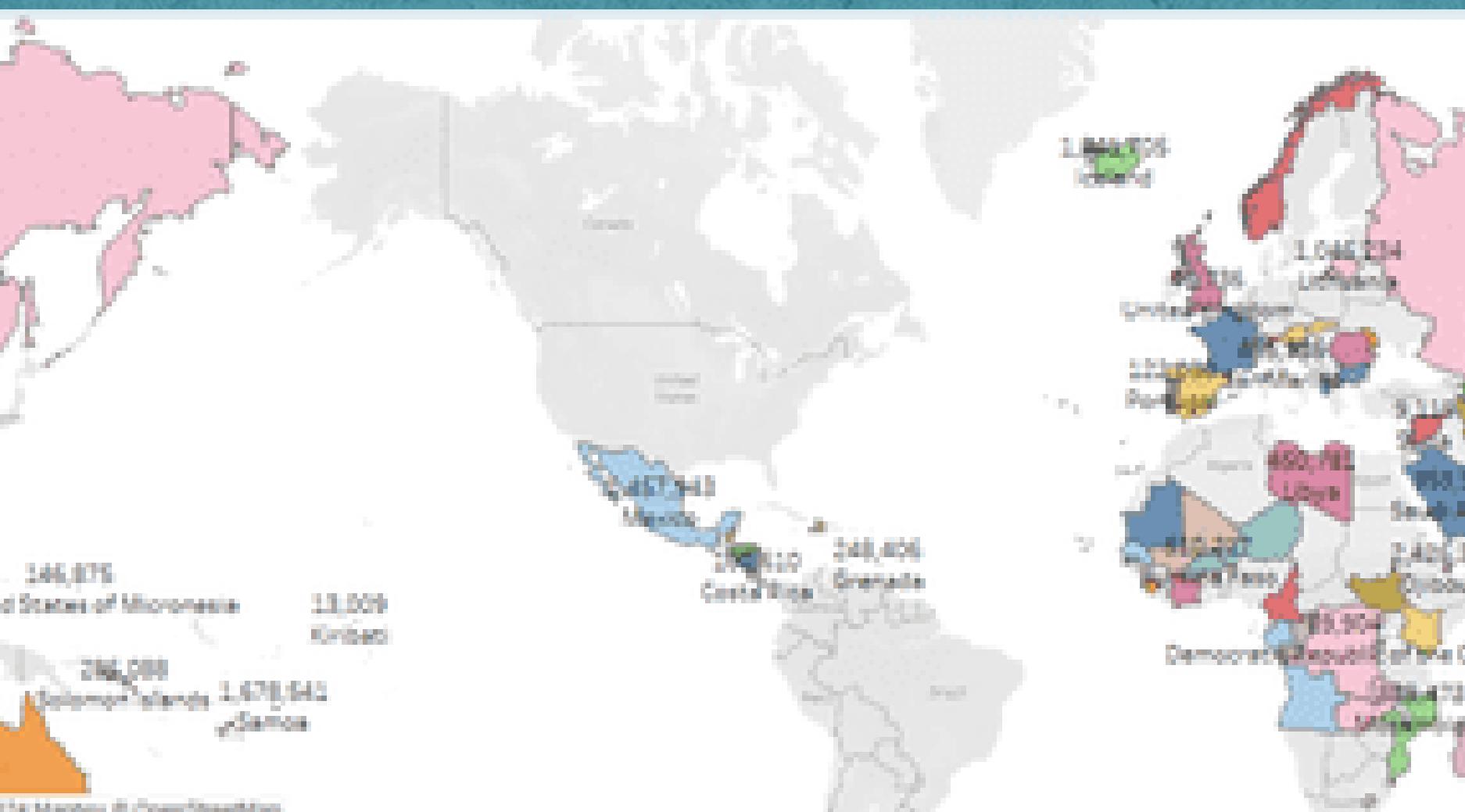
This section presents the total profit generated by Amazon in different countries. The analysis helps identify the most profitable markets and provides insights into potential areas for expansion.

- Key Metrics: Total Profit
- Insights:

The top 3 countries with the highest profit are:

1. Djibouti: \$2,425,317.87
2. Myanmar: \$1,802,771.70
3. Pakistan: \$1,719,922.04

- Analyze the contribution of each country to the overall profit.



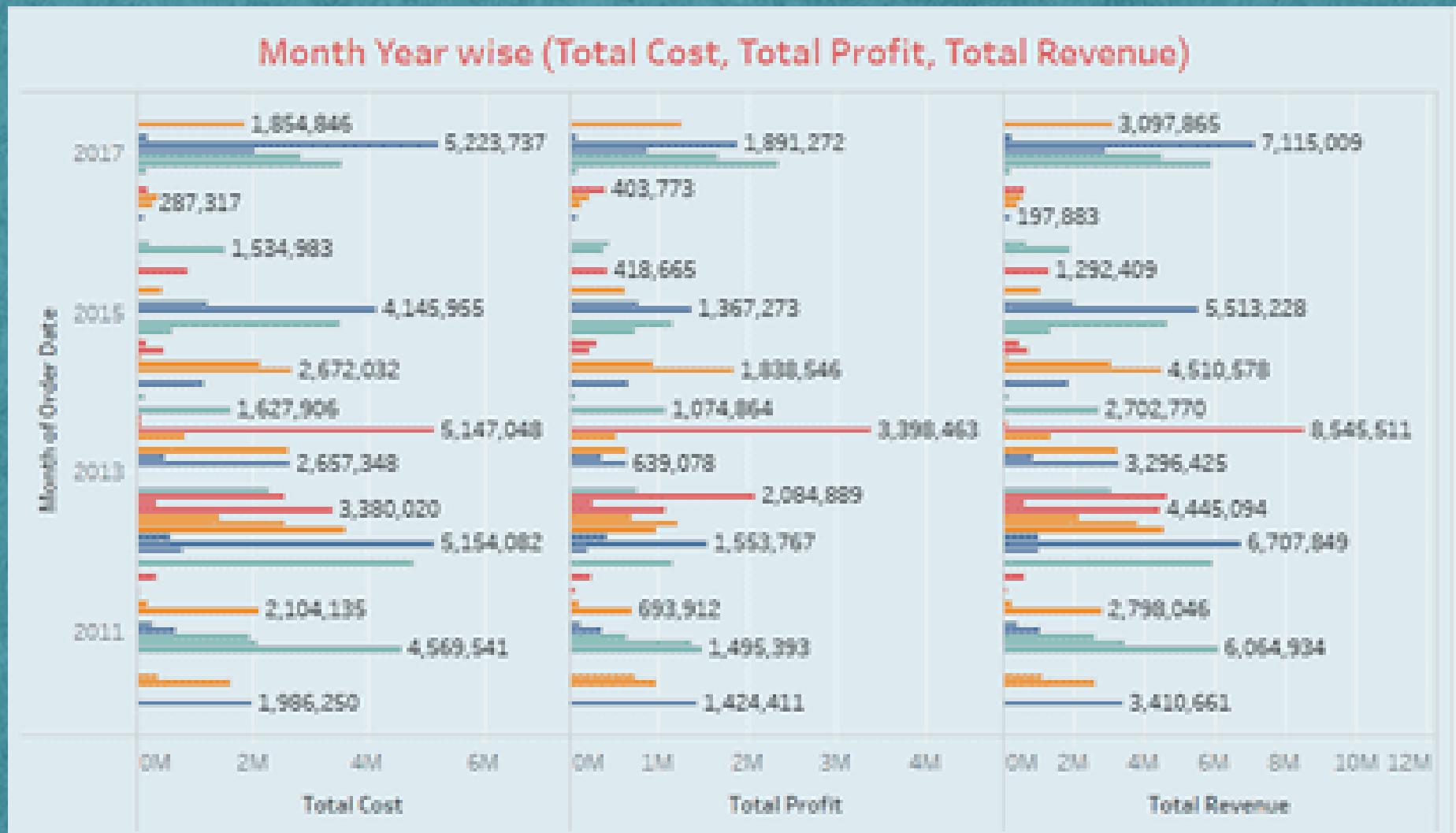
2. Item Wise Profit

This section breaks down the profit by individual items, allowing for a granular product performance analysis. It helps understand which products contribute the most to the profit and which need attention.

- Key Metrics: Profit per Item
- Insights:
 1. Top selling 3 items:
Cosmetics: \$14,556,049
Household: \$7,412,606
Office supplies: \$5,929,584
 2. Low Profitable 3 items:
Fruits: \$120,495
Meat: \$610,610
Snacks: \$751,944



3. Month-Year Wise Analysis



This section analyzes sales and profit trends over time, specifically focusing on month and year. It helps in understanding the seasonality and temporal patterns in Amazon's sales.

- Key Metrics: Monthly and Yearly Sales, Monthly and Yearly Profit
- Insights:
 - Identify peak sales periods.
 - Analyze trends and patterns over different months and years.

4. Region Wise Profit

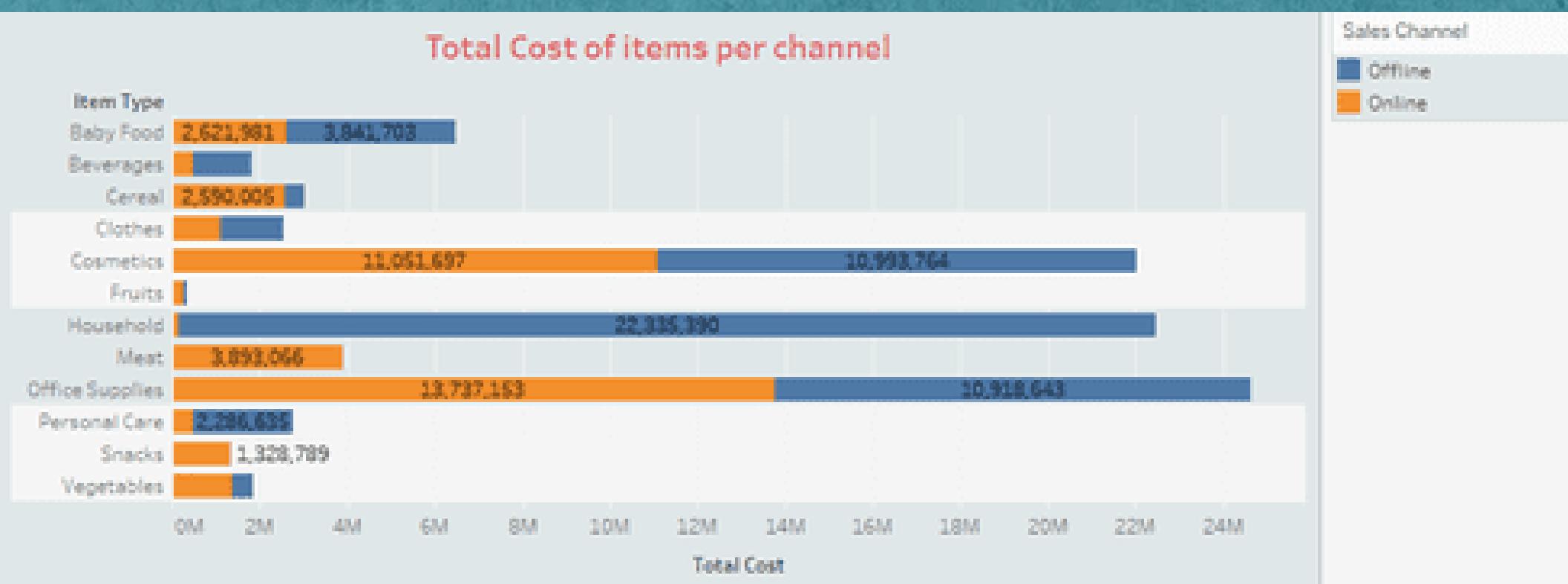
This section focuses on the profit generated in different regions. It helps in understanding the geographical distribution of sales and identifying regions with high or low profitability.

- Key Metrics: Profit per Region
- Insights:
 1. Top-performing region is Sub-Saharan Africa
 2. Identify regions with growth potential.



5. Total Cost of Items per Channel

This section analyzes the total cost associated with different sales channels. It helps in understanding the cost structure and identifying opportunities for cost optimization.

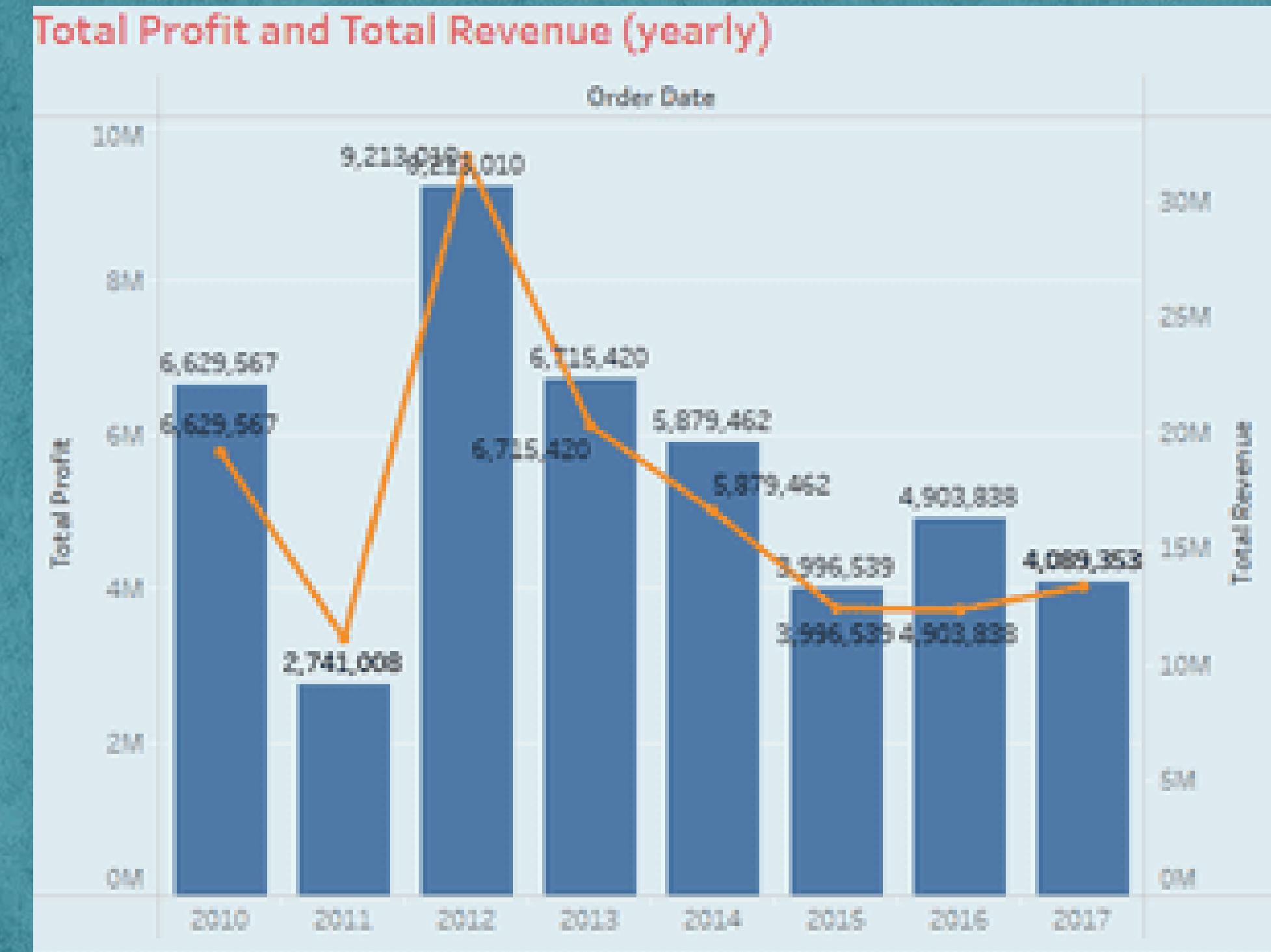


- Key Metrics: Total Cost per Channel
- Insights:
 - Compare costs across different channels.
 - Identify channels with high or low costs.

6. Total Profit and Total Revenue

This section provides an overall view of Amazon's total profit and total revenue, giving a comprehensive picture of the company's financial performance.

- Key Metrics: Total Profit, Total Revenue
- Insights:
 - Understand the overall profitability.
 - Compare profit and revenue trends.



Conclusion

The analysis presented in this report offers valuable insights into Amazon's sales performance across various dimensions. By identifying top-performing products, regions, and channels, Amazon can make informed decisions to enhance its profitability and drive growth.



Thank you!

