



Overview

Sales and Market

Return and Loss

Customers

Segment Key

All

Category > Sub-Cate...

All

Location

All

Clear all slicers

Amazon Market Dashboard

2012

2013

2014

2015

\$12.64M

Total Sales

\$1.47M

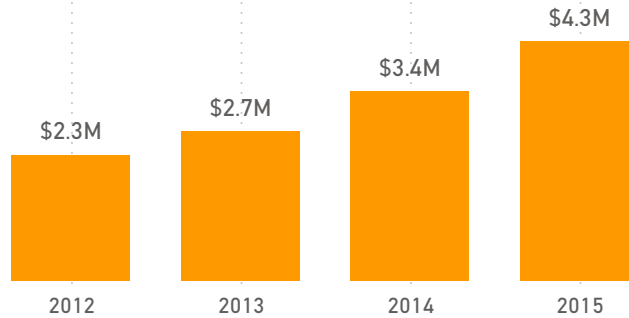
Profit

178K

Sold Unit

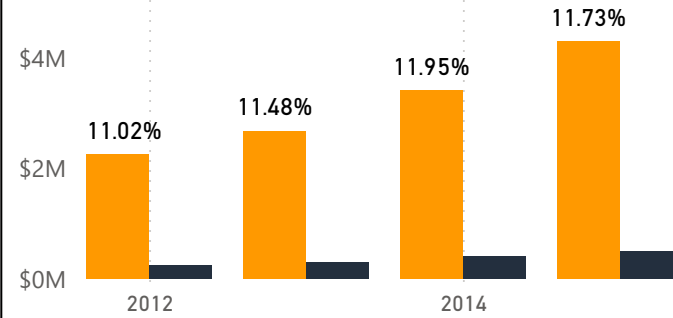
Sales by Year

Remarkable Sales Growth



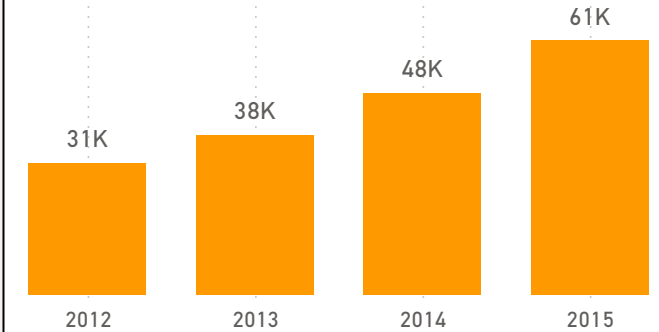
Sales and Profit by Year

Margins below 15%, needing strategy change



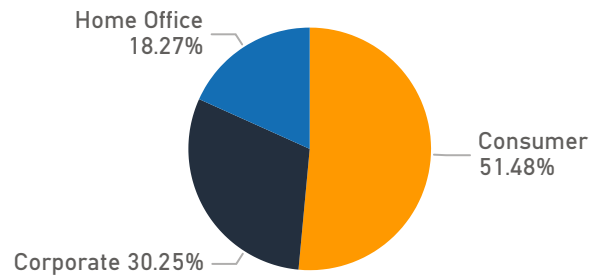
Quantity by Year

Quantity sold grew steadily, indicating strong demand



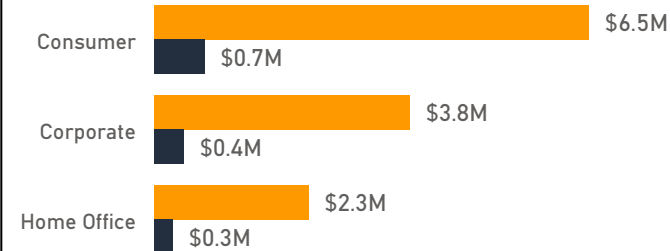
Sales by Segment

Consumer Segment exceeds the 50% a key focus for growth



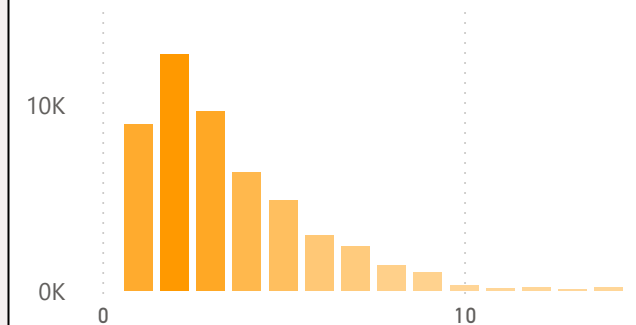
Sales and Profit for each Category

Total Sales and Profit by Segment



Order Quantity Distribution

Most Orders are Small (1-5 items) peaking at 2 items





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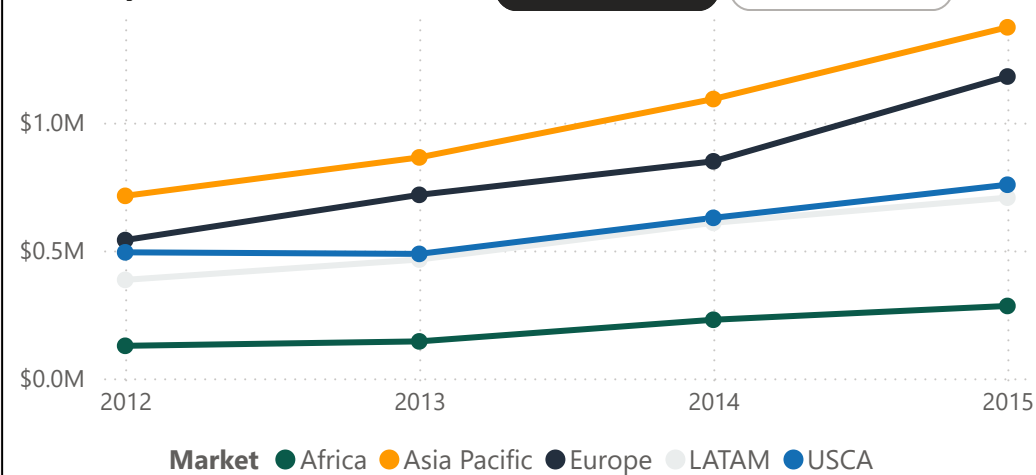
Clear all slicers

Amazon Market Dashboard

Sales by Year and Market

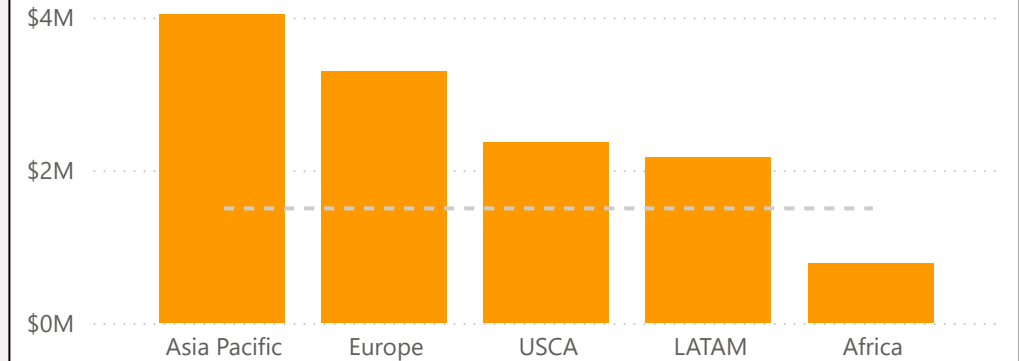
Total Sales

Profit



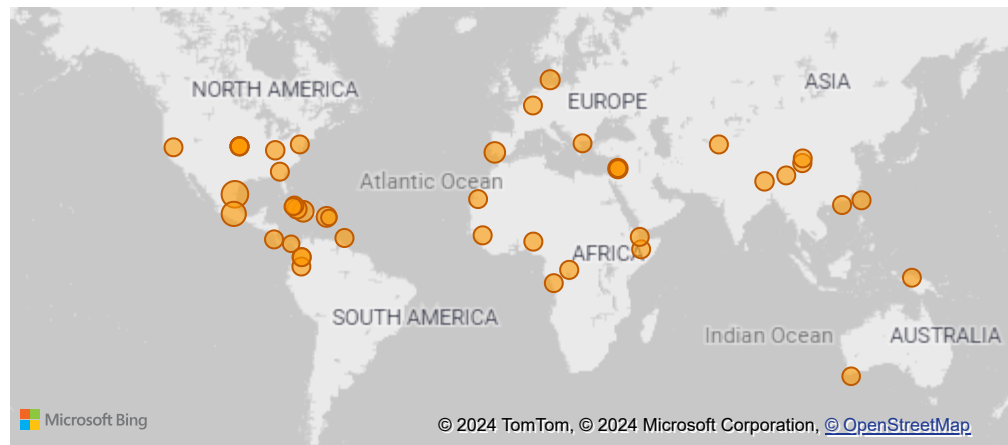
Sales Per Different Regions

Only Africa missed the \$1,500,000 target which Implement targeted campgins in Africa



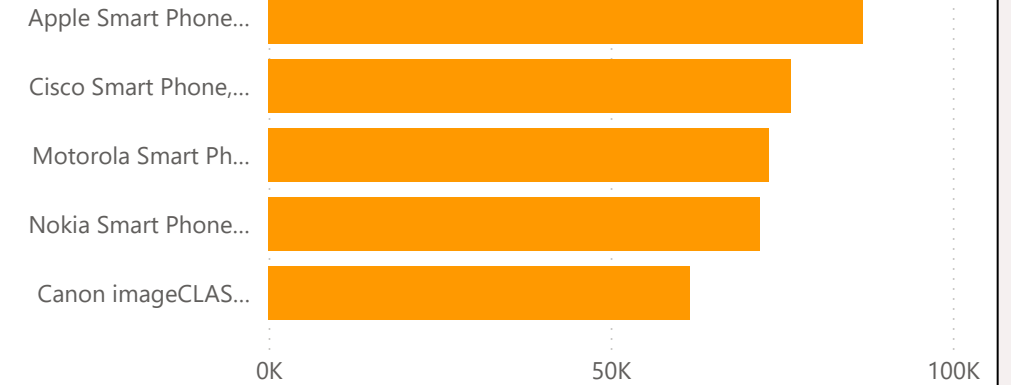
Profit by Country and Market

Drill up and down : Region > Country > City



Top N Selling Products

5





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2012

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1079

Total Returns

0.6%

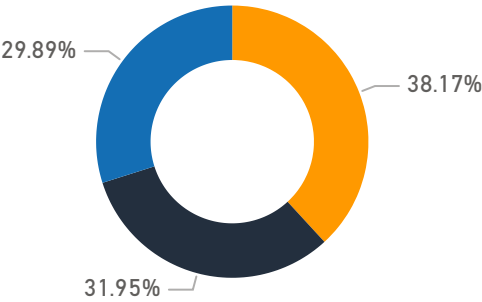
Return Rate

525.93K

Returns Loss

Returns Loss by Category

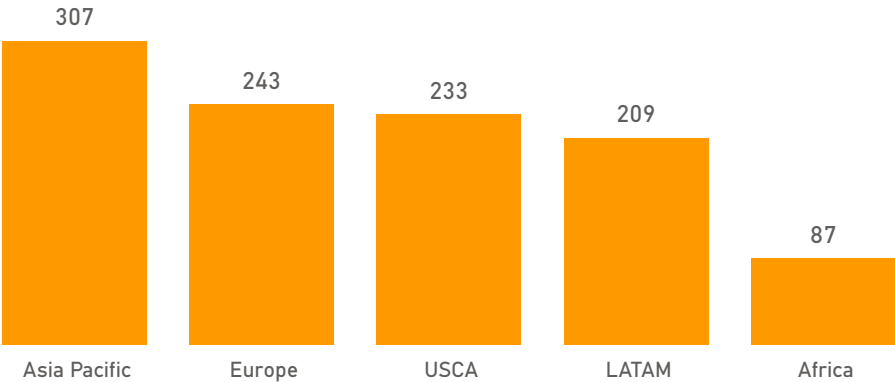
A revision for Return Policy maight be needed for Technology Category



Category Technology Furniture Office Supplies

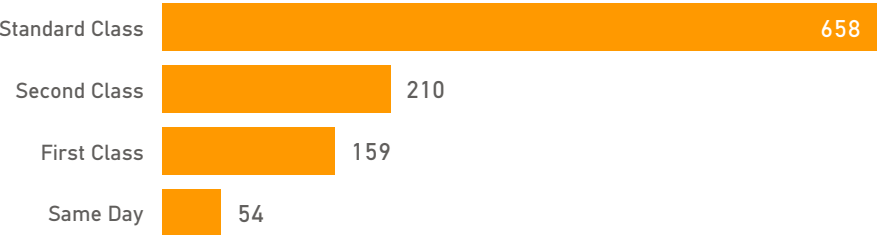
Returns Loss for Each Ship Mode

A Sales Raising include also a Raise of Returns , which is the Case



Returns Loss for Each Ship Mode

Std Class Ship provoque the most of Returns ,a promotion for other Ship Method maight solve the matter



Returns Count for each Product

Staples is the top Returned product , an invistigation in terms of product quality maight be needed

Product Name	Total Returns
Staples	12
Smead File Cart, Single Width	9
Binney & Smith Sketch Pad, Blue	6
Smead File Cart, Blue	6
Tenex Folders, Single Width	6
Binney & Smith Highlighters, Easy-Erase	5
Total	1079



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- Return and Loss
- Customers

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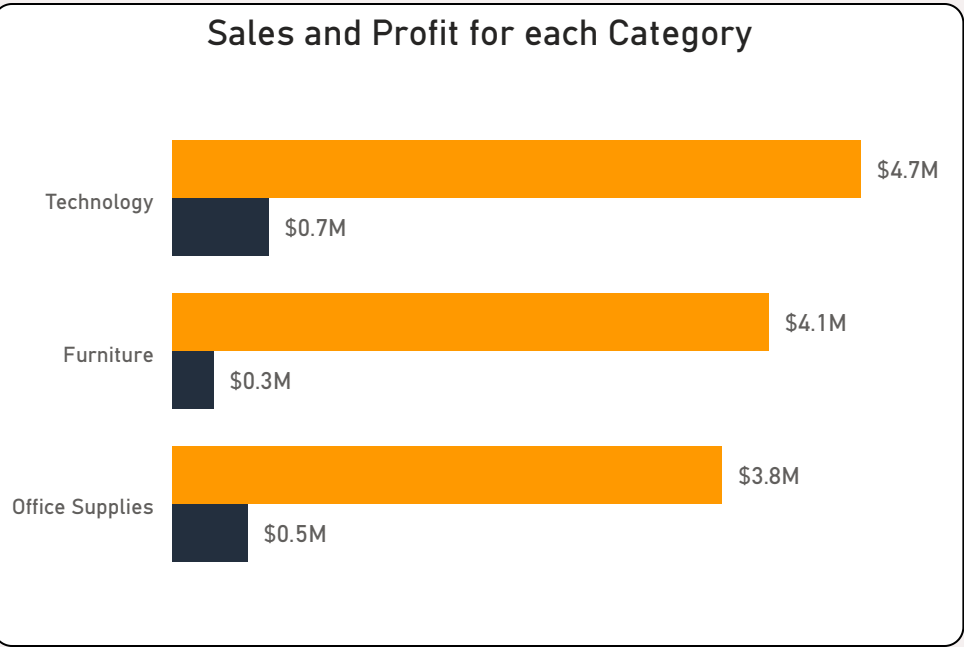
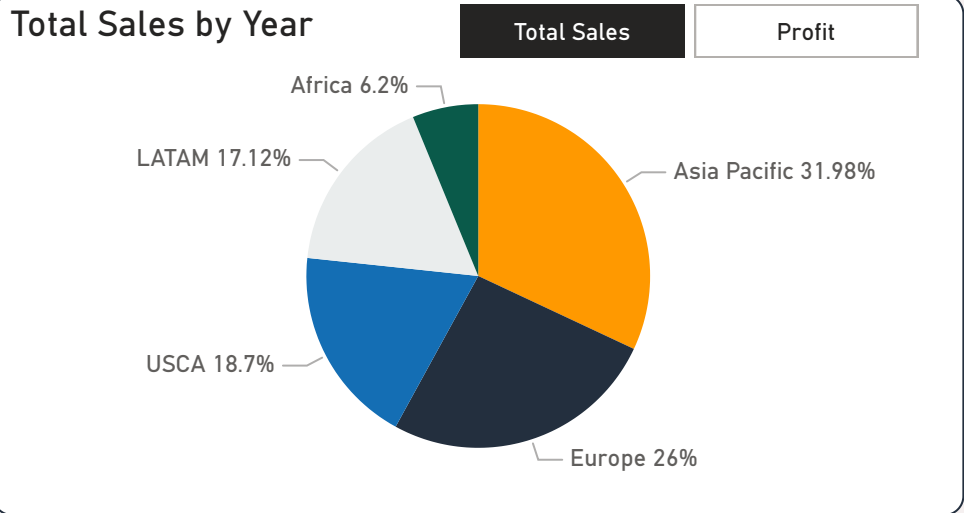
All

Location

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Amazon Market Dashboard



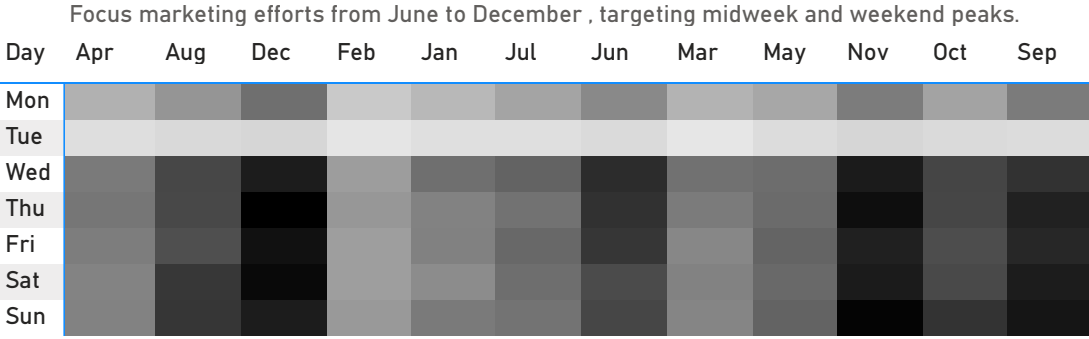
2012

2013

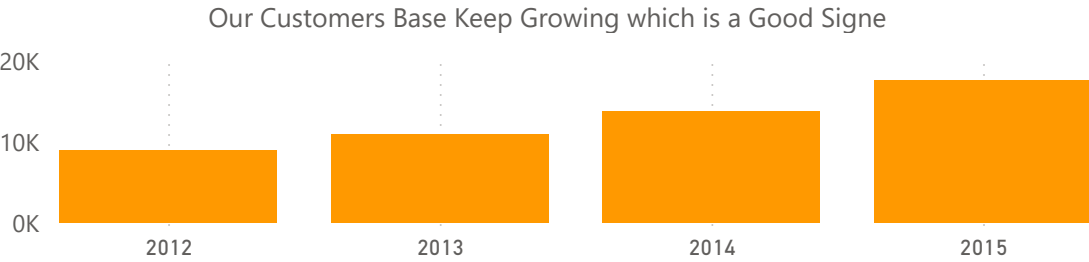
2014

2015

Unit Sold by Month and Week Days



Customer Count Across Time



Top Customers Bought From Us

Tom Ashbrook is Our Best Customers in terms of Sales !

Customer Name	Total Sales	Sold Unit	Customers Rank
Tom Ashbrook	\$40,488.07	284	1
Tamara Chand	\$37,457.33	271	2
Greg Tran	\$35,550.95	310	3
Christopher Conant	\$35,187.08	287	4
Sean Miller	\$35,170.93	169	5