

Amazon Sales Analysis Analysis

This comprehensive analysis examines key performance indicators from Amazon's sales data, providing valuable insights to drive strategic decision-making operations.

By Neha Mondal



The Data-set

fulfillment by amazon

Comprehensive Scope

The dataset covers a wide range of Amazon product categories, providing a holistic view of the company's diverse sales activities.

Granular Details

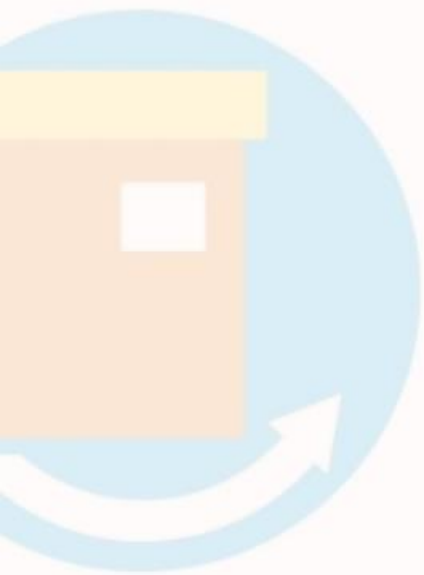
The data includes granular information on individual product sales, allowing for in-depth analysis and identification of trends.

Timely Data

The dataset is frequently updated, ensuring the analysis reflects the most current sales performance and market dynamics.

Regional data

This data set has information on what regions and countries the orders were taken, which provides us knowledge about Amazon outreach globally.



Send Products
to Amazon



Amazon
Ships Products
to Customers

Key Performance Indicators

Revenue

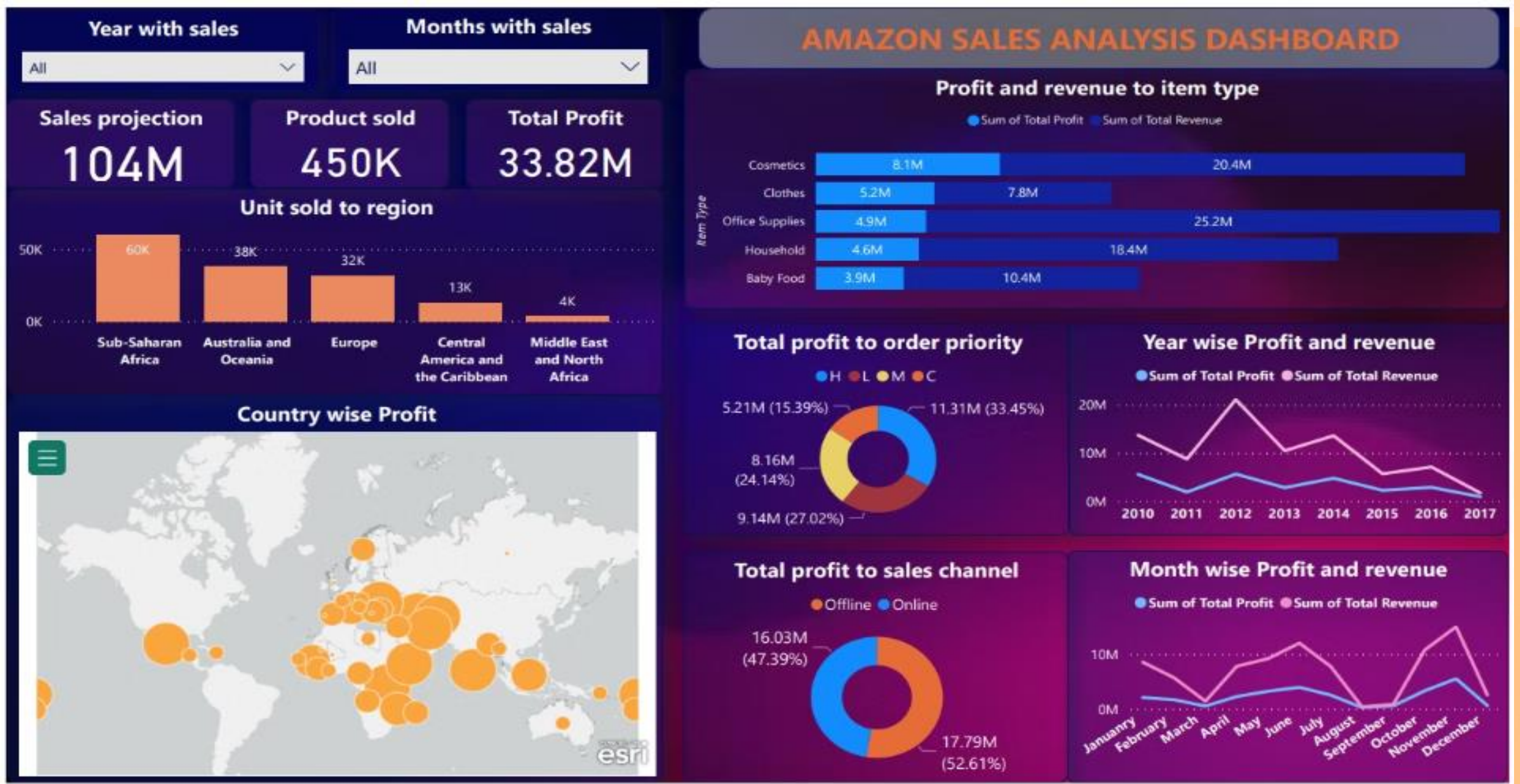
Total sales revenue generated by Amazon, providing a high-level view of overall business performance.

Profit Margin

The ratio of net profit to total revenue, indicating the company's financial efficiency and profitability.

No. of product sold

Tracking product sales provides valuable insights into demand, trends, and informs decisions on inventory, pricing, and marketing.



Amazon sales Power BI Dashboard

Analyzing the Data

- Sub-Saharan Africa has most the no. of Unit sold
Middle East & Africa has least no. of Unit sold
- Cosmetics sector gave us most profit where
as baby food sector gave us least profit
- Ordering online is preferred sightly more
than the ordering offline.
- Few countries with least profits: Russia, UK,
Portugal, The Gambia, Albania.
- Revenue generated maximum for Office
Supplies and minimum for Cloths sectors
- The difference between revenue generated
and profit is large for both Office Supplies
and household items
- The few countries with the most profits: Iran,
Mexico, Azerbaijan, Turkmenistan, Djibouti,
Romania, etc.
- we see a seasonal increase in profits in May-
July and October-December.

Comparing yearly profit

we had maximum profit in 2012 and minimum in 2017. we also observe a decrease in total profit in recent years.

year	Profit in mllion
2010	5.56
2011	2.74
2012	7.71
2013	3.32
2014	5.88
2015	2.63
2016	3.36
2017	2.6

Recommendations

Enhance Customer Experience

Prioritize initiatives that improve customer satisfaction, such as faster delivery, easier returns, and personalized recommendations.

Optimize Operational Efficiency

Invest in technology and process improvements to streamline logistics, reduce costs, and improve overall operational efficiency.

Diversify Revenue Streams

Explore new product categories and business lines to reduce reliance on a single revenue source and drive long-term growth.



Conclusion

1

Actionable Insights

The analysis provides a comprehensive understanding of Amazon's sales performance, enabling data-driven decision-making to drive business success.

2

Continuous Improvement

Ongoing monitoring and analysis of the data will be crucial to adapt to changing market conditions and capitalize on emerging opportunities.

3

Strategic Alignment

The findings from this analysis should be closely integrated with Amazon's overall business strategy to ensure alignment and maximize impact.

