



AMAZON SALES ANALYSIS

Quarter

All

Product

All

City

All

Top Product by Revenue

Macbook Pro Laptop
\$8,032,500.00

Year

- ☐ 2019
☐ 2020



Total Revenue

\$34.47M



Quantity

209K



Orders

186K



Distinct

19

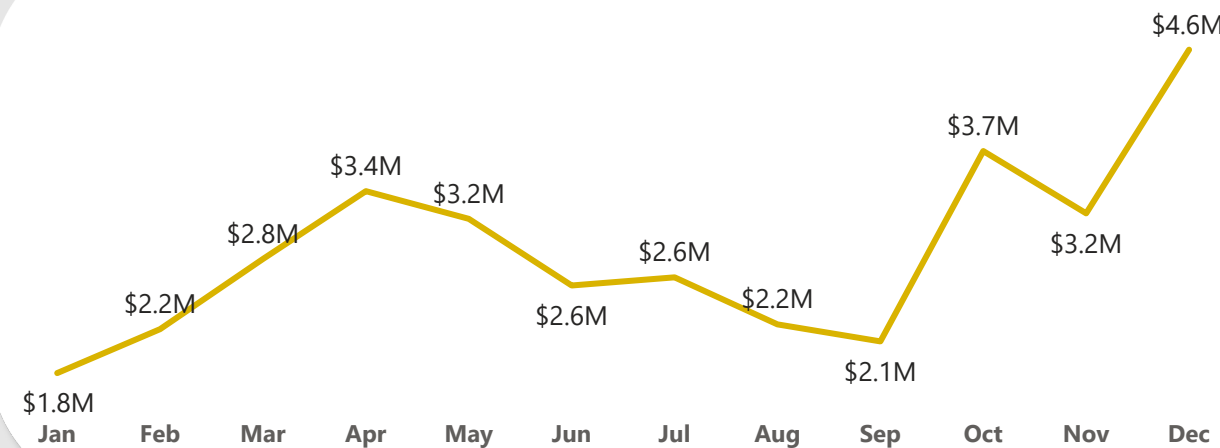
Top Product by Quantity

AAA Batteries (4-pack)
30,986

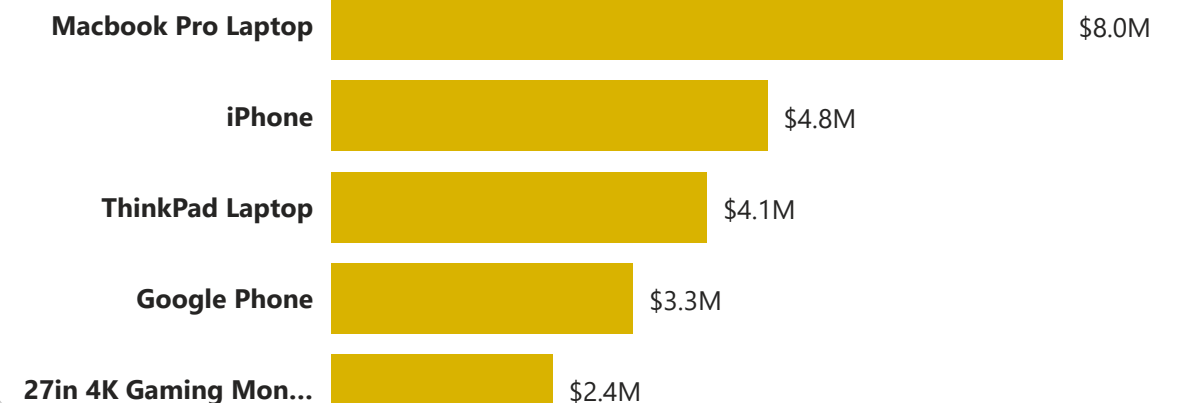
Month

- ☐ Jan
☐ Feb
☐ Mar
☐ Apr
☐ May
☐ Jun
☐ Jul
☐ Aug
☐ Sep
☐ Oct
☐ Nov
☐ Dec

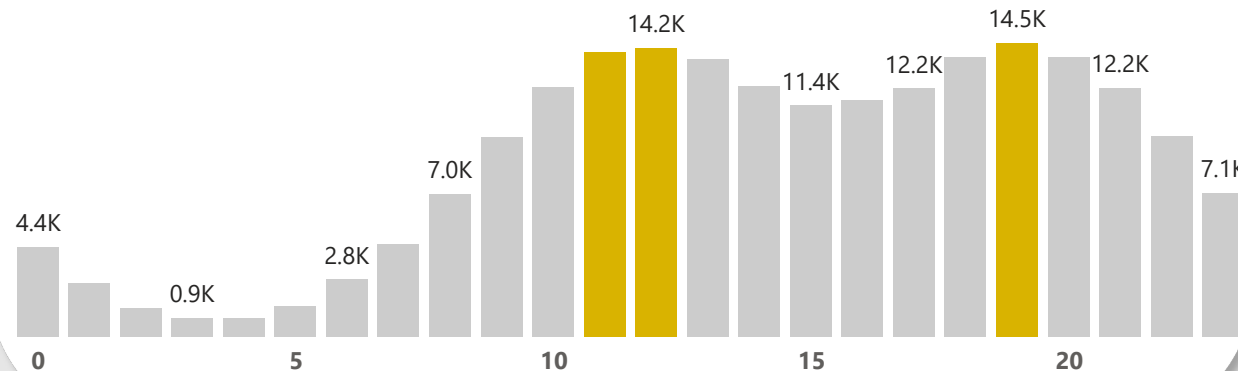
Revenue by Month



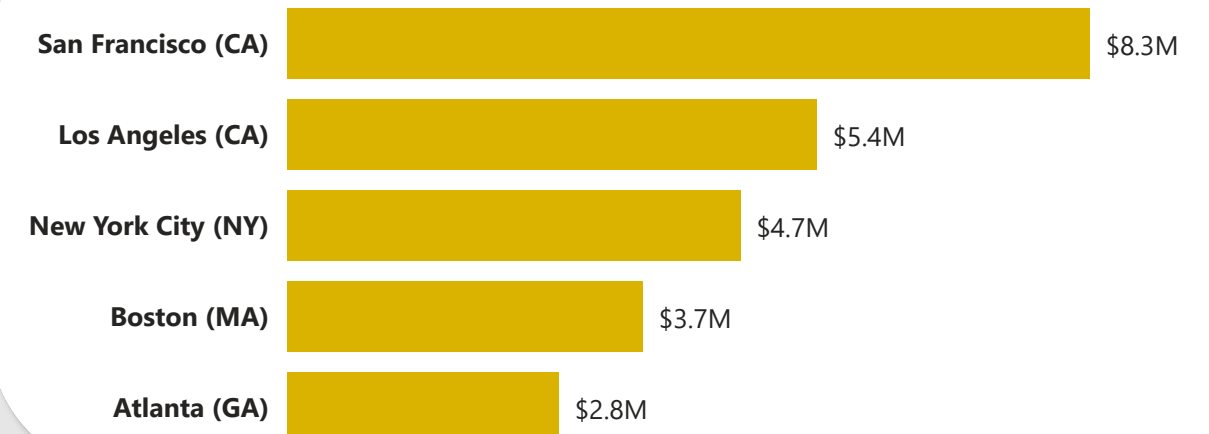
Top Performing Products by Revenue



Best Time for Advertisement



Top Performing Cities by Revenue





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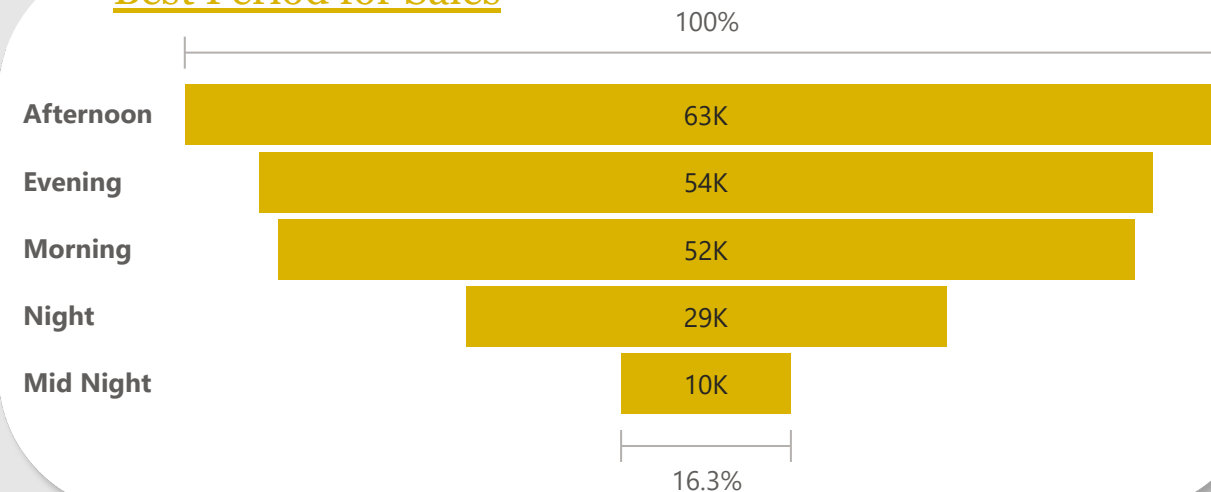
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Best Period for Sales



Top Performing Products by Quantity Ordered



Insights

1. In 2019 a total revenue of \$34,456,867 was made making it the best year for sale.
2. December is the best month for sales with a total earning of \$4.6M.
3. San Francisco (CA) recorded the highest number of sales.
4. The best time for advertisement is between 11am to 12 noon and 7pm.
5. AAA Batteries and AA Batteries are the most sold products by quantity. This may be due to their low prices.
6. iPhone and Lightning Charging Cable are the two items most commonly sold together.

Recommendations

1. The company should adjust advertising schedules to focus on the most effective times for sales, which are between 11am and 12 noon and 7pm.
2. Consider using time-based promotions or discounts to encourage sales during these peak times.
3. Consider opening a retail store or expanding sales operations in San Francisco (CA).
4. Since AAA and AA batteries are the most sold items, actively market these items through different channels. Consider combining them with other items, offering discounts on large purchases, or developing unique promotions to boost sales even further.