

## **Amazon Sales Analysis Report**

### 1. Sales Performance Overview

#### 1.1 Sales by Sub-Category

- The top six sub-categories contributing the most to sales are:
  - Phones (Highest sales)
  - Storage
  - Tables
  - Machines
  - Paper
  - Supplies

#### 1.2 Sales by Region

- The West region has the highest profit generation.
- Other regions in order of profitability:
  - East
  - South
  - Central (Lowest profitability)

#### 1.3 Sales by Shipping Mode

- Standard Class shipping mode dominates with 1.36M sales (59.12%).
- Other shipping modes:
  - Second Class: 0.46M (19.99%)
  - First Class: 0.35M (15.3%)
  - Same Day: 0.13M (5.59%) (Least used)

#### 1.4 Sales by Category and Region

- Technology category has the highest sales.
- Furniture and Office Supplies also contribute significantly.
- Sales are distributed across:
  - Central, East, South, and West regions.

#### 1.5 Sales by City

- The top cities contributing to sales include:
  - Yonkers
  - Yuma
  - York

- Woonsocket
    - Yucaipa
  - The majority of high sales cities belong to the Central, East, and South regions.
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## 2. Profitability Analysis

- Total Sales: 2.30M
  - Total Profit: 286.40K
  - Total Quantity Sold: 38K
  - Highest profits are recorded in the West region, while the Central region lags.
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## 3. Key Insights

### 3.1 Sales and Category Performance

- Phones and Storage are the best-performing sub-categories—they generate the highest sales.
- Technology leads in sales, followed by Furniture and Office Supplies.
- The West region is the most profitable, while the Central region struggles with lower profitability.

### 3.2 Shipping Mode Impact

- Standard Class is the most preferred shipping mode (59.12%).
- Same Day shipping has the least sales contribution, indicating low customer preference.

### 3.3 City-Wise Sales Distribution

- Yonkers, Yuma, and York drive sales, making them key cities for business.
  - Some cities in the Central region have low sales, requiring strategic interventions.
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## 4. Recommendations

### 4.1 Sales & Marketing Strategy

- Boost sales in the Central region through targeted promotions and discounts.
- Expand product availability for top-selling sub-categories (Phones & Storage).
- Optimize inventory in lower-performing cities to avoid overstocking.

### 4.2 Shipping & Logistics

- Encourage customers to use Second Class and First Class shipping to increase margins.
- Improve Same Day shipping offerings to attract more premium customers.

### 4.3 Profit Maximization

- Identify and reduce costs in the Central region to improve profitability.
- Focus marketing efforts on high-performing cities like Yonkers & Yuma.
- Adjust pricing strategies for underperforming products and categories.