



AMAZON SALES ANALYSIS

Data Visualization



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1 Data Selection: Journey & Challenges

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From Static to Strategic

Why Amazon Sales Data Wins

Trends? Yes

Actionable Insights? Yes

Appealing Dashboard? Yes

Sales over time

Pricing and Revenue

Purchasing behavior

Regional Sales

Profit

Operational Efficiency

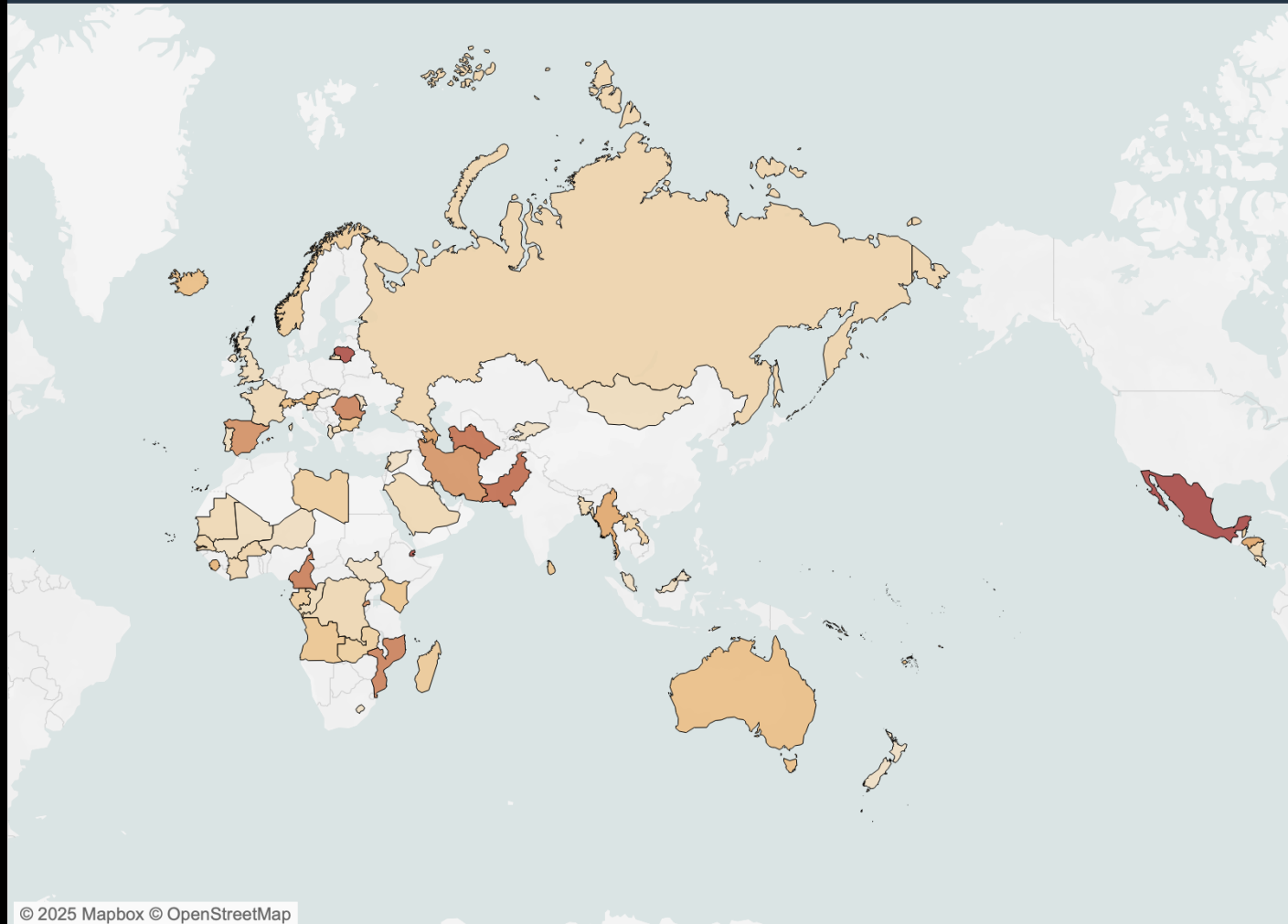
Global Sales Distribution

WHY CHOROPLETH?

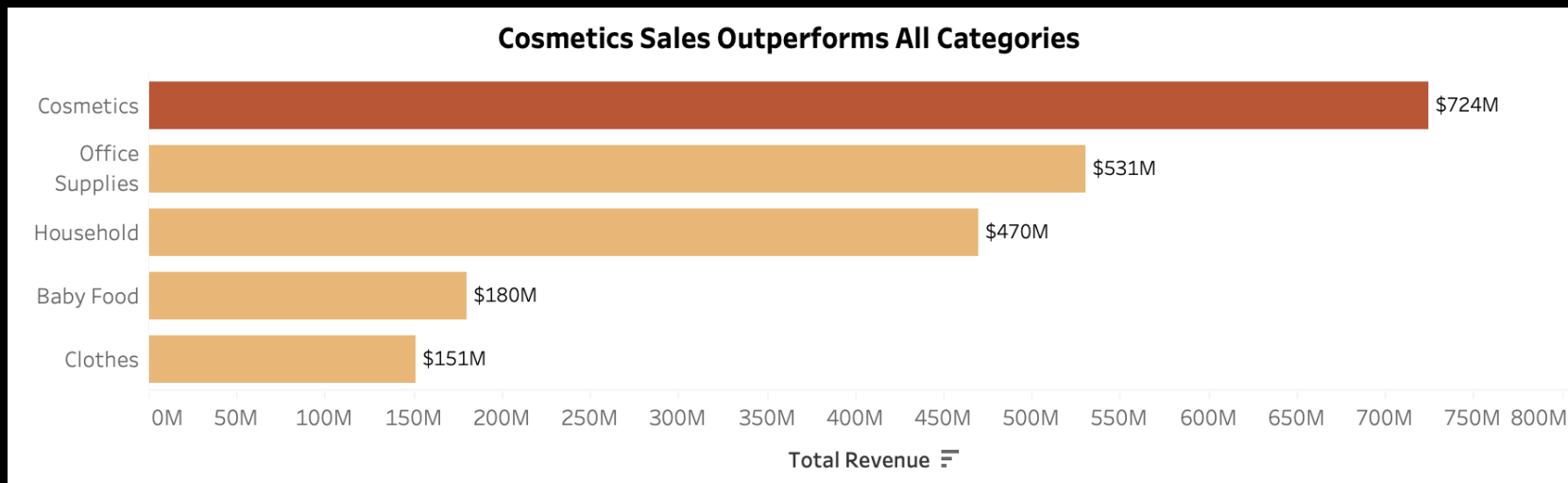
Regional spread of revenue, easy to identify top-performing markets.

Data Principles in Action:

- Proportional encoding maintaining value integrity
- Cognitive load reduction using appropriate color gradients



Unlocking Revenue Drivers: **Cosmetics**



WHY BAR CHART?

Showcases Sales distribution across regions, making it easy to identify top-performing markets.

Data Principles in Action:

- Ranking for easy readability
- Color contrast to emphasise highest contributing variable

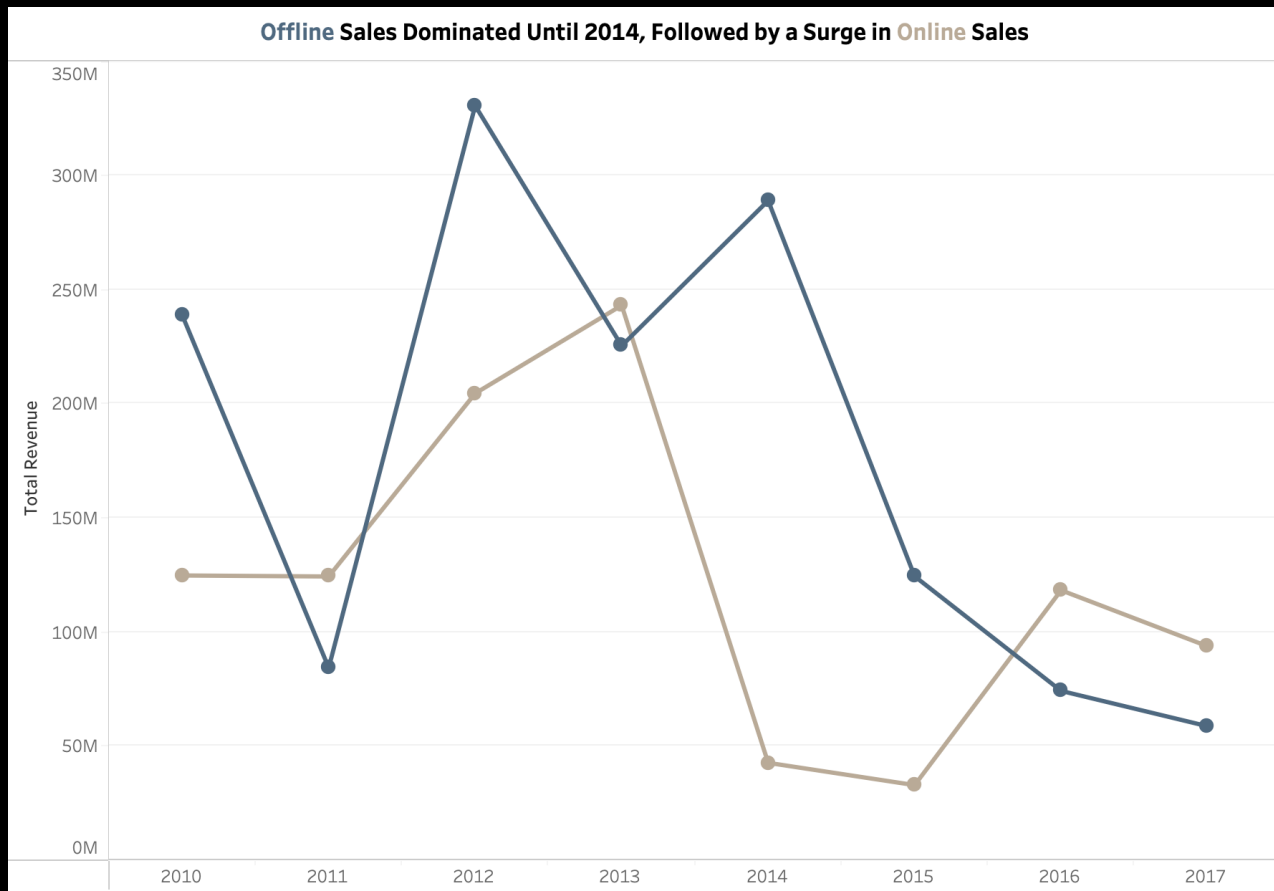
The Digital Shift: Online Sales Surge 2015

WHY LINE CHART?

Effectively visualizes **changes over time**

Data Principles in Action:

- Time-series data displayed for trend clarity
- Contrast in colors differentiates sales channels



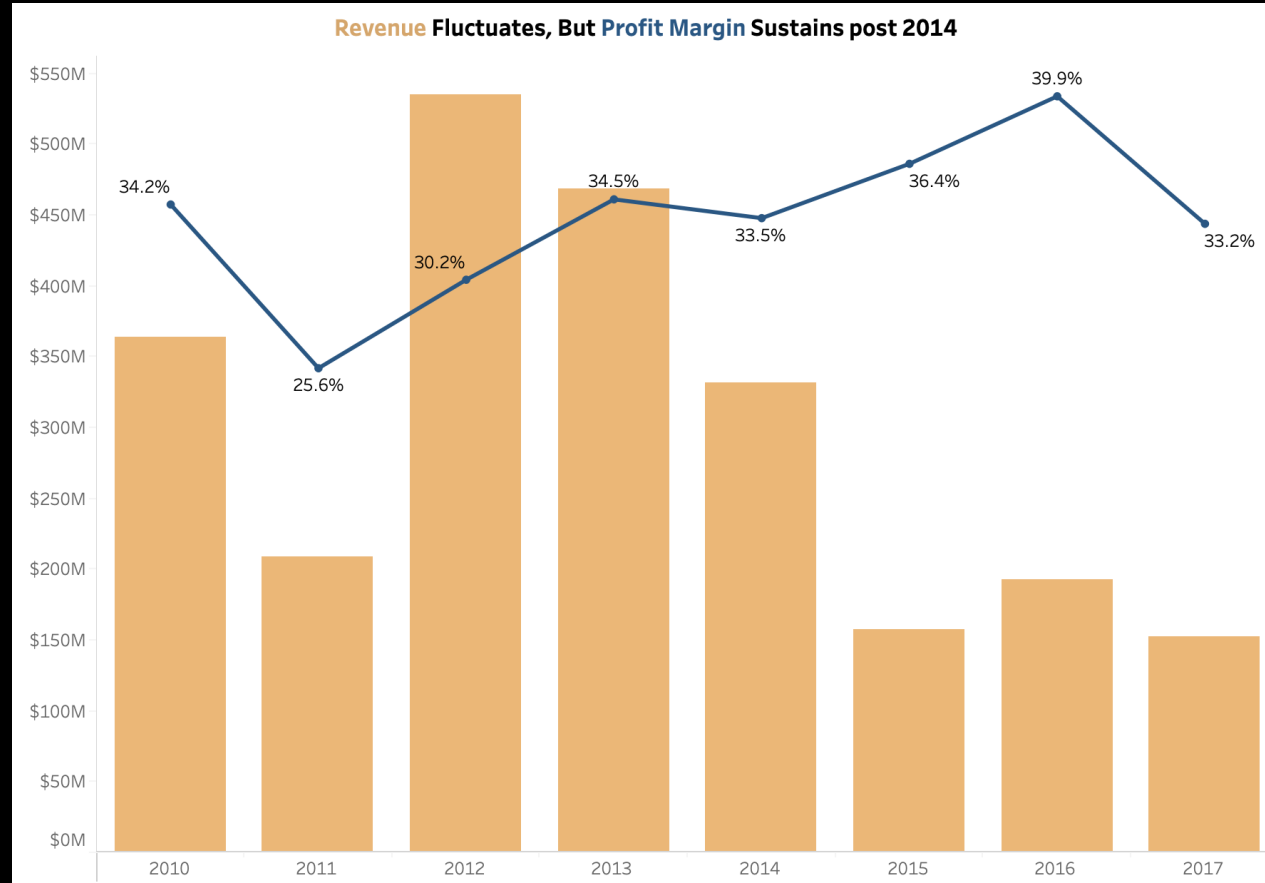
Steady Margins Amid Revenue Volatility

WHY COMBINATION CHART?

DUAL INSIGHT: Effectively compares revenue with profit margin

Data Principles in Action:

- Dual-Element visualization enhances data clarity
- Distinct color coding for revenue (bars) and profit margin (line)
- Easy trend identification (2015 shift)



Speed vs. Profit: Is quick processing always better?

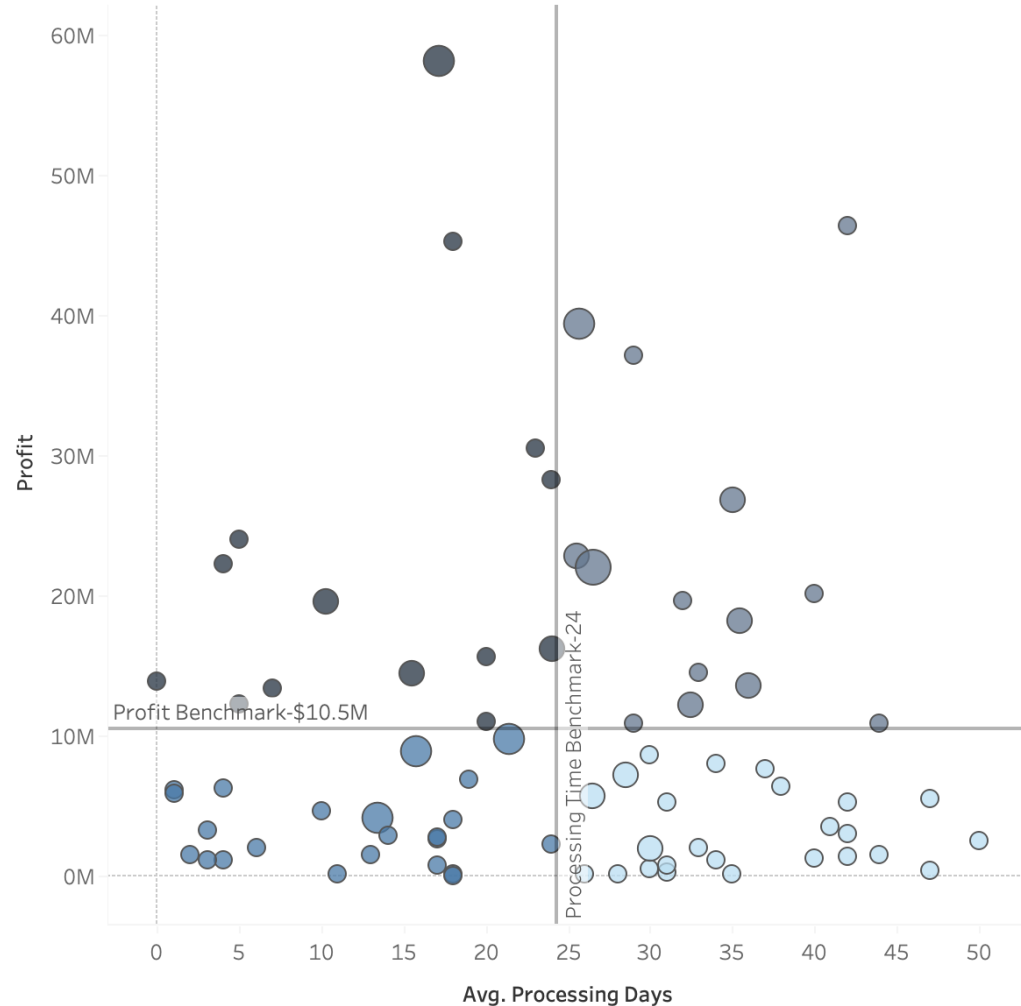
WHY SCATTER PLOT?

Best for Identifying Patterns & Correlations amongst variables

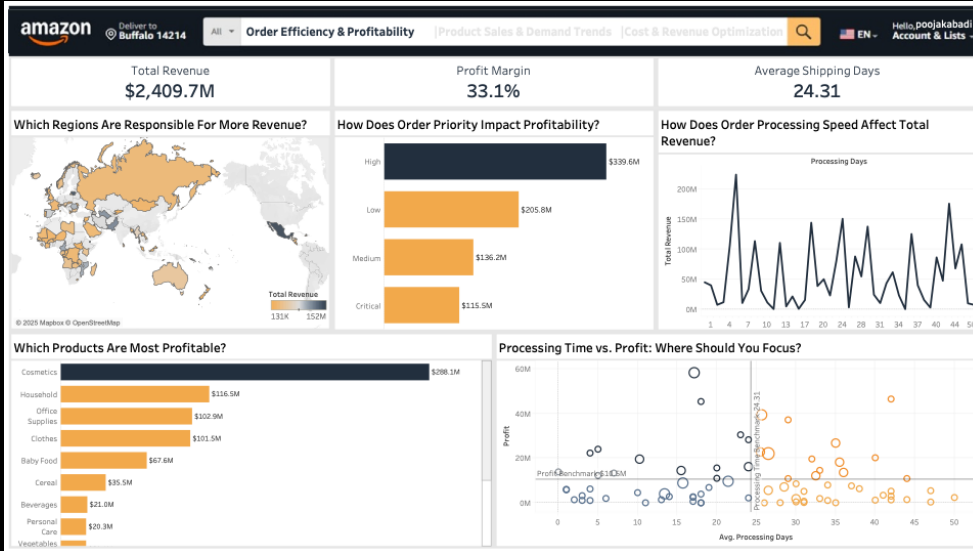
Data Principles in Action:

- Quadrant-based segmentation highlights key trends
- Bubble size adds a third dimension (Order Volume)
- Benchmark lines provide a reference for analysis working as annotations

Faster Processing Times Does Not Always Drive Higher Profits

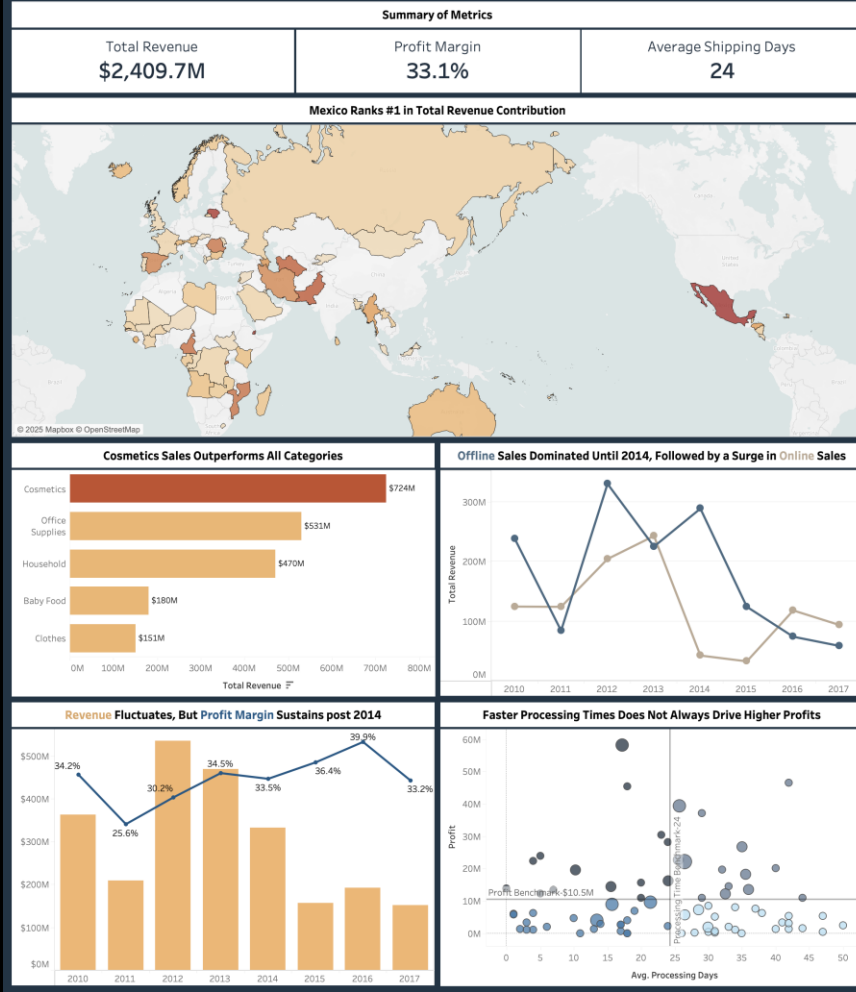


DASHBOARD: BEFORE AND AFTER



amazon Key Revenue Drivers and Profitability Insights on Amazon Sales

Highlighting revenue distribution, sales trends, and operational efficiency for sales between 2010 and 2017 across 76 countries.



WHERE

- **Mexico: #1 Revenue Contributor**

WHAT

- **Strategise around high performing categories (Cosmetics)**

HOW

- **Refine digital strategies, and optimize online sales channels**

WHAT IS WORKING?

INSIGHT OR INSTINCT?

- Profit margins stayed strong post-2014, proving effective cost and pricing strategies.
- Efficiency over speed: Prioritize pricing, demand, and cost control for sustainable profitability.



Thank you

