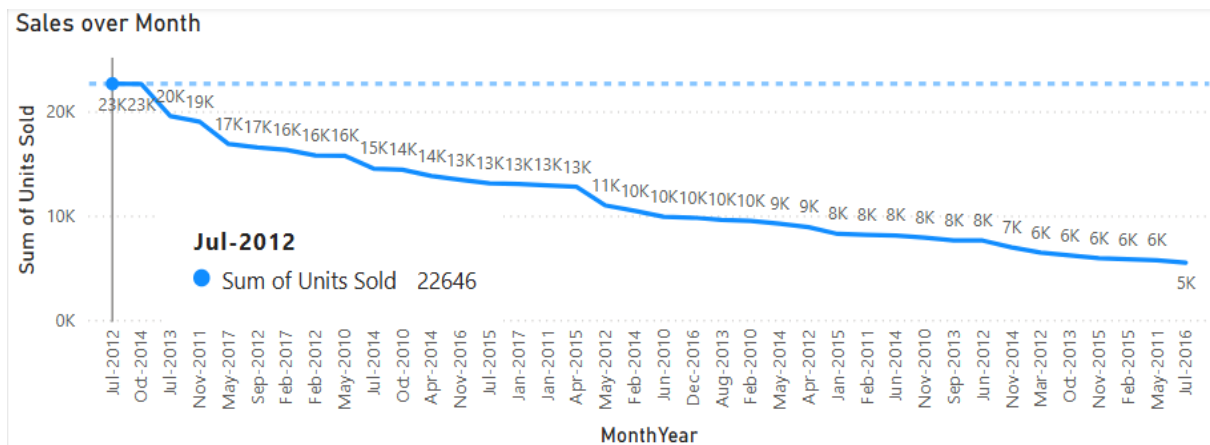
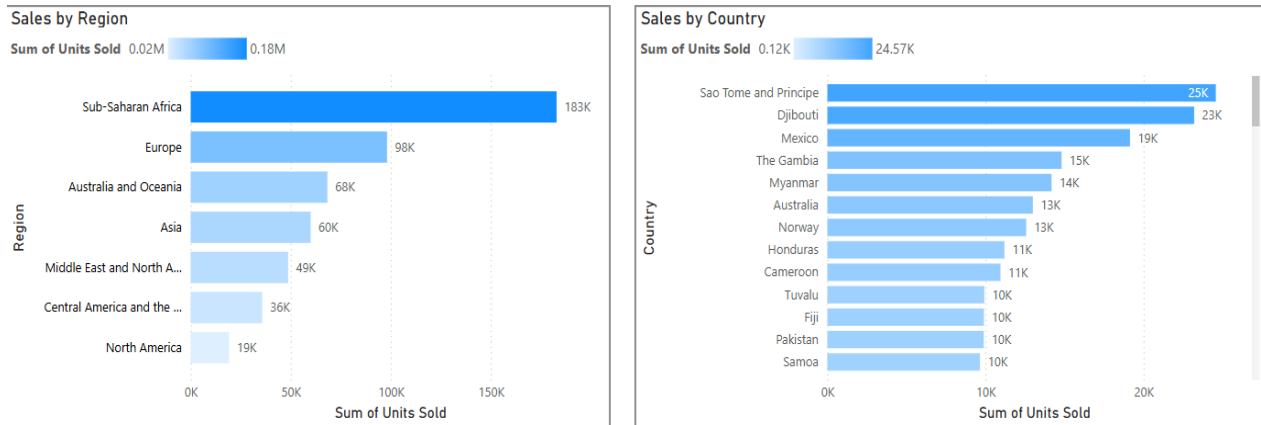
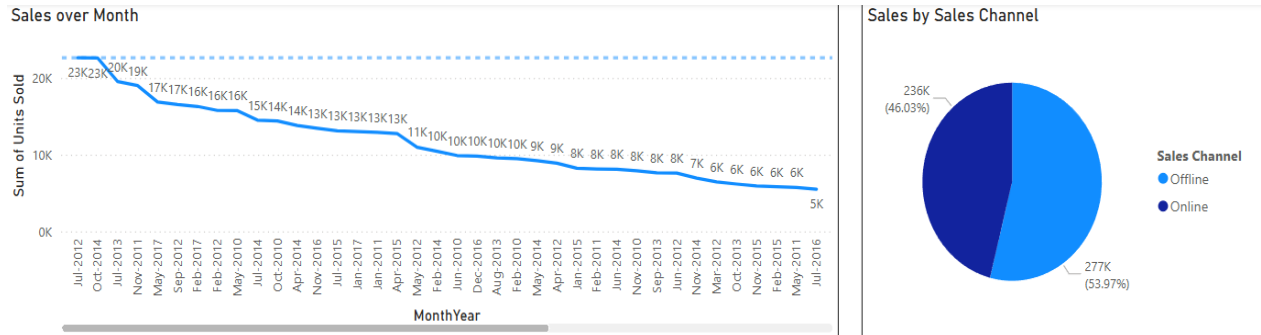
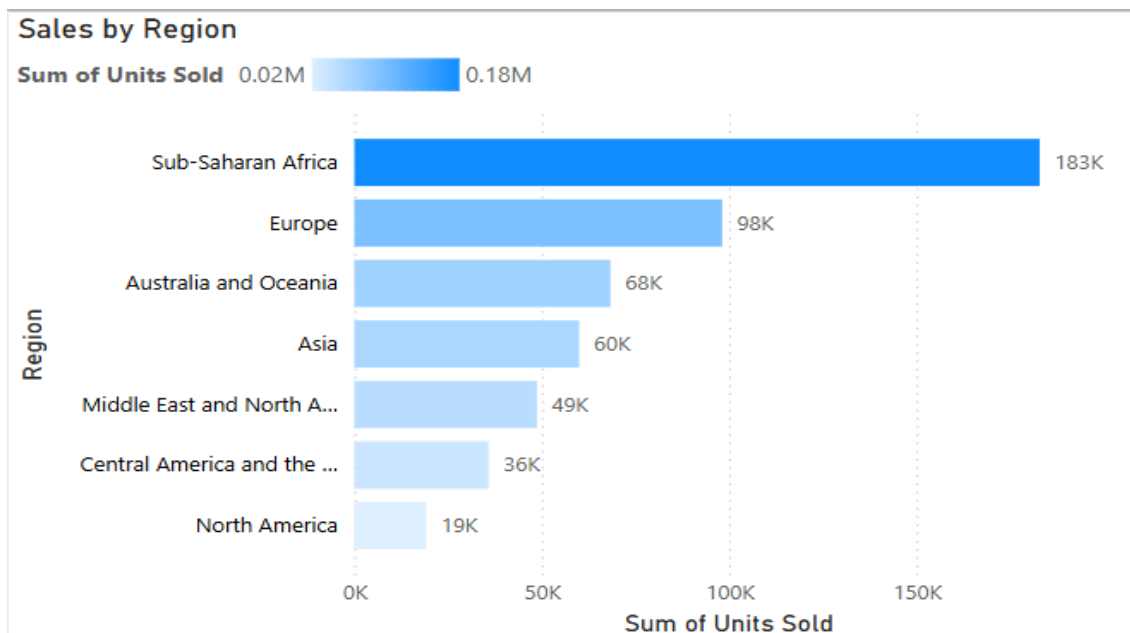


AMAZON SALES DATA ANALYSIS

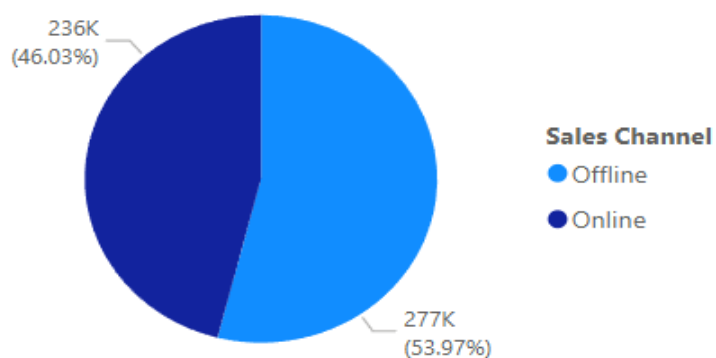


Sales peaked over July 2012, followed closely by October 2014, indicating stronger seasonal or promotional performance during these months. In contrast, sales dropped significantly in June 2011, reflecting a low-performance period.



Sub-Saharan Africa recorded the highest regional sales, with nearly 183K units sold, in comparison, the North America had the lowest regional sales, suggesting lower market penetration or demand.

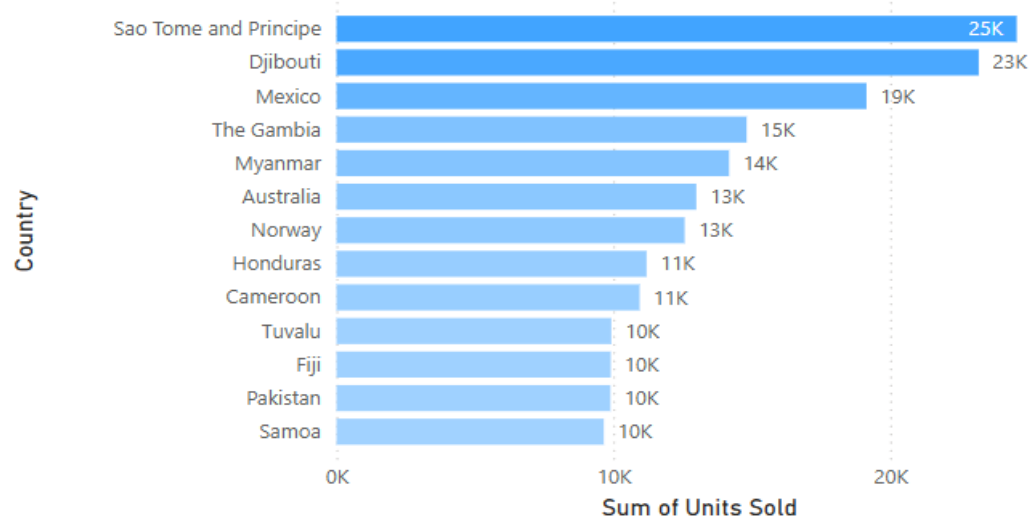
Sales by Sales Channel



Offline sales exceeded online sales by 7.94%, indicating that customers still prefer traditional purchasing channels for certain products or in certain markets.

Sales by Country

Sum of Units Sold 0.12K 24.57K



At the country level Sao Tome and Principe led in total sales, followed by Djibouti and Mexico. Interestingly, countries like Kyrgyzstan, Slovakia, UK has the low sales figures despite being part of better performing regions.