Amazon Sales Analysis Report

This report provides a comprehensive analysis of Amazon's sales data, offering insights into the company's performance and key trends in the ecommerce industry.

Amazon Overview: Company Profile and Sales Data

Amazon is a global e-commerce giant, offering a wide range of products of products and services, including online retail, cloud computing, and computing, and digital streaming. This section will explore the company's sales data and performance over time.

Key Objectives of the Analysis

1 **Year-wise and Monthly Revenue**:

Examine a detailed view of revenue trends over time.

2 Analyze Product Categories:

Examine the sales performance of different product categories to identify areas of growth and potential opportunities.

3 Explore Geographical Insights

Investigate sales data across different regions and markets markets to uncover geographical trends and patterns. patterns.

4 **Net Profit Margin Analysis**:

Evaluates profitability across sales transactions

5 Sales Channel Analysis:

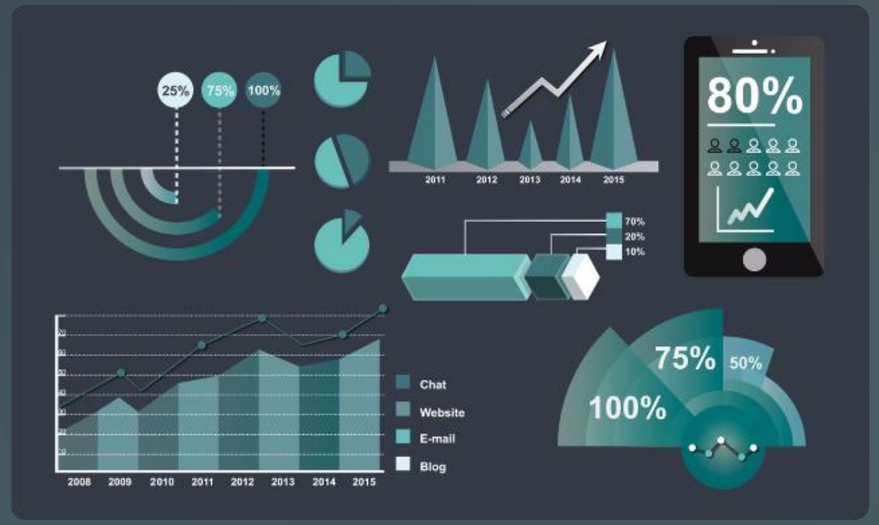
Compares the performance of different sales channels, channels, providing insights into the most effective channels.

6 Yearly Month-wise Revenue:

Combines yearly and monthly revenue data, providing a providing a detailed view of revenue trends over time. time.

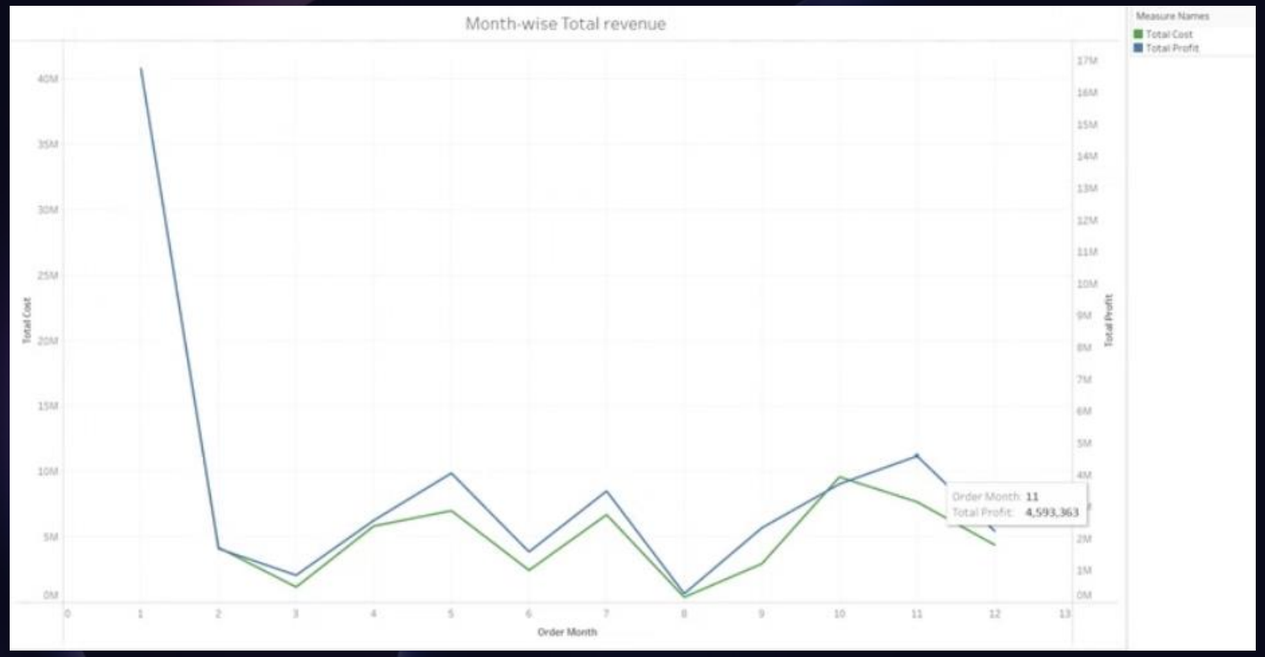
Dataset Statistics and Insights

The dataset used in this analysis includes comprehensive information on Amazon's sales, including total revenue, total profit, total cost, order data, ship date, regions, countries, unit cost, units sold, sales channel and item type. This section will provide an overview of the dataset's key statistics and insights.



Data Visualization:Chart and Conclusion

Month-wise Total Revenue:



The line chart shows a total cost and total profit as per order month.

Conclusion:

The data analysis reveals reveals that Amazon's sales are dominated by by electronics, home & & kitchen, and book categories. The company company has also experienced steady growth in sales, particularly during the holiday season.

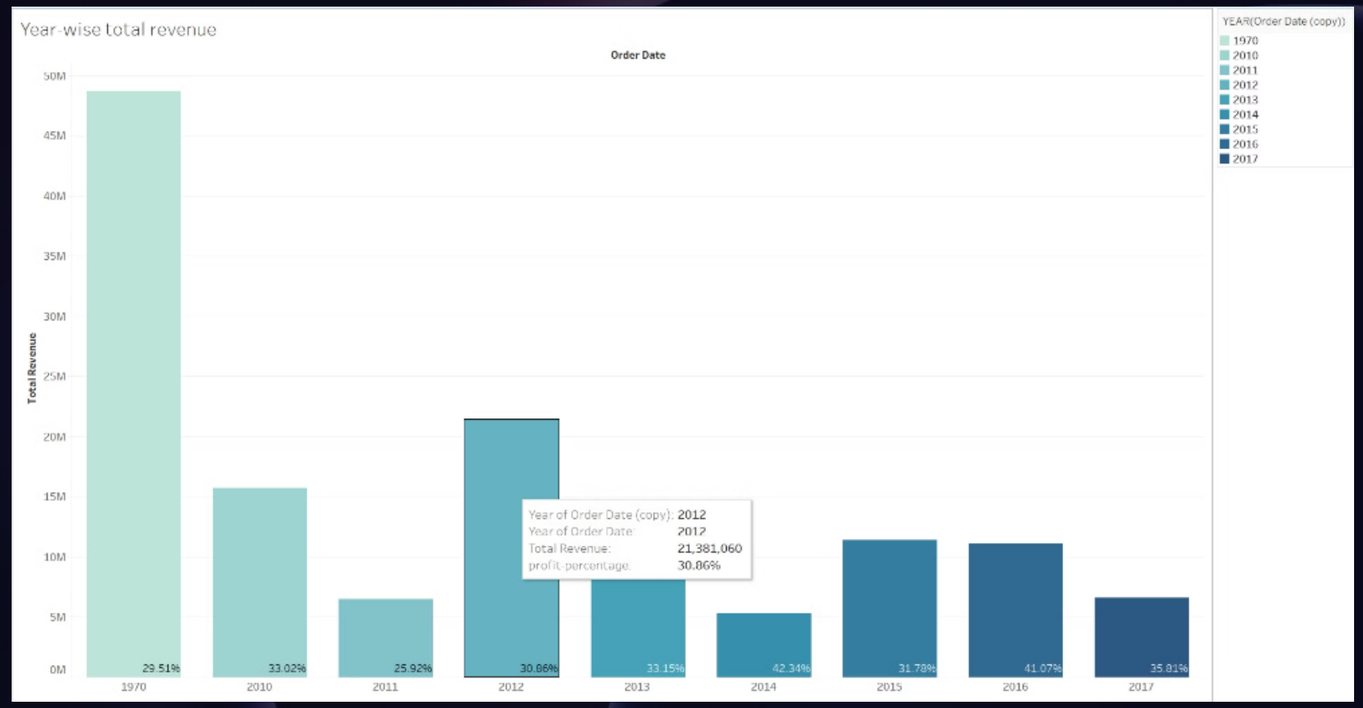
Sales by Region:

This geographical map shows that Amazon's strongest sales are in Honduras and least in Kuwait.

Conclusion:

The data reveals that Amazon's has generated generated highest sales in in Honduras region of about of about 5.99 M and and least sales in Kuwait. Kuwait. Countries in southern Europe and South South Africa has noticeable noticeable amount of sales. sales.

Year-wise total Revenue:

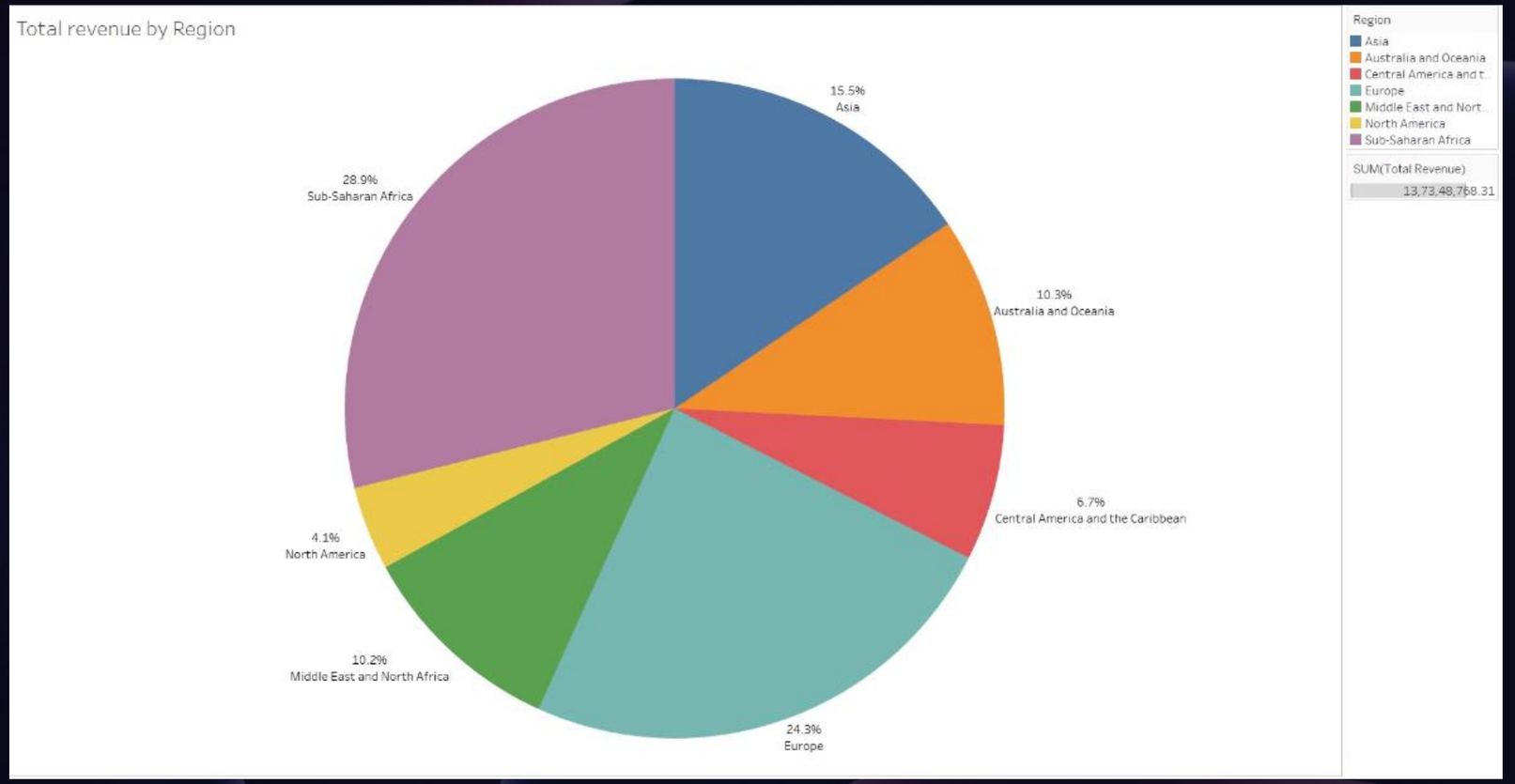


The bar graph shows a clear yearly pattern in Amazon's revenue, with a significant decrease after year 1970.

Conclusion:

The data analysis indicates that revenue generated was quite high in the year 1970 and then from 2010 to 2017 , 2012 is the year in which highest revenue was generated. But a significant dip is noticed in the year 2013.

Total Revenue by Region:



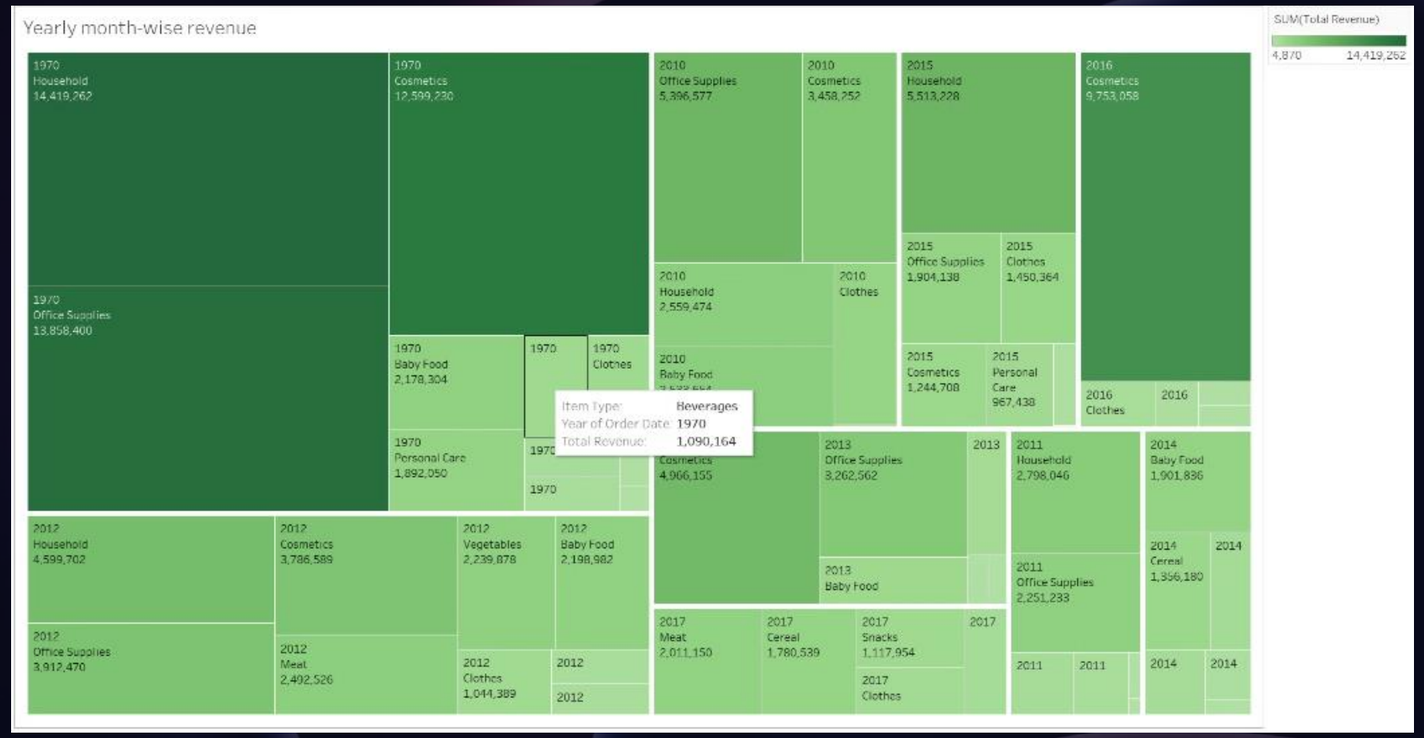
Conclusion:

Maximum revenue Generated by : Sub-Saharan Africa : 39.67 M

Minimum revenue Generated by: North America: 5.64 M

The pie chart shows that maximum revenue is generated by Sub-Saharan Africa and least by North America.

Yearly month-wise Revenue:

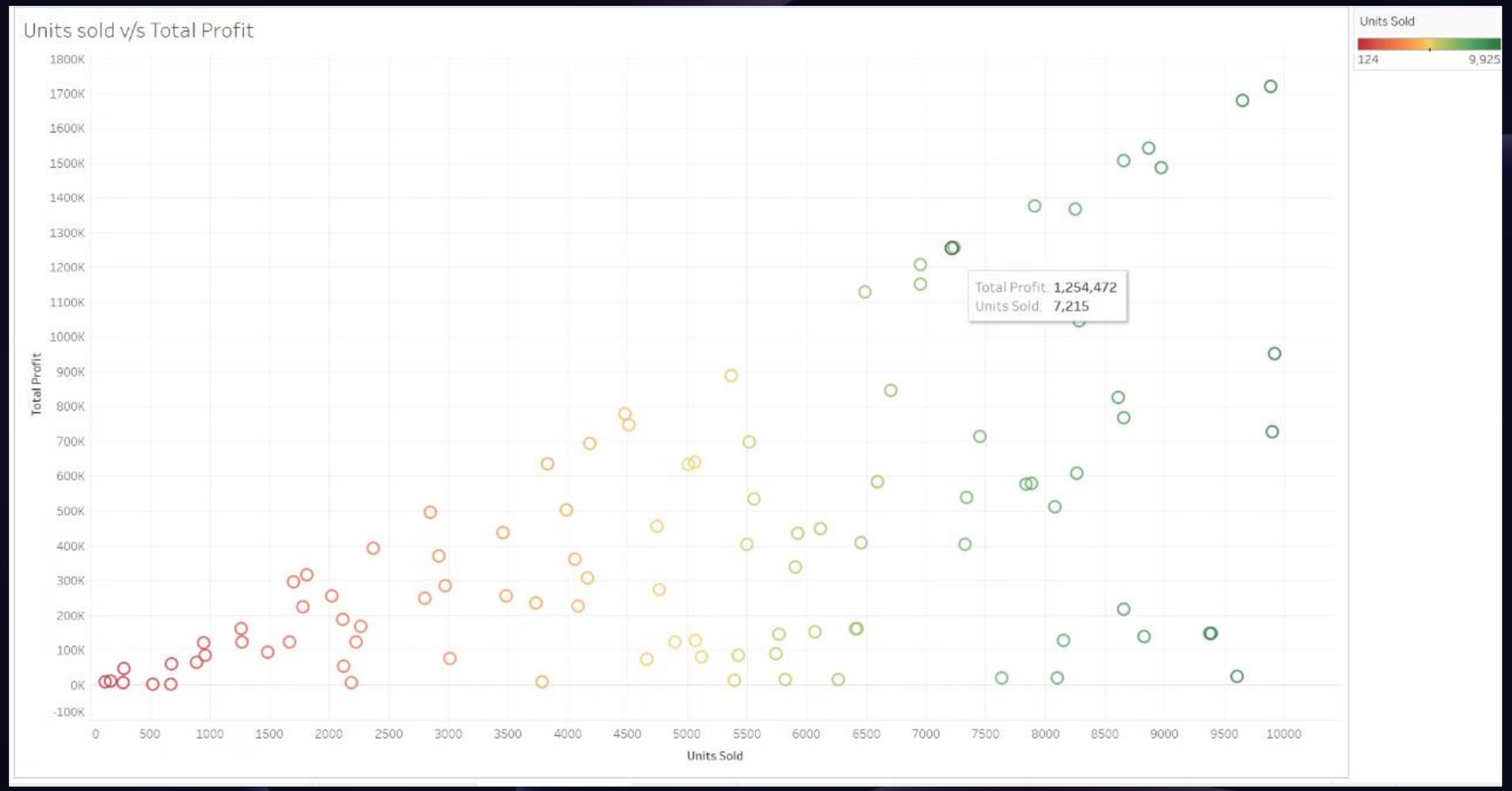


The tree map shows yearly month-wise revenue generated in different items.

Conclusion:

The data analysis reveals reveals that Amazon's Amazon's customers are are highly satisfied with with Household, Cosmetics and Office Supplies products. Maximum revenue was Generated in year 1970.

Total profit by Units Sold:

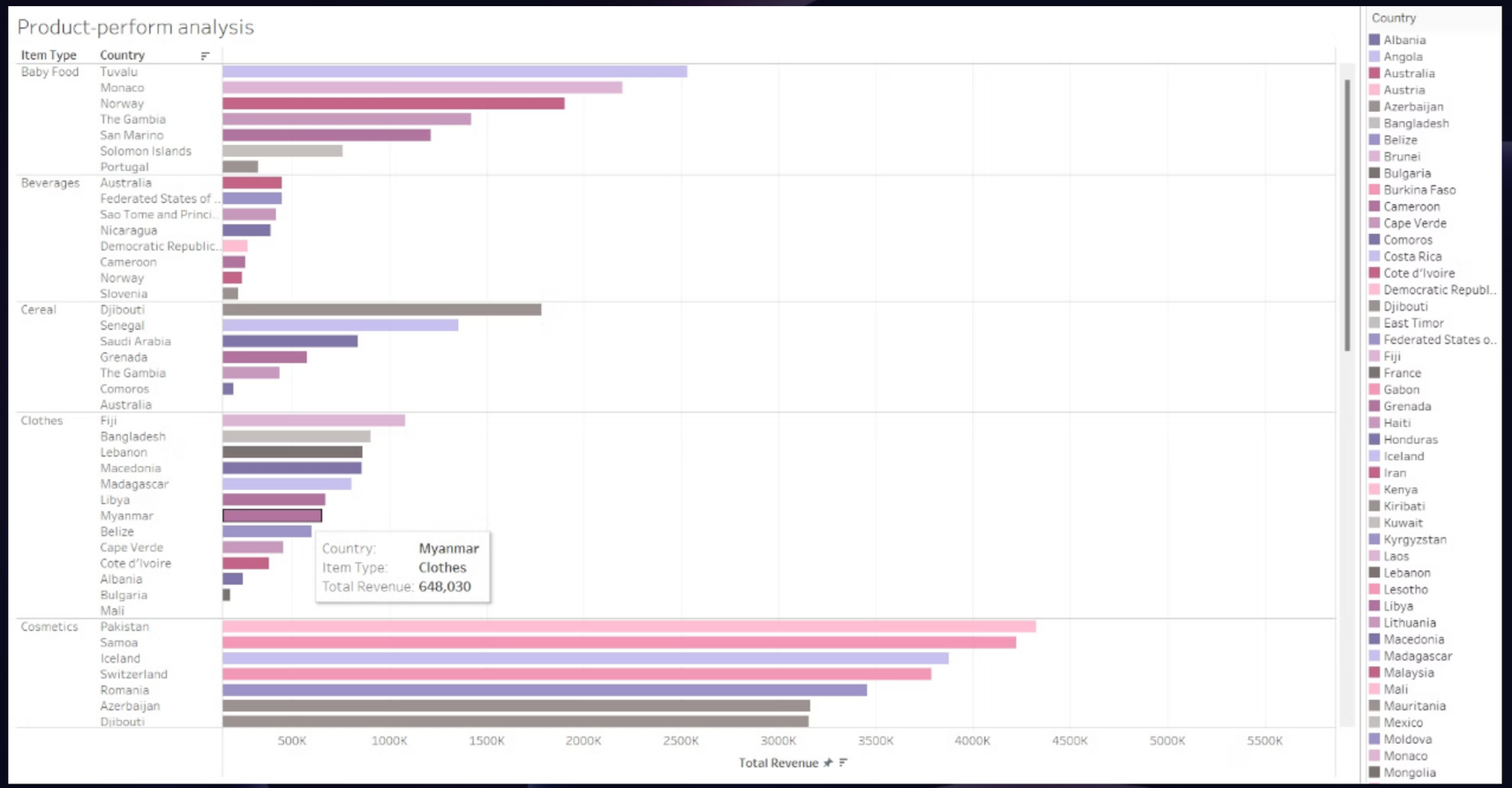


Conclusion:

According to the chart, chart, as the units sale of sale of products increases, there is also also an increment in Total profit.

This scatter plot clearly indicates the relationship between total profit and units sold.

Product-perform Analysis:



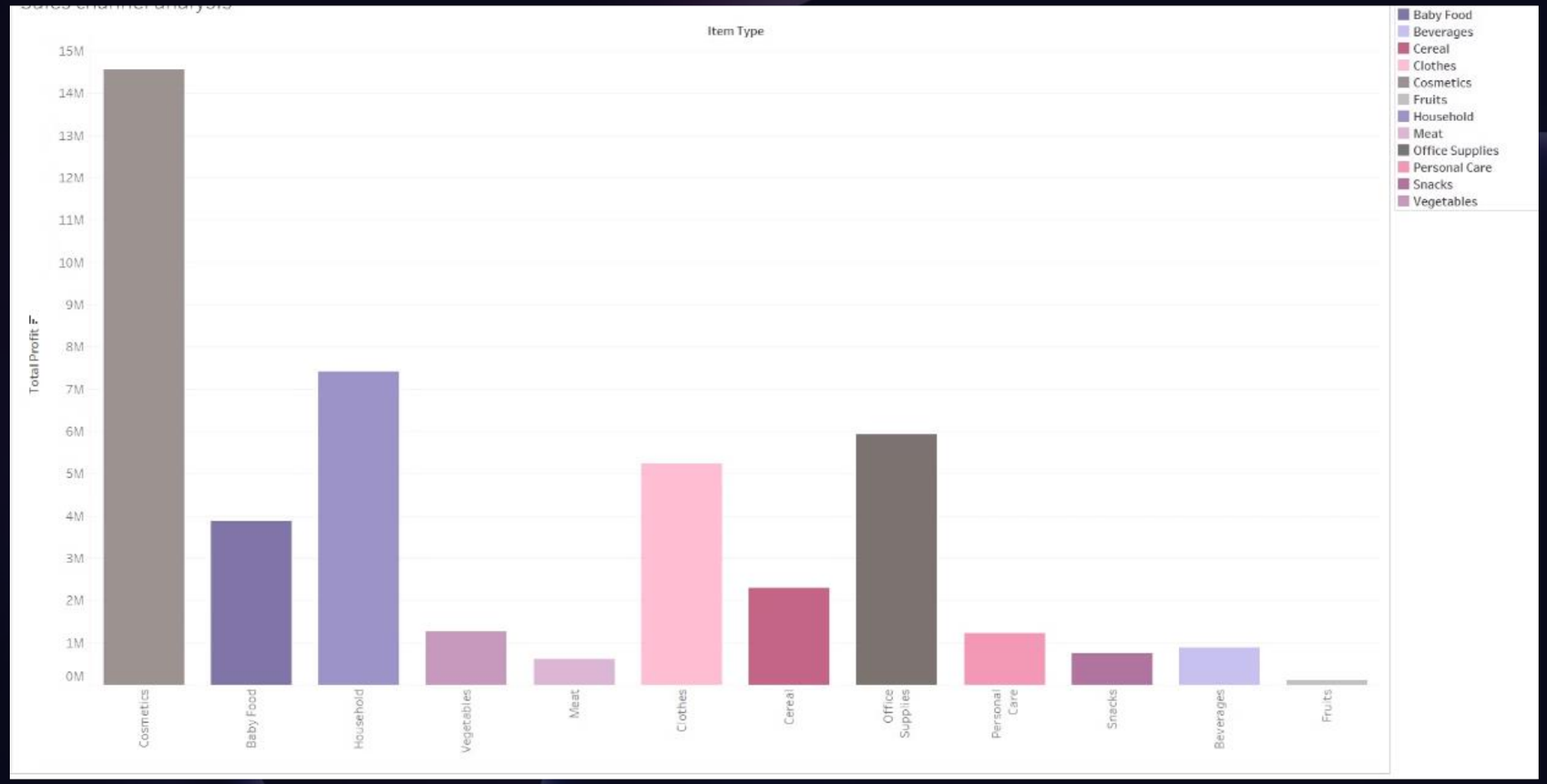
Conclusion:

As per the chart maximum revenue is generated in Cosmetics by Pakistan.

Minimum revenue is generated in Cosmetics by by Haiti.

This chart represents relationship between category type and the region on the basis of total revenue.

Total profit by Item type:



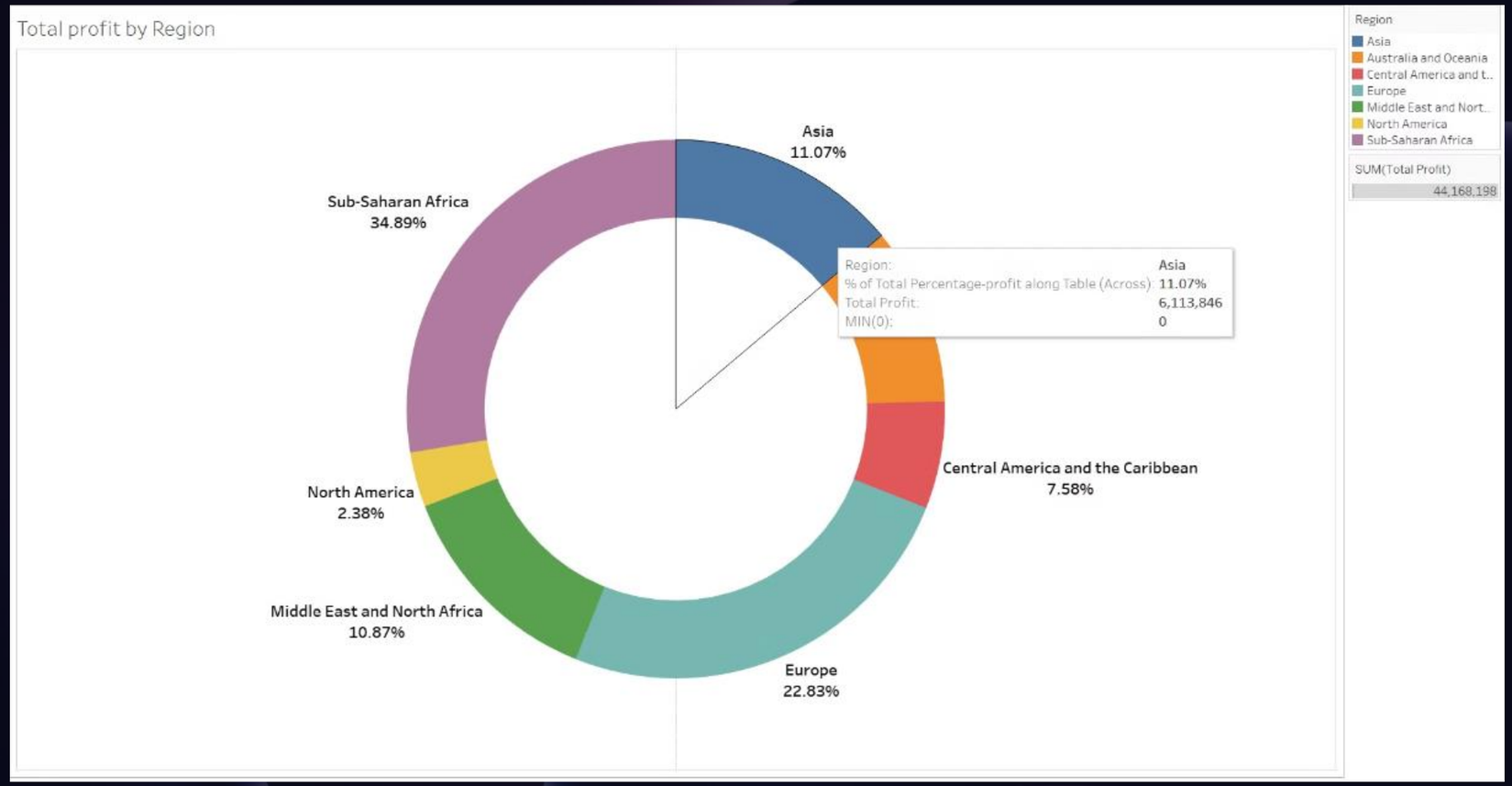
Conclusion:

Maximum profit generated by: Cosmetics between 1970-2017

Minimum profit generated by : Fruits

This bar graph clearly shows a relationship between total profit and item type.

Total profit by Region:



Conclusion:

As per observation:

Maximum profit generated

generated by Sub-Saharan

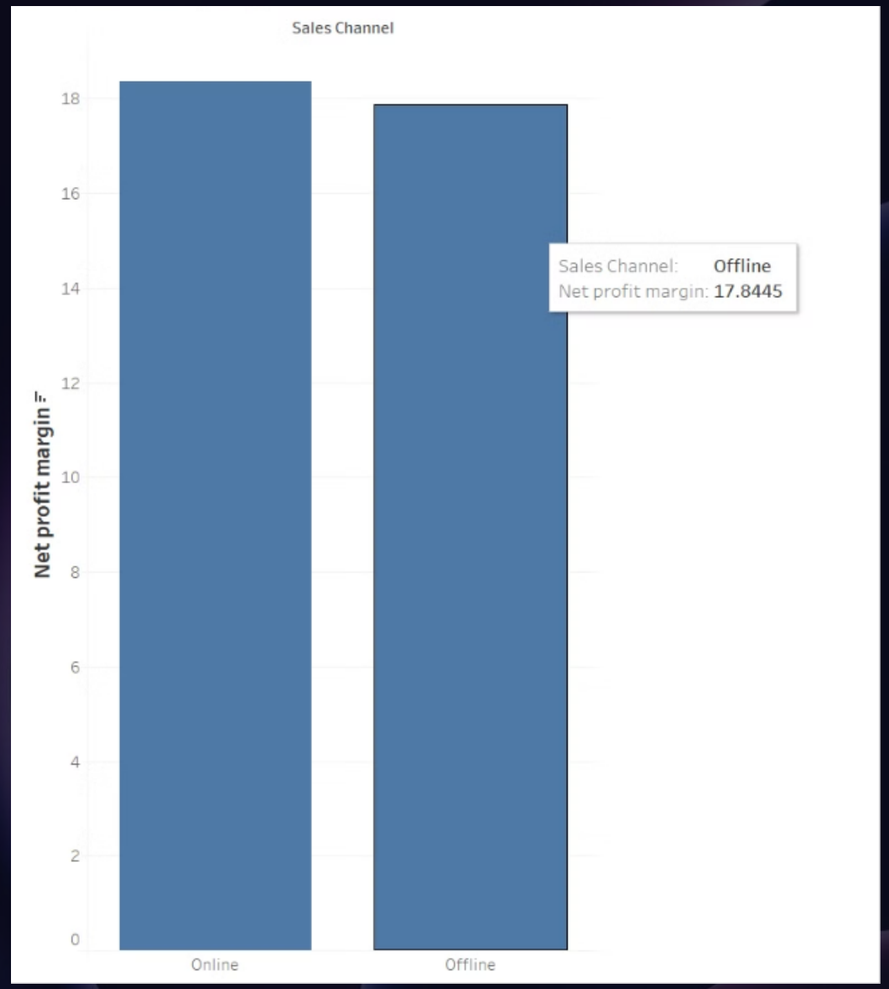
Saharan Region around

12.18 M between 1970-
Minimum profit generated
2017.
by North America around

1.46M.

This donut chart gives the analysis of profit percentage of every region.

Net profit margin by Sales channel:

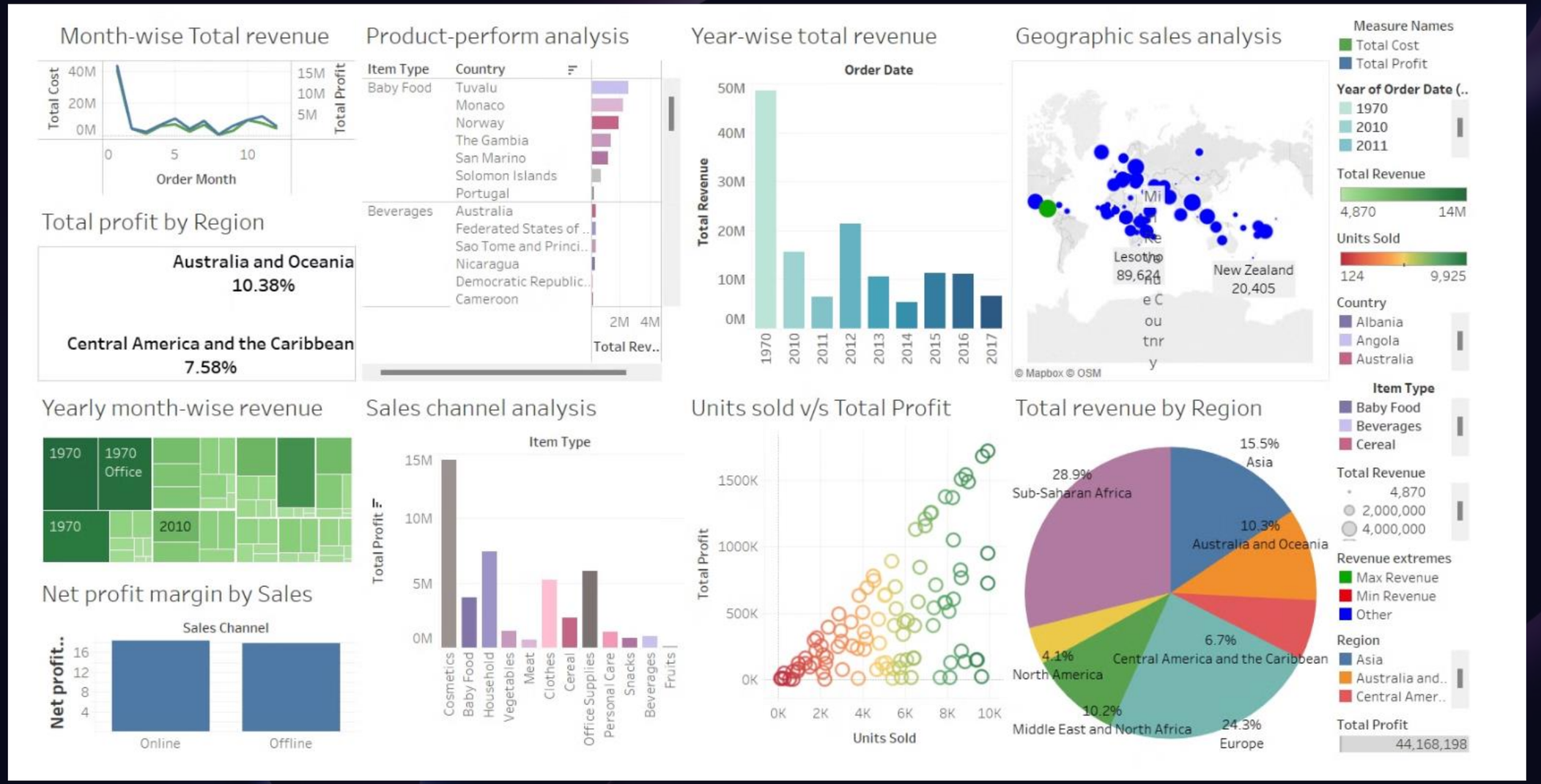


This bar graph is showing how offline and online channels have impact in net profit margin.

Conclusion:

As per observation, the net profit margin is recursively increasing from from Offline sales channel to online online Sales Channel between the the year 1970-2017.

Dashboard


Month-wise Total revenue
Total Cost
Total Profit
Order Month
Total profit by Region
Australia and Oceania
10.38%
Central America and the Caribbean
7.58%
Product-perform analysis
Item Type
Country
Baby Food
Tuvalu
Monaco
Norway
The Gambia
San Marino
Solomon Islands
Portugal
Beverages
Australia
Federated States of ..
Sao Tome and Princi..
Nicaragua
Democratic Republic..
Cameroon
Total Rev..
Year-wise total revenue
Order Date
Total Revenue
Geographic sales analysis
Lesotho
89,624
New Zealand
20,405
© Mapbox © OSM
Measure Names
Total Cost
Total Profit
Year of Order Date (..
1970
2010
2011
Total Revenue
4,870
14M
Units Sold
124
9,925
Country
Albania
Angola
Australia
Item Type
Baby Food
Beverages
Cereal
Total Revenue
4,870
2,000,000
4,000,000
Revenue extremes
Max Revenue
Min Revenue
Other
Region
Asia
Australia and..
Central Amer..
Total Profit
44,168,198
Yearly month-wise revenue
1970
1970 Office
1970
2010
Sales channel analysis
Item Type
Total Profit
Cosmetics
Baby Food
Household
Vegetables
Meat
Clothes
Cereal
Office Supplies
Personal Care
Snacks
Beverages
Fruits
Units sold v/s Total Profit
Total Profit
Units Sold
Total revenue by Region
15.5%
Asia
28.9%
Sub-Saharan Africa
10.3%
Australia and Oceania
6.7%
Central America and the Caribbean
4.1%
North America
10.2%
Middle East and North Africa
24.3%
Europe
Net profit margin by Sales
Sales Channel
Net profit..
Online
Offline

Conclusion

The Amazon sales analysis report has revealed several key insights about the company's performance and the ecommerce industry as a whole. Amazon's dominance in the market, driven by its strong customer loyalty, innovative product offerings, and efficient logistics, has positioned the company for continued growth and success.