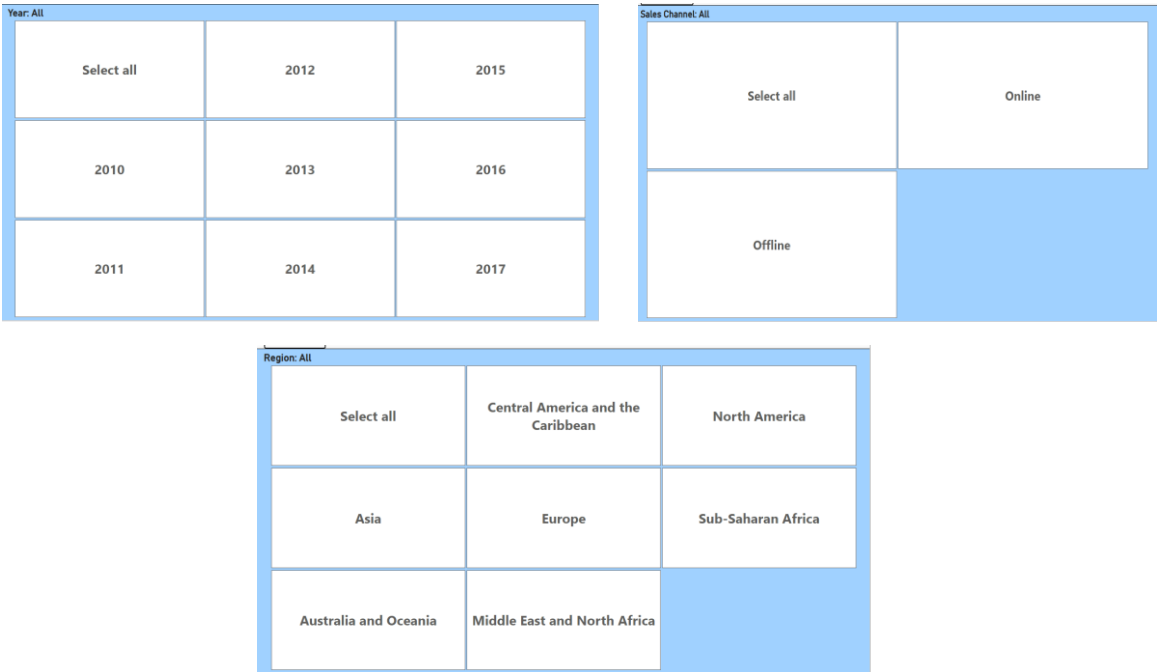


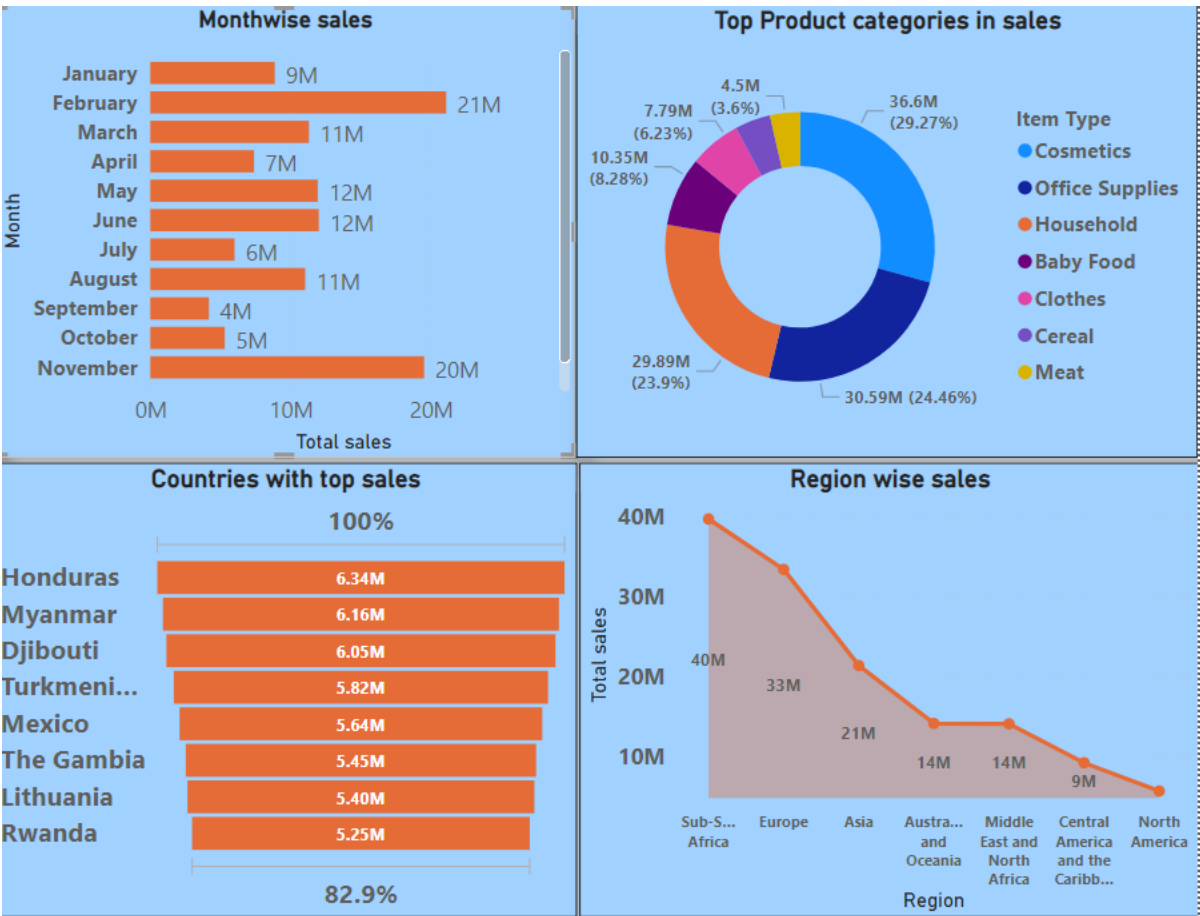
AMAZON SALES DATA ANALYSIS

Data Visualization

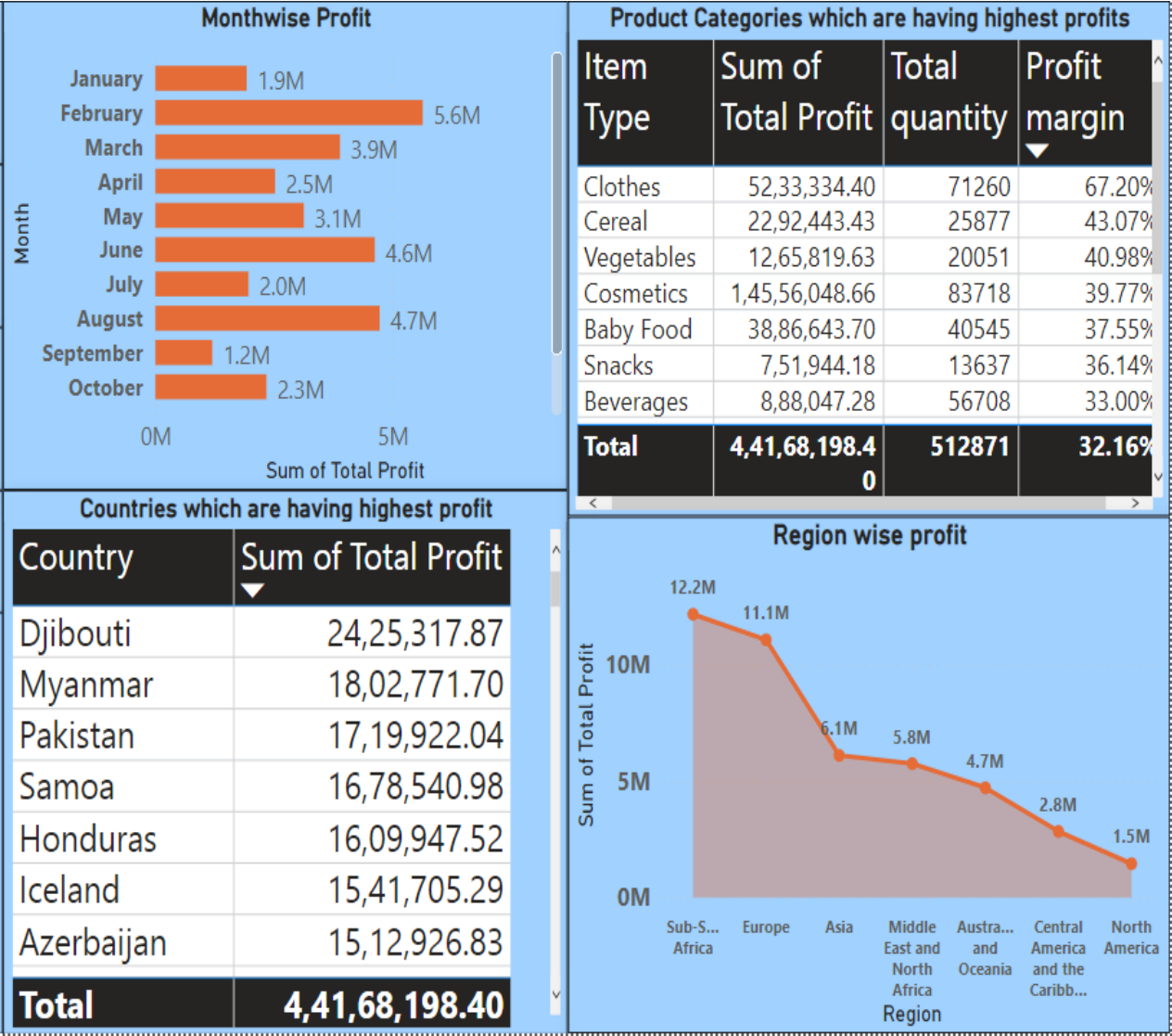
Slicers



Sales details



Profit details



Data Analysis results

1. There are 7 Different regions of amazon business.
2. There are 75 different countries and 12 different product categories.
3. There are two sales channels i.e Online and offline.
4. Year 2012 has highest sales of 34.15 million dollars and year 2011 has least sales of 11.43 million dollars.
5. Top product category in sales is cosmetics with 36.6million dollar sales and meat category is least in sales 4.5 million dollar sales.
6. Top 5 countries in sales overall for 8 years are Honduras, Myanmar, Djibouti, Turkmenistan, Mexico.
7. Top 5 product categories in sales overall for 8 years are Cosmetics, Office supplies, House hold supplies, Baby food and Clothes.
8. Out of total sales of 137.35 million dollars in 8 years, total profit was 44.17 million dollars.
9. Profit margin was more in online mode of sales, same strategy of sales can be implemented for offline mode as well to increase profit margin.
10. Year 2012 has highest profit 34.15 million dollars, with profit margin of 28.26% and Year 2011 with least profit of 2.95 million dollars.
11. If we consider overall profit Cosmetic products are giving highest profit, of 14.5 million dollars and fruits are having least 0.49 million dollars profit.
12. Profit margins are high for clothing category with 67.20% and meat category is least with 13.56%