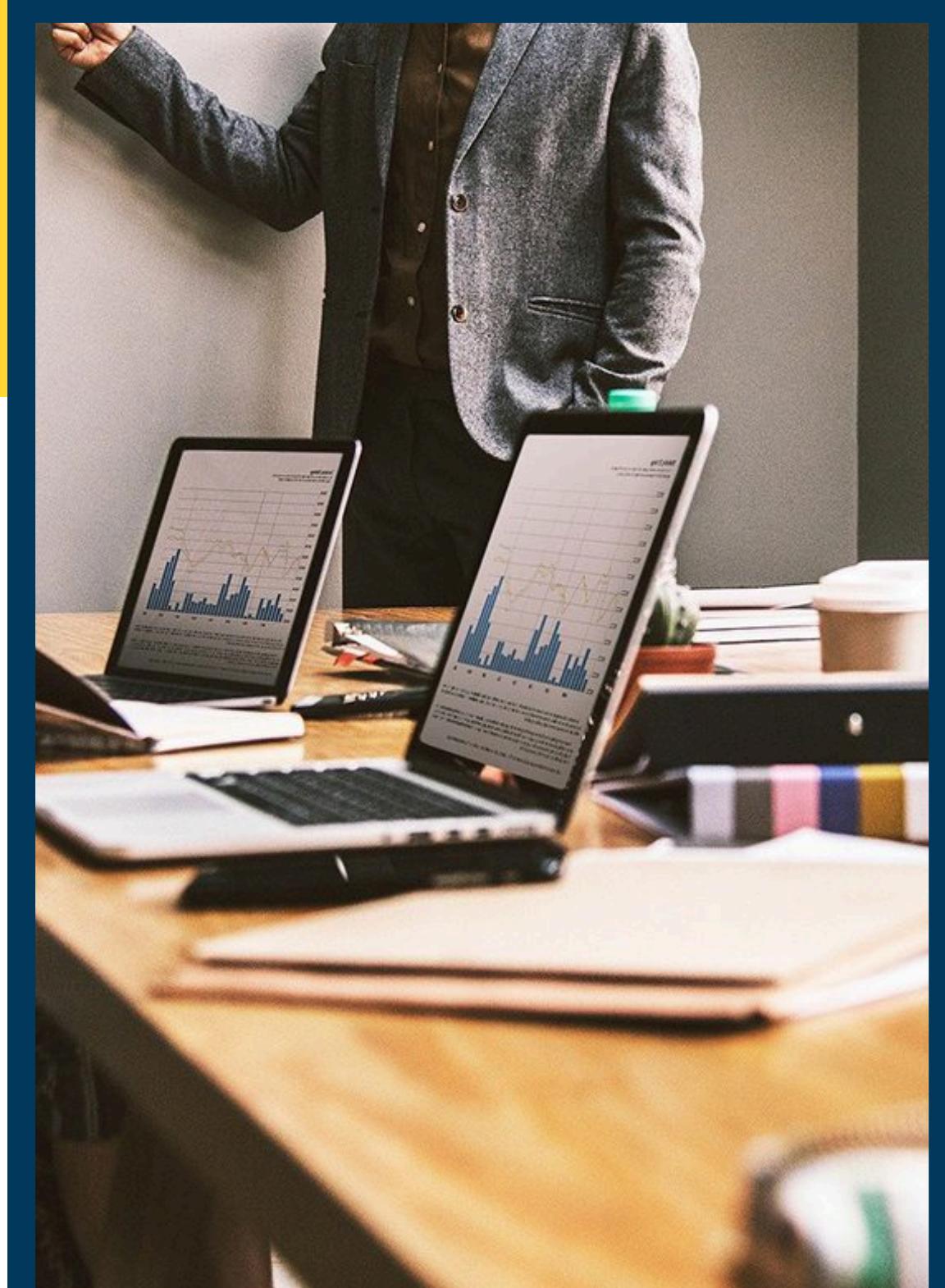




Amazon was founded on July 5, 1994, by Jeff Bezos in Bellevue, Washington

AMAZON SALES REPORT

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PROJECT DESCRIPTION

This report analyzes Amazon's sales and profit trends from 2010 to 2014, focusing on key metrics like sales performance, profit margins, and product category analysis. It highlights significant fluctuations in sales and profits, identifies high-performing products, and provides recommendations for improving sales and profit margins.

PROBLEM STATEMENT

Sales management is crucial for tackling competition, optimizing distribution, reducing costs, and increasing profits. Using ETL (Extract-Transform-Load) on an Amazon dataset, analyze sales trends month-wise, year-wise, and yearly-month-wise. Identify key metrics and reveal meaningful relationships between attributes for data-driven insights.

AMAZON SALES DASHBOARD



SALES AND PROFIT ANALYSIS (2010 - 2017)

Key Insights:

2010: Profit > Sales in February.

2011: Large sales > profit in November.

2012: Large profit > sales in September.

2013: High sales and profit in July.

2014: Low sales and profit from June to September.

2015: High sales and profit in January

2016: High sales and profit in November

2017: high sales and profit in February

Sales Trend Conclusion: Significant fluctuation across years.

SELLING ITEM ANALYSIS (2010 - 2017)

High Sales by Category:

2010: Office Supplies.

2011: Household items.

2012: Vegetables and Meat.

2013: Cosmetics.

2014: Household and Baby Food.

2015: Household items.

2016: Cosmetics.

2017: Household items.

Conclusion: Varying product demand across years.

PROFIT ANALYSIS BY ITEM (2010 - 2017)

High Profit by Category:

2010: Cosmetics.

2011: Household.

2012: Office Supplies.

2013: Cosmetics.

2014: Baby Food & Cosmetics.

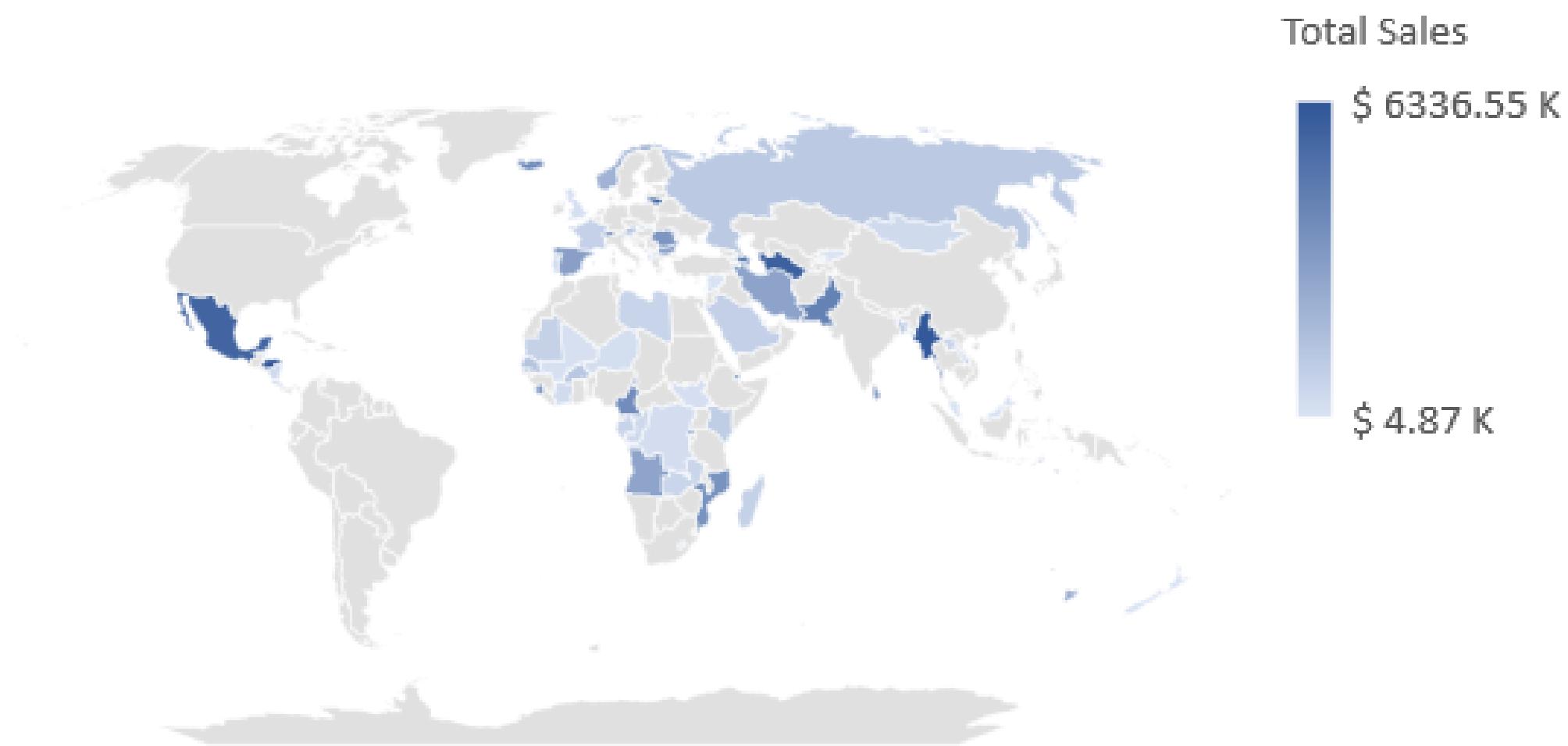
2015: Household.

2016: Cosmetics.

2017: Household.

Conclusion: Certain categories consistently contribute more to profit.

SALES BY COUNTRY



TOP SELLING ITEMS

Baby Food	\$ 10350.33 K
Clothes	\$ 7787.29 K
Cosmetics	\$ 36601.51 K
Household	\$ 29889.71 K
Office Supplies	\$ 30585.38 K

- Cosmetics is the highest-selling category, followed by Office Supplies and Household products, which also show strong performance.

- Baby Food and Clothes have lower sales compared to the other categories but still contribute significantly to overall sales.

These trends highlight the growing demand for beauty, office, and household essentials.

PROFIT MARGIN ANALYSIS (2010-2014) A

- 2010: The highest profit margin, at 36.06%, indicates strong cost management and efficient operations, resulting in significant profitability.
- 2011: A drop in profit margin to 25.71%, possibly reflecting higher costs or reduced pricing to stay competitive.
- 2012: The margin increases slightly to 28.26%, showing a modest recovery as operational efficiencies or cost reductions are realized.
- 2013: Profitability continues to improve with a 33.05% margin, signaling a return to strong performance.
- 2014: The profit margin rises to 35.31%, nearly reaching the high of 2010, suggesting sustained efficiency in operations and cost management.

SALES AND PROFIT PERFORMANCE B

- No. of Orders: A total of 100 orders were made during this period, which is relatively low for the size of the sales, suggesting either large order values or high-ticket items being sold.
- Total Sales: The overall sales amount to \$1,373,487,68.31, reflecting strong revenue generation across multiple product categories.
- Total Profit: The total profit stands at \$4,416,819.8, showcasing impressive earnings derived from the total sales, with a clear focus on high-margin items.

DATA-DRIVEN INSIGHTS

- Profit Margin Fluctuations: Competitive pricing vs. efficiency gains.
- Sales Volume and Value: High-value products boost strong sales.
- Overall Profitability: Consistent profits despite margin and order changes.

RECOMMENDATIONS:

1. Increase food sales.
2. Boost the number of order.
3. Address the issue of low total sales.
4. Improve fruit profit margins.



THANK YOU
