

Amazon Sales Data Insights (KPIs)

1. Top 5 Gross Profit Margin Categories:

- **Cosmetics**
 - Dominates with the highest profit margin, reflecting customer preference.
 - Strong correlation between high sales and priority.
- **Household**
 - Significant profitability, especially with the most expensive item priced at **668.27**.
 - Offline sales outperform online, indicating a traditional market preference.
- **Office Supplies**
 - Consistent profitability but potential for improvement in sales.
 - Delivery times may impact customer decisions.
- **Baby Food and Cereal**
 - Steady profit margin, indicating a stable market for these products.

2. Most Gross Profitable Product:

- **Cosmetics -> 173.87 Profit**
 - Average delivery time aligns with customer expectations.

3. Least 2 Non-Profitable Products:

- **Fruits -> 2.41 Profit**
 - Despite popularity, low profitability suggests a need for pricing adjustments.
- **Beverages -> 15.66 Profit**
 - Low profit, possibly due to the cancel priority from customers.
 - Reevaluate marketing or consider bundling options to increase sales.

4. Profit Margin of Products:

- **Clothes -> 67.20 %**
- **Cereal -> 43.07 %**
- **Vegetables -> 40.98 %**
- **Cosmetics -> 39.77 %**
- **Baby Food -> 37.55 %**
- **Snacks -> 36.14 %**
- **Beverages -> 33.00 %**
- **Personal Care -> 30.66 %**
- **Fruits -> 25.83 %**
- **Household -> 24.80 %**
- **Office Supplies -> 19.39 %**
- **Meat -> 13.56 %**

5. Most Expensive Item:

- **Household -> 668.27**
 - High-end products show potential for premium offerings.
 - Analyze whether premium items align with the overall customer base.

6. Cheapest Item:

- **Fruits -> 9.33**
 - While attracting orders, consider strategies to improve profitability.
 - Evaluate whether the lower margin is offset by higher sales volume.

7. Delivery and Priority Insights:

- **Cosmetics Delivery Days:**
 - Average of **23 days** aligns with high priority and popularity.
- **Fruits Delivery Days:**
 - **26 days** delivery time indicates a longer wait, affecting customer satisfaction.

8. Sales Insights:

- **Household items:**
 - Offline dominates, suggesting a traditional market preference.
- **Cosmetics:**
 - Customers prefer cosmetics products from Amazon (Online) due to convenience, variety, and reliability, aligning with their expectations.

9. Regional Analysis:

Most Profitable Countries

- **Myanmar and Djibouti:**
 - High revenue suggests potential market growth.
 - Understand local preferences for targeted marketing.

Least Profitable Countries

- **Kuwait, Kyrgyzstan, New Zealand, Slovakia, Syria:**
 - Analyze cultural factors impacting sales.
 - Explore strategies to increase market share or consider market exit.

10. Year-wise Performance:

Best Years:

- **2010, 2012, 2013, 2014**
 - High revenue and profit in these years.
 - **2012** stands out with the highest number of orders (ie; **97,967**), driven by personal care products.

Worse Years:

- **2011, 2015, 2016, 2017**

- Lowest revenue and profit, with **2011** is particularly challenging.

11. Product Category Insights:

Most Sold :

- **Cosmetics**

- Understand customer preferences to optimize marketing.
- Consider bundling options to boost sales in less popular categories.

Least Sold:

- **Meat**

- Analyze if customer aversion to meat products is due to quality, cultural factors or due to local market purchasing satisfaction.
- Evaluate the feasibility of maintaining this category.

12. Customer Preferences:

High Priority:

- **Cosmetics, Baby Food, Cereal, Household.**

Least Priority:

- **Beverages, Fruits.**

13. Online vs. Offline Preferences:

- Customers prefer to purchase **household** items offline.
- **Cosmetic** products are more popular online.

14. Monthly Trends:

Most Orders:

- **May, July, October, November:**

- Highest order of volumes during these months.

Least Orders:

- **January, March, June, August, September, December:**

- Lower order of volumes during these months.

15. Regional Performance Insights:

- **Asia**

- Highest revenue; prioritize marketing strategies for cosmetics and clothes.

- **Australia and Oceania**

- Beverage sales benefit from the hot climate; consider expanding product lines.
- **Most Sold Item:** Beverages
- **Least Sold Item:** Cereal
- **Reasoning:** Beverages align with the region's hot climate, driving higher sales. Cereal, being less suited to the climate, sees lower demand.
- **Central America and Caribbean**
 - Focus on improving sales in the cosmetic category.
 - **Most Sold Item:** Household
 - **Least Sold Item:** Cosmetics
 - **Reasoning:** The preference for household items in this region is attributed to the traditional market. Cosmetic sales could improve with targeted marketing strategies.
- **Europe, Middle East and North Africa**
 - Explore opportunities in the oil and gas industry for office supplies.
 - **Most Sold Item:** Cosmetics
 - **Least Sold Item:** Office Supplies
 - **Reasoning:** Cosmetics have a higher demand, possibly driven by cultural preferences. Office supplies might have lower sales due to the region's focus on the oil and gas industry.
- **Sub-Saharan Africa**
 - Adapt product offerings to suit hot climates; diversify beyond low-margin fruits.
 - **Most Sold Item:** Fruits
 - **Least Sold Item:** Meat
 - **Reasoning:** Fruits align with the region's hot climate, driving sales. Meat has lower demand, possibly due to climate influences and local dietary preferences.
- **North America**
 - **Most Sold Item:** Personal Care
 - **Least Sold Item:** Household
 - **Reasoning:** Generally dry with cold winters and hot summers drive high demand for personal care items.