

Business Opportunities Analysis

Amazon E-commerce Data Report

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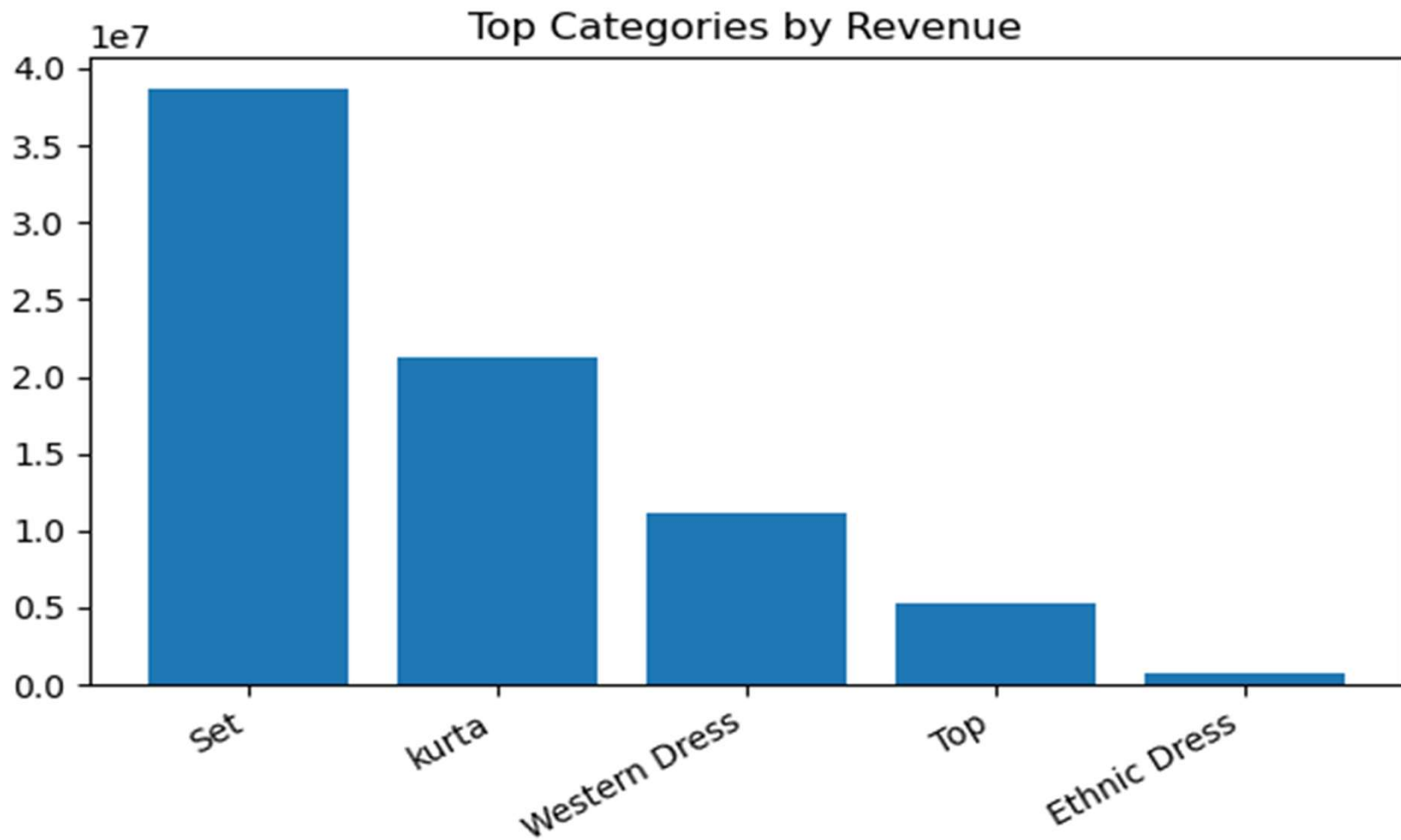
Introduction

- Objective: Analyze sales, customer behavior, and opportunities.
- Deliverable: Actionable insights for growth.

Sales Performance Analysis

- Monthly and yearly revenue trends
- Top-performing product categories
- Regional sales distribution

Top Categories



Customer Behavior Insights

- RFM segmentation to classify customers
- Retention challenges identified
- Insights into high-value vs. churn risk groups

Sales Forecasting

- Projected revenue growth for upcoming months
- Seasonal demand fluctuations expected
- Preparation required for scaling inventory

Identified Business Opportunities

- Expand in high-growth categories
- Focus marketing in top regions
- Upsell frequently purchased combinations
- Invest in customer loyalty initiatives

Recommendations & Action Plan

- Optimize inventory based on demand
- Launch personalized marketing campaigns
- Implement dynamic pricing
- Create loyalty & win-back programs

Conclusion & Next Steps

- Data-driven insights help align business strategy
- Implement recommendations for growth
- Monitor KPIs regularly for continuous improvement