

Amazon Sales Dashboard Insights Report

Summary:

This report provides an analysis of Amazon's sales data over a four-year period, focusing on top-performing months, years, products, and regions. It also presents recommendations based on these insights to drive future performance and sales growth.

Business Questions

Before starting the analysis, the following key business questions were defined to guide the insights and support decision-making:

Sales & Profit Analysis:

- What is the total sales and profit for the selected period?
- Which months recorded the highest and lowest sales?
- Which product categories generated the highest profit, and which ones underperformed?

Product Performance:

- Which products were the top-selling items?
- What is the profit margin per product?
- Are there products with high sales but low profitability? (Potential pricing issue.)

Customer & Region Insights:

- Which regions generated the highest sales and profit?
- Are there areas with high sales but low profit margins?
- How many active customers were there during the period?

Shipping & Order Analysis:

- What is the average time between order date and ship date?
- Is there any noticeable delay in shipping?
- What is the relationship between shipping speed and profit? (Does faster shipping reduce profit?)

Quantity Analysis:

- What is the average quantity sold per order?
- Are bulk orders more profitable or less profitable?

Key Insights:

- **Top Performing Month:**

December consistently recorded the highest sales across the four-year period, with a notable peak in December 2014. This indicates strong demand at the end of the year.

- **Best Sales Year:**

The year 2014 achieved the highest total sales, demonstrating steady growth compared to 2011 and setting a benchmark for subsequent years.

- **Top Selling Product:**

The "Copier" product category emerged as the top performer, contributing approximately 15.69% to the overall sales, highlighting its dominance in the market.

- **Top Performing Region:**

California was the leading region in terms of total profit, outperforming all other areas, suggesting a strong market presence in this state.

- **Shipping Time Impact:**

The "Shipping Time Analysis" revealed no clear correlation between shipping time and sales performance, suggesting that other factors may have a more significant impact on sales.

- **Sales Seasonality:**

Both December and September showed consistent sales spikes throughout the four-year period, indicating strong seasonal demand in these months.

Recommendations:

- **Leverage Peak Sales Periods (December & September):**

It is recommended to intensify marketing efforts and promotional campaigns during December and September to capitalize on seasonal demand. Offering special deals, discounts, or seasonal campaigns could further boost sales during these months.

- **Focus on Best-Selling Product (Canon image CLASS 2200 Advanced Copier):**

Given that the **Canon imageCLASS 2200 Advanced Copier** category contributes a lot to total sales, expanding the product range within this category or exploring bundle deals is advised. Additionally, increasing inventory levels and ensuring strong availability during peak periods could help meet demand.

- **Strengthen California Presence:**

Since California is the top-performing region, efforts should be made to enhance distribution networks and customer engagement in this state. Investing in targeted regional marketing campaigns could help maintain or increase sales in this profitable market.

- **Review Shipping Time Efficiency:**

Although there was no direct correlation between shipping time and sales performance, optimizing shipping efficiency and offering faster delivery options could improve customer satisfaction and loyalty. Understanding customer preferences for delivery speed could be beneficial.

- **Monitor Yearly Sales Growth:**

While 2014 saw the highest sales, continuous monitoring of yearly sales performance is essential to identify emerging trends. If growth slows down, exploring new sales channels, partnerships, or product offerings may help sustain upward momentum.

- **Expand Product Categories:**

In addition to the success of the **Canon imageCLASS 2200 Advanced Copier** category, exploring other high-potential product categories could diversify revenue streams. Conducting market research to identify trending products can help guide decisions in expanding the product lineup.