



# AMAZON SALES DATA ANALYSIS



Finance View

Customer  
Insights

Product  
Insights

Marketing  
View

Customer  
Service  
Insights

Executive view

Sales Amount

77.77M✓

LY: 20.78M (+274.2%)

Sales Quantity

1.26M✓

LY: 0.33M (+285.86%)

Profit %

66.63!

LY: 78.26 (-14.86%)

Sales Cost Amount

-46.67M✓

LY: -11.66M (+300.33%)

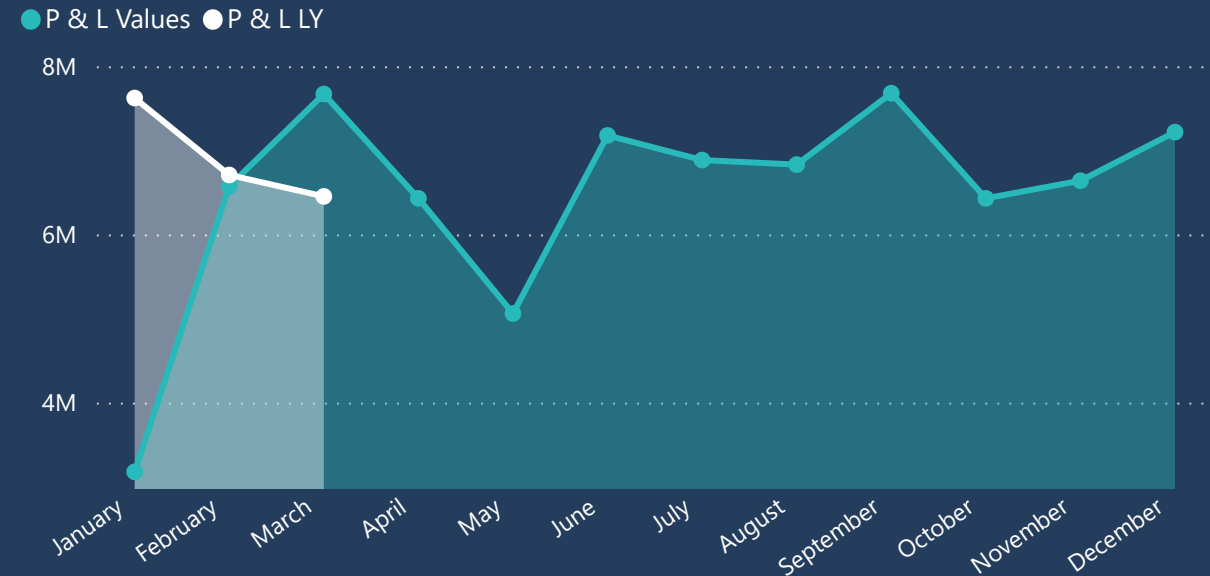
All

All

2019

Description	2019	LY	YOY CHG %
List Price	14569334	3412693	327
Sales Quantity	1259790	326489	286
Sales Amount -List Price	131395331	33048449	298
Discount Amount	53630289	12266881	337
Sales Amount	77765041	20781568	274
Sales Cost Amount	-46669481	-11657824	300
Sales Margin amount	31095561	9123744	241
Profit %	67	78	-15

Sales Amount Performance Over Month





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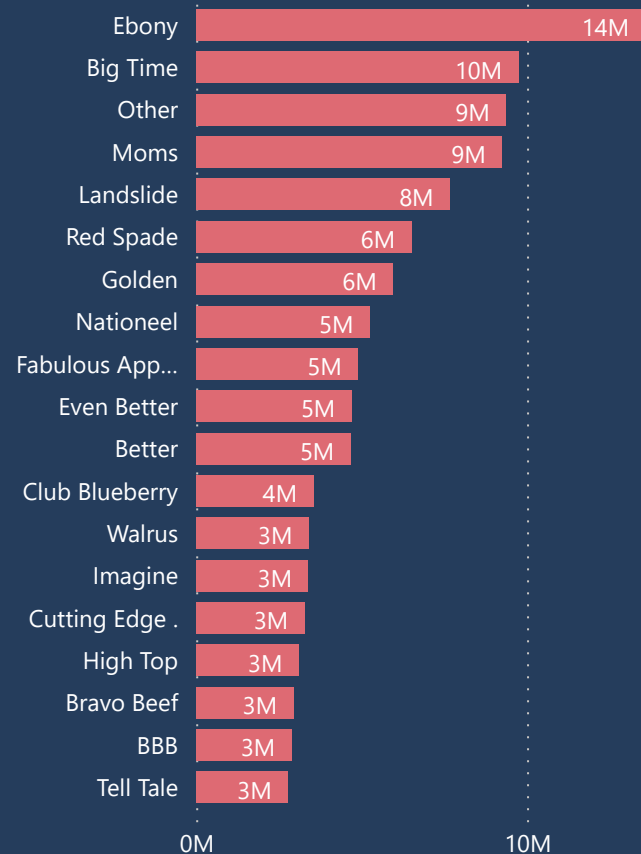
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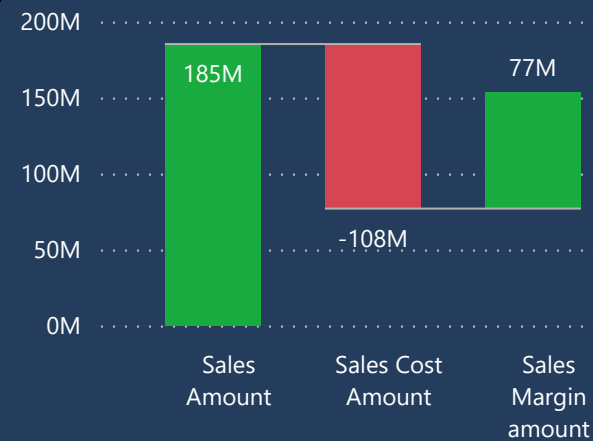
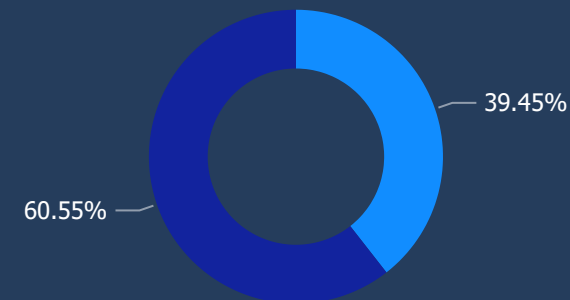
CustKey	Sales Quantity	Profit %
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10010832	600	-60.68
10025049	765	-31.88
10025242	6063	1.60
10009654	881	7.41
10007591	72737	19.35
10017828	72061	22.82
10011521	500	24.33
10021222	19762	25.24
10021204	9042	25.50
10005099	5307	27.29
10000496	3	28.11
10016780	9080	28.40
10024924	37	31.00
10011355	6420	31.26
10019879	3	32.57
10025508	49290	33.30
10014810	49384	33.58

Discount Amount vs Item



Discount Amount Sales Amount





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Average Discount amount

1.86K

All

All

All

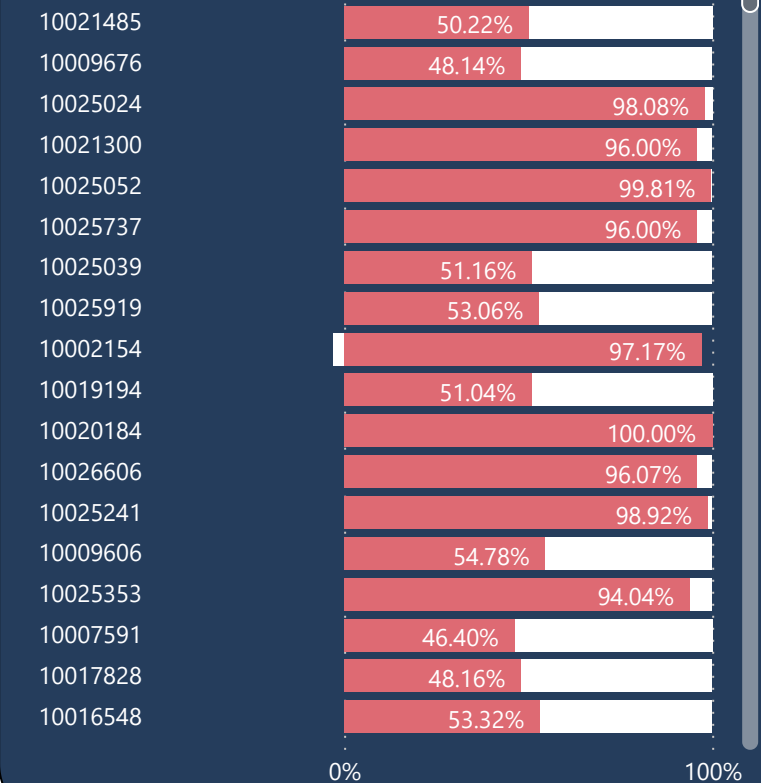
All

OTHERS

Sales Quantity Sales Margin Amount Profit %

<input type="checkbox"/> Better	911858	99,81,503.06	56.50
<input type="checkbox"/> High Top	466587	68,03,836.09	62.18
<input type="checkbox"/> Walrus	238217	6,15,359.85	23.78
<input type="checkbox"/> Red Spade	180657	49,17,950.10	58.76
<input type="checkbox"/> Landslide	145986	40,57,606.66	86.84
<input type="checkbox"/> Even Better	139067	13,89,580.92	35.78
<input type="checkbox"/> Golden	100756	28,11,331.01	89.51
<input type="checkbox"/> Other	99259	53,43,867.38	82.19
<input type="checkbox"/> Ebony	79177	64,14,165.66	77.86
<input type="checkbox"/> Moms	73101	45,17,350.30	77.75
<input type="checkbox"/> Tell Tale	70032	28,60,107.00	72.48
<input type="checkbox"/> Big Time	65944	42,95,484.51	98.73
<input type="checkbox"/> Fast	58087	33,15,130.52	99.09
<input type="checkbox"/> Nazioneel	55545	27,07,261.95	101.11
<input type="checkbox"/> Monarch	30115	5,76,577.22	97.59
<input type="checkbox"/> Club Blueberry	25982	13,21,744.23	52.65

● Sales Amount ● Sum of Discount Amount





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Finance View

Customer Insights

Product Insights

Marketing View

Customer Service Insights

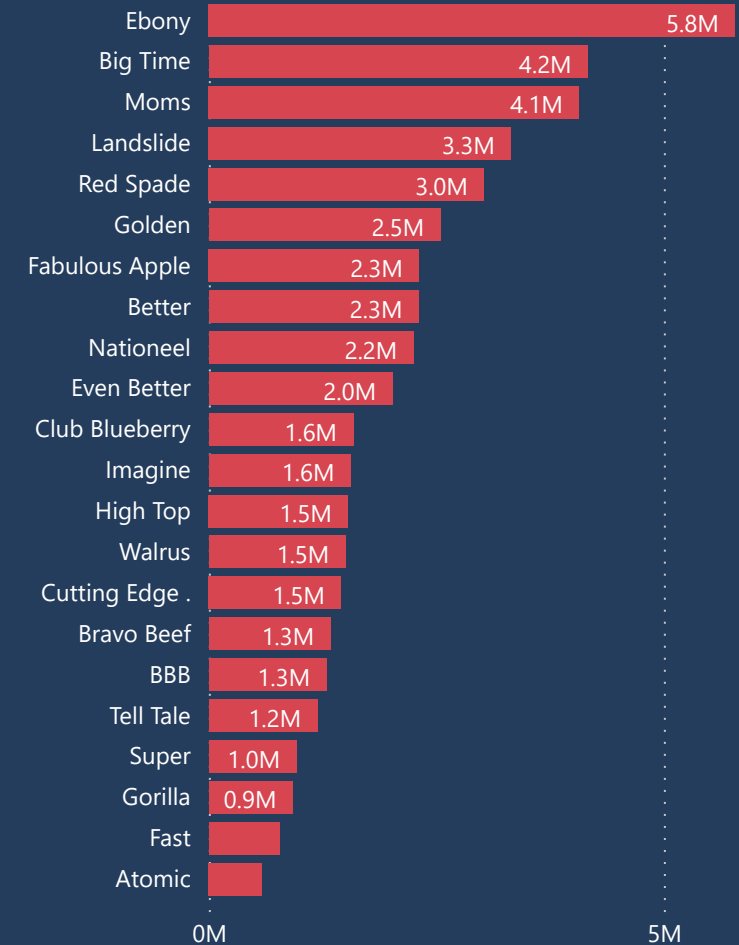
Executive view

Items	Sales Quantity	Sales Margin Amount	Profit %
Walrus	103305	2,28,541.07	20.47
Good	1597	17,579.40	22.63
Fantastic	486	7,202.88	26.11
Even Better	56244	5,29,760.53	32.49
Excellent	527	37,849.86	44.62
Club Blueberry	11405	5,35,826.38	48.99
Carlson	4053	1,79,666.26	49.07
Blue Label	2718	61,888.21	50.05
Gorilla	6299	3,39,431.07	52.00
Better	386764	39,49,774.03	52.54

All

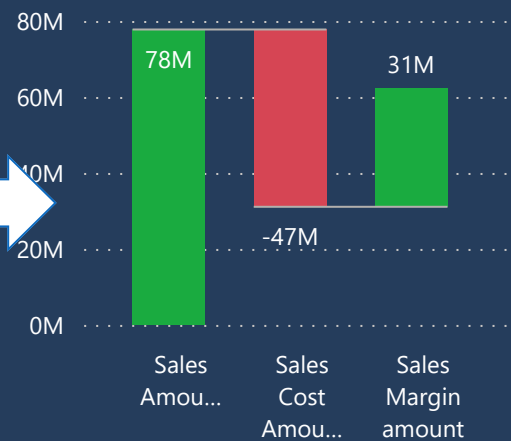
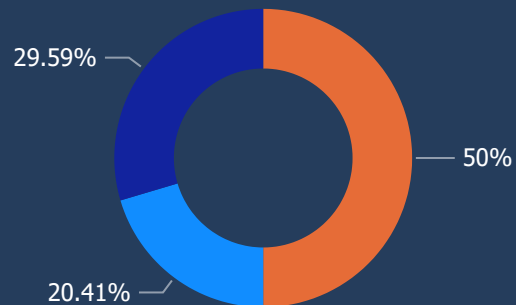
2019

## Discount Amount vs Item



## Item Wise Key Metrics

● Sales Amount -List Pr... ● Discount Amount ● Sales Amount





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All

2019

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Insights

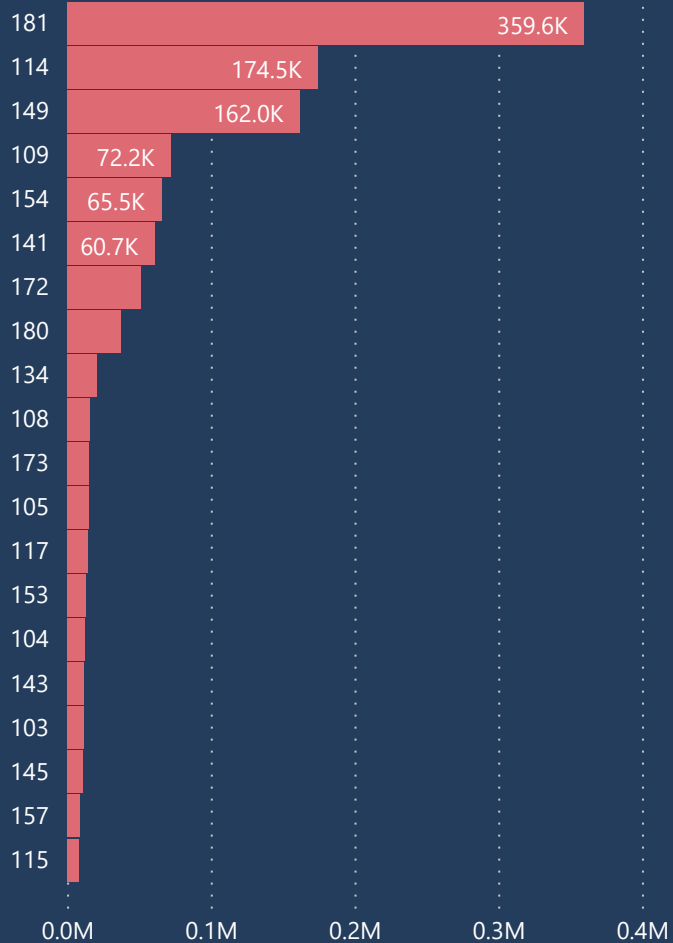
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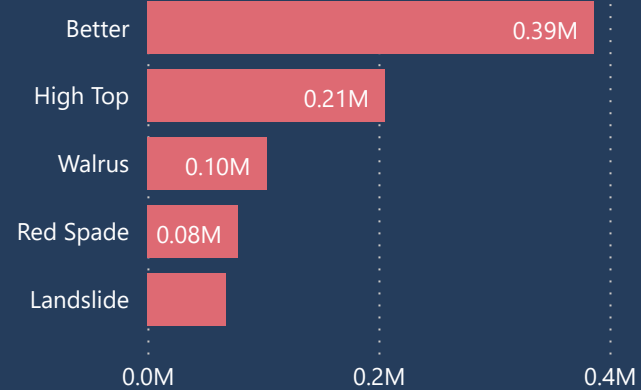
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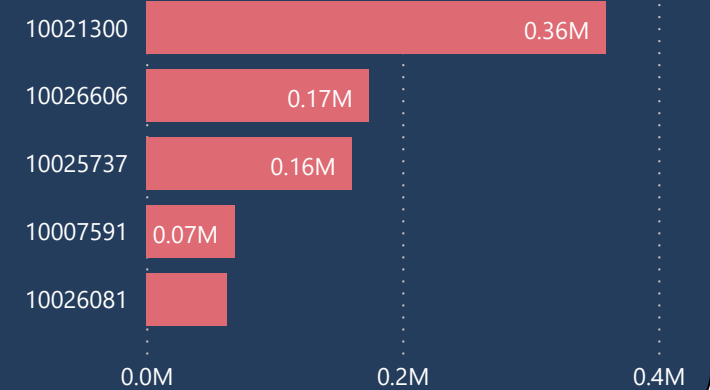
Sales Rep - Sales Quantity



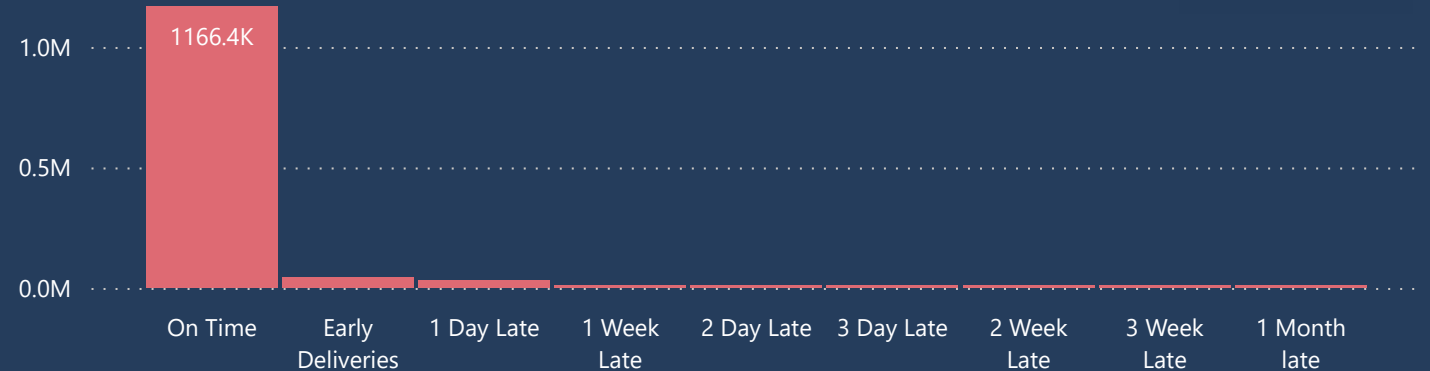
Products



Sales Qunatity- Item



Delayed Deliveries



ADDD  
-2

ADDD= AVERAGE DAYS OF DELAYED DELIVERY

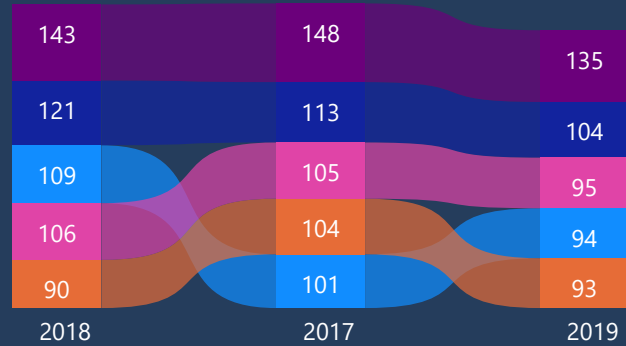


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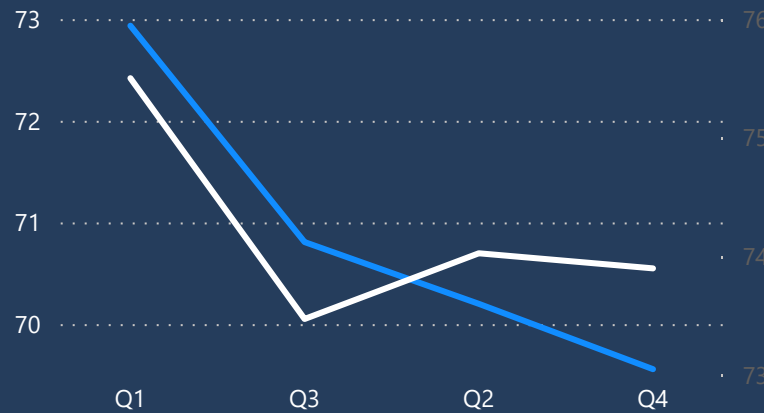


## Top 5 Products

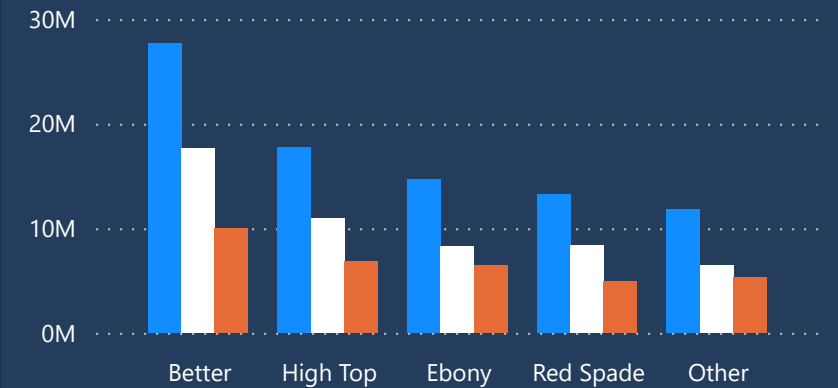
OTHERS ● Big Time ● Cutting Edge ● Fast ● Great Blueber... ● Nazioneel



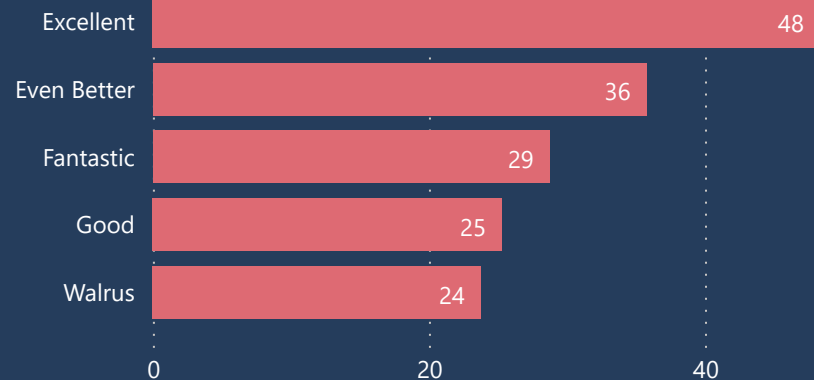
● Profit % ● Profit % LY



● Sales Amount ● Sales Cost Amount ● Sum of Sales Margin A...



## Bottom 5 Products



## Top 5 customers



## Top 5 Sales Rep

Sales Rep ● 116 ● 145 ● 147 ● 153 ● 179

