



Dashboard Overview

- This dashboard shows the sales performance of Amazon. It includes total profit, revenue, units sold, and breakdowns by region, year, sales channel, and order priority.

Main Highlights

- **Total Profit:** \$44.17 Million
- **Total Revenue:** \$137.35 Million
- **Total Units Sold:** 513,000
- **Total Cost:** \$93.18 Million
- **Unit Cost:** 19,100

Profit by Region

- **Sub-Saharan Africa** made the highest profit (\$12.18M)
- **Europe** comes next with \$11.08M
- Other regions like **Asia, Middle East, and Australia** had lower profits

Profit by Year

- Best year: **2012** (\$9.2M profit)
- Lowest year: **2011** (\$2.7M only)
- Profits are going down after 2012, especially in 2015–2017

Profit by Month

- February** gave the highest monthly profit (\$7.1M)
- March** had a loss (only \$0.9M)
- Months like **July** and **November** also performed well

Online vs Offline Sales

- Online sales:** \$79.09M (57.59% of total)
- Offline sales:** \$58.25M (42.41%)

Units Sold by Sales Channel

- Units sold online: **277K**
- Units sold offline: **236K**