

PRESENTED BY: VIVEK KUMAR

amazon

PRESENTATION

The background of the slide is a dark, semi-transparent image of a person's hands working on a laptop. A tablet is also visible on the desk next to the laptop. The overall tone is professional and tech-oriented.

INTRODUCTION

In this Amazon sales data analysis project, we delve into the intricate landscape of sales trends. By scrutinizing comprehensive data sets, we aim to uncover patterns, identify key drivers, and provide insights that empower informed decision-making.

Unlock the potential for strategic growth through a meticulous exploration of Amazon's dynamic sales landscape.

Clear all
slicers

MONTH

All

YEAR

All

TOTAL REVENUE

137.35M

TOTAL PROFIT

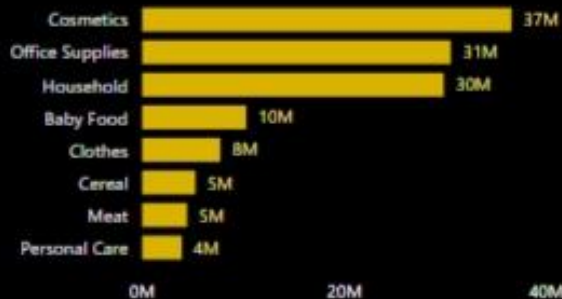
44.17M

TOTAL COST

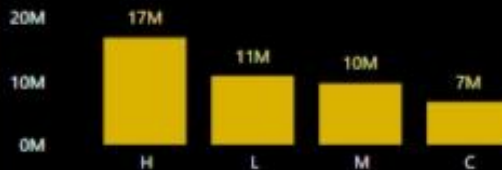
93.18M

amazon

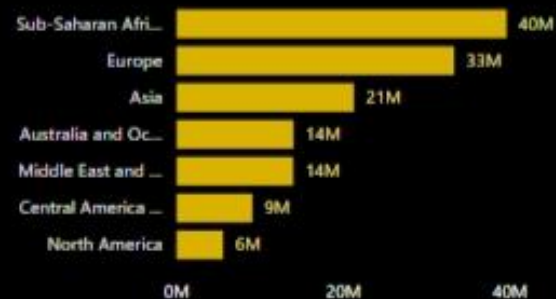
Total Revenue by Item Type



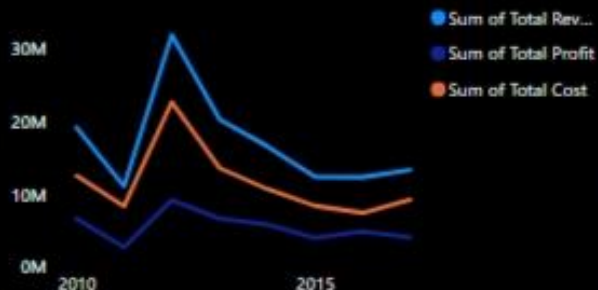
Total Profit by Order Priority



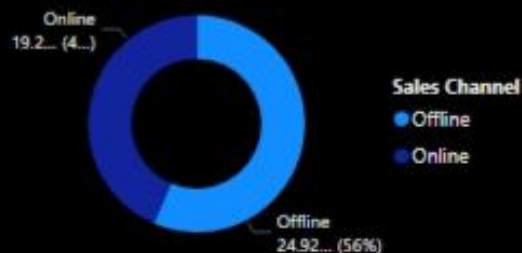
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



Clear all
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MONTH

All

YEAR

All

TOTAL REVENUE

137.35M

TOTAL PROFIT

44.17M

TOTAL COST

93.18M

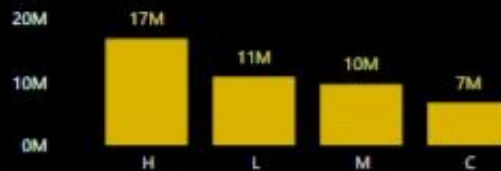


Total Revenue by Item Type

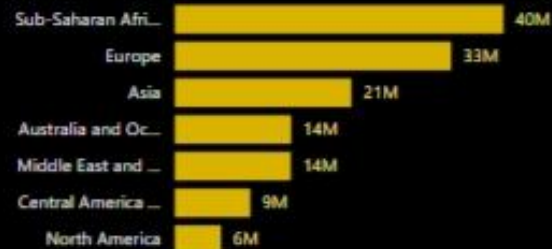


amazon

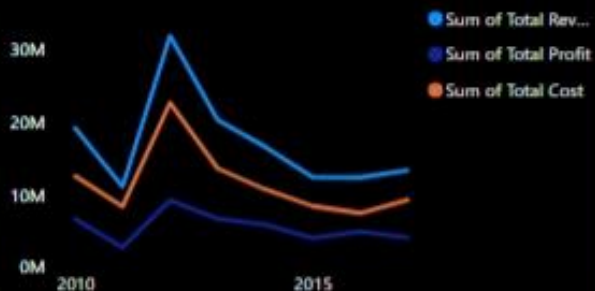
Total Profit by Order Priority



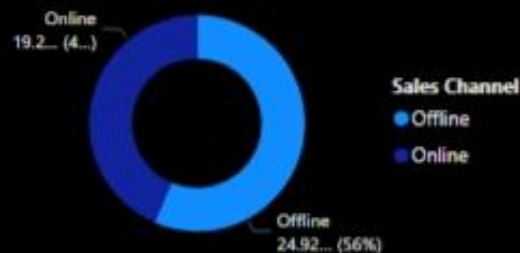
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



From the given data it is concluded that:-

- Total revenue generated is 137.35M which includes 93.18M cost and 44.17M profit.*
- Cosmetic, Office Supplies and household are the most selling product type.*
- Sub-Saharan Africa, Europe followed by Asia are the continents which generated higher revenue.*
- 56% items were sold online whereas 44% items were sold in offline mode.*

Clear all
slicers

MONTH

All

YEAR

2010

TOTAL REVENUE

19.19M

TOTAL PROFIT

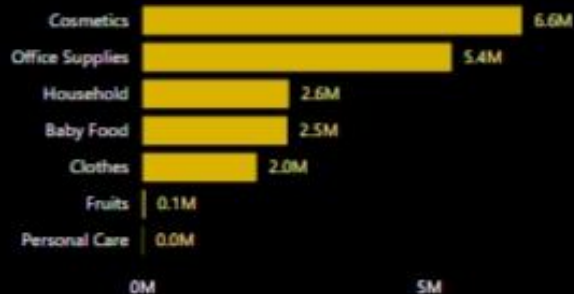
6.63M

TOTAL COST

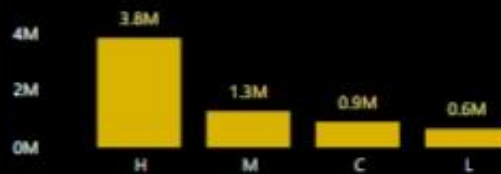
12.56M

amazon

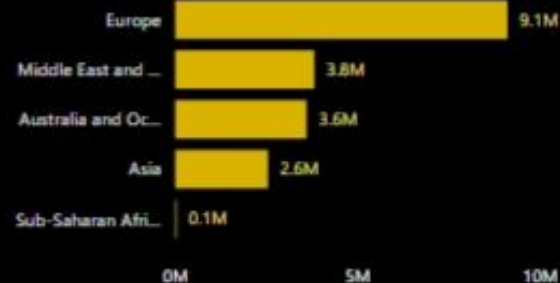
Total Revenue by Item Type



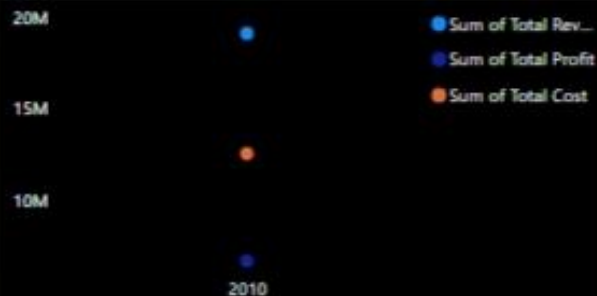
Total Profit by Order Priority



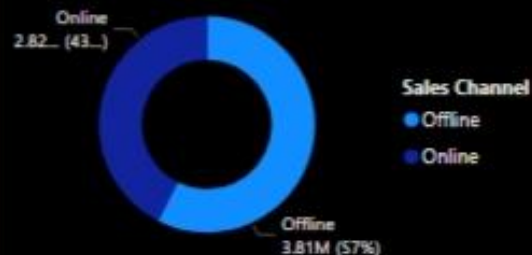
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Year 2010:-

- Cosmetic, office supplies and household items were the three most selling product.*
- Total revenue generated was 19.19M which includes 6.63M of profit and 12.56M of total cost.*
- 57% of revenue generated by offline channel whereas 43% of them is from online.*
- Europe, Middle East and Australia are the continents that holds the tittle of highest revenue generator.*
- Only Europe contributed 9.1M of revenue .*

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slicers

MONTH

All

YEAR

2011

TOTAL REVENUE

11.13M

TOTAL PROFIT

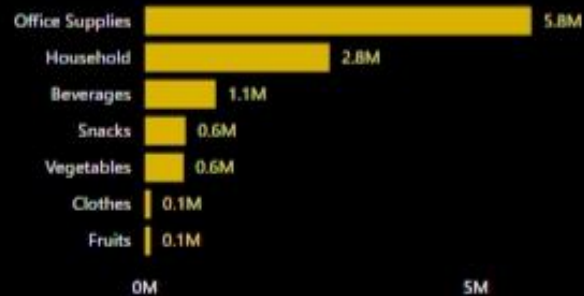
2.74M

TOTAL COST

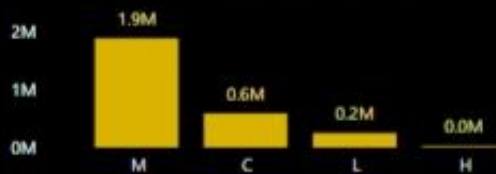
8.39M

amazon

Total Revenue by Item Type



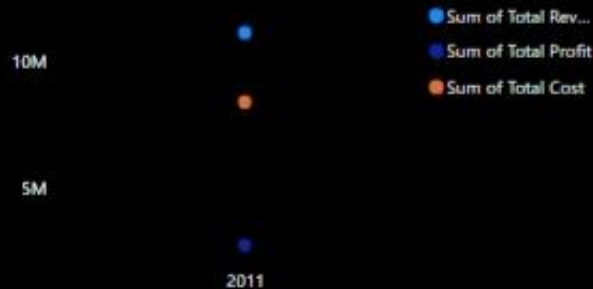
Total Profit by Order Priority



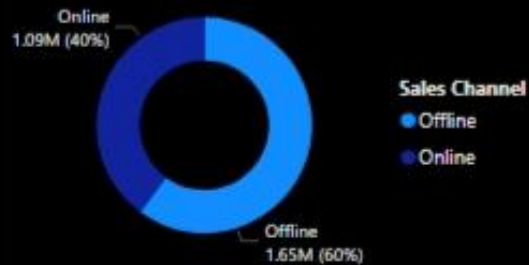
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



Microsoft Bing

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In Year 2011:-

- Office supplies, household and beverages were the three most selling product type.*
- Total revenue generated was 11.13M which includes 2.74M of profit and 8.39M of total cost.*
- 60% of revenue generated by offline channel whereas 40% of them is from online.*
- Sub Saharan Africa is the only continents that holds the tittle of highest revenue generator.*
- Only it contributed 10.1M of revenue .*



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MONTH

All

YEAR

2013

TOTAL REVENUE

20.33M

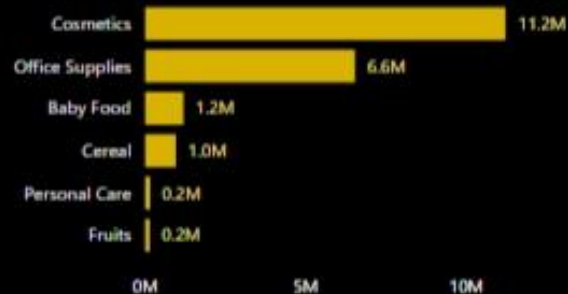
TOTAL PROFIT

6.72M

TOTAL COST

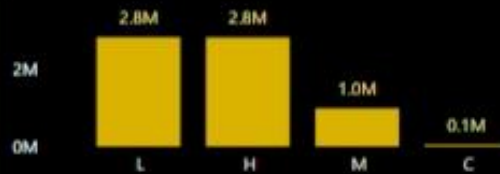
13.62M

Total Revenue by Item Type

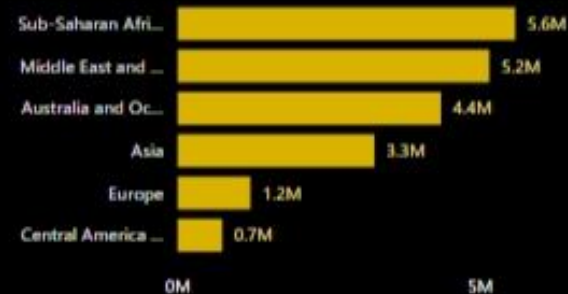


amazon

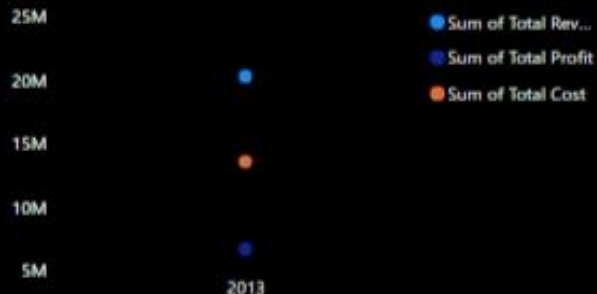
Total Profit by Order Priority



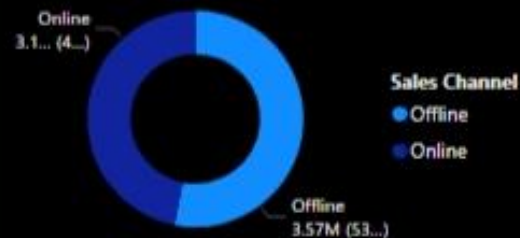
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Year 2013:-

-Cosmetic, and office supplies items were the two most selling product.

-Total revenue generated was 20.33M which includes 6.72M of profit and 13.62M of total cost.

-53% of revenue generated by offline channel whereas 47% of them is from online.

-Sub Saharan Africa, Middle East and Australia are the continents that holds the tittle of highest revenue generator.



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MONTH

All

YEAR

2014

TOTAL REVENUE

16.63M

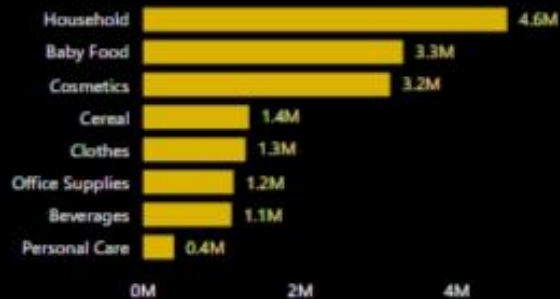
TOTAL PROFIT

5.88M

TOTAL COST

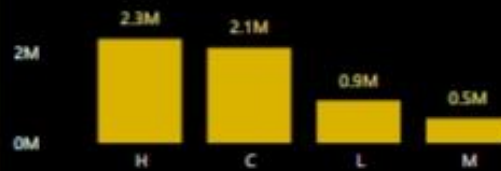
10.75M

Total Revenue by Item Type

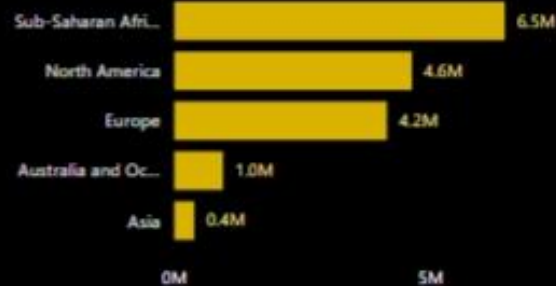


amazon

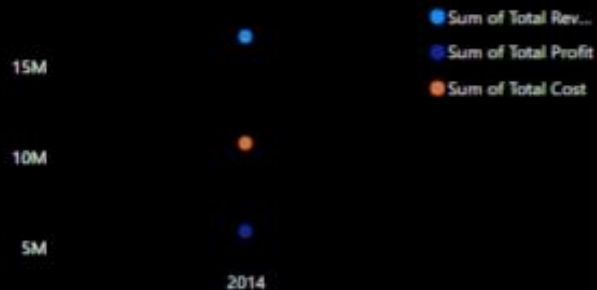
Total Profit by Order Priority



Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Year 2014:-

-Household, Baby food, Cosmetic were the three most selling product.

-Total revenue generated was 16.63M which includes 5.88M of profit and 10.75M of total cost.

-75% of revenue generated by offline channel whereas 25% of them is from online.

-Sub Saharan Africa, North America and Europe are the continents that holds the tittle of highest revenue generator



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MONTH

All

YEAR

2015

TOTAL REVENUE

12.43M

TOTAL PROFIT

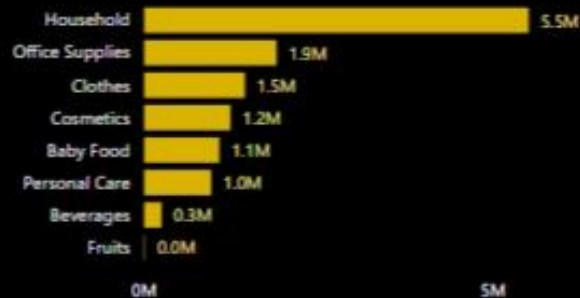
4.00M

TOTAL COST

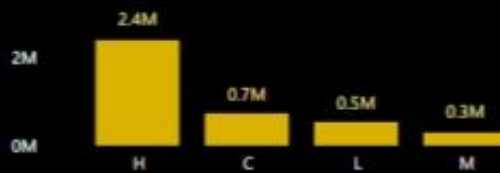
8.43M

amazon

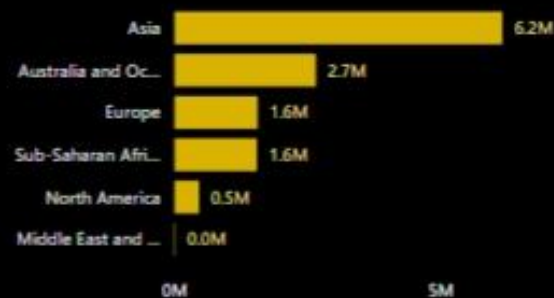
Total Revenue by Item Type



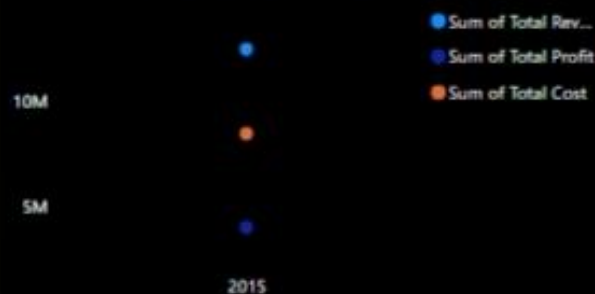
Total Profit by Order Priority



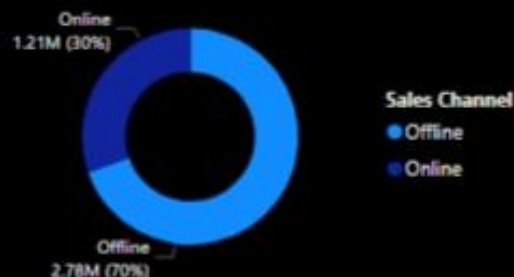
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Year 2015-

-Household, Office supplies and cloths were the three most selling product type.

-Total revenue generated was 12.43 M which includes 4 M profit and 8.43M total cost.

-Asia, Australia and Europe were the main three continent which includes these sell.

-70% of the goods were sold online and rest 30% offline.

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slicers

MONTH

All

YEAR

2016

TOTAL REVENUE

12.37M

TOTAL PROFIT

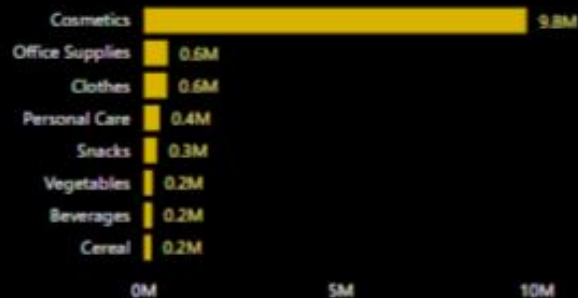
4.90M

TOTAL COST

7.47M

amazon

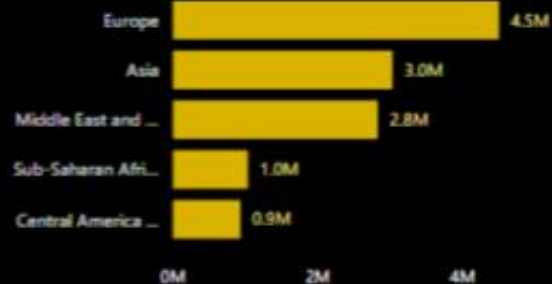
Total Revenue by Item Type



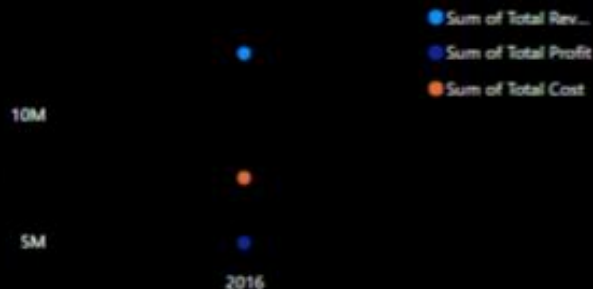
Total Profit by Order Priority



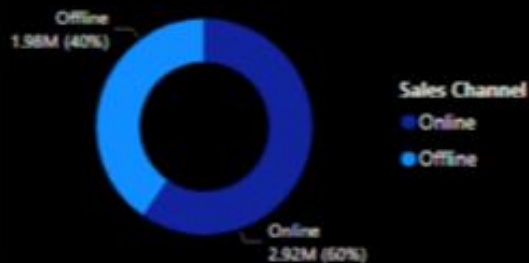
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Year 2016-

-Only cosmetics was most selling product type.

-Total revenue generated was 12.37 M which includes 4.90 M profit and 7.47M total cost.

-Asia, Middle East and Europe were the main three continent which includes these sell.

-60% of the goods were sold online and rest 40% offline.

Clear all
slicers

MONTH

All

YEAR

2012

TOTAL REVENUE

31.90M

TOTAL PROFIT

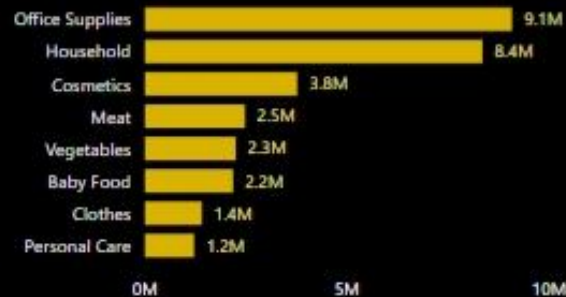
9.21M

TOTAL COST

22.69M

amazon

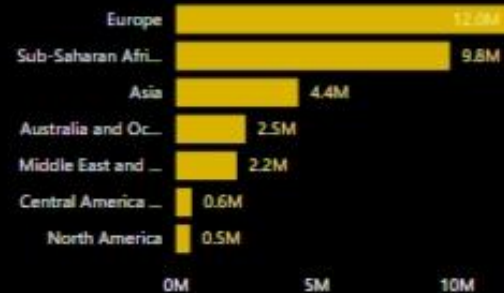
Total Revenue by Item Type



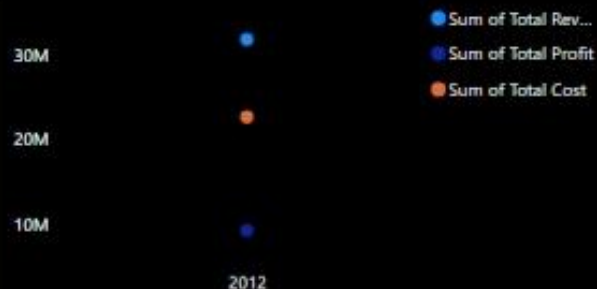
Total Profit by Order Priority



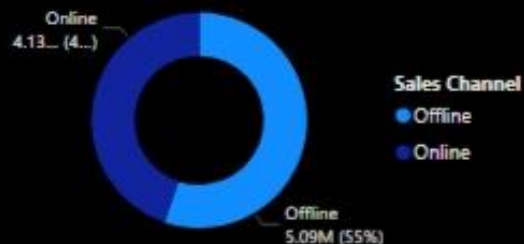
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Year 2012-

- Household, Office supplies and Cosmetics were the three most selling product type.*
- Total revenue generated was 31.90 M which includes 9.21 M profit and 22.69M total cost.*
- Europe, Sub Saharan and Asia were the main three continent which includes these sell.*
- 55% of the goods were sold online and rest 45% offline.*

Clear all
slicers

MONTH

January

YEAR

All

TOTAL REVENUE

17.00M

TOTAL PROFIT

4.05M

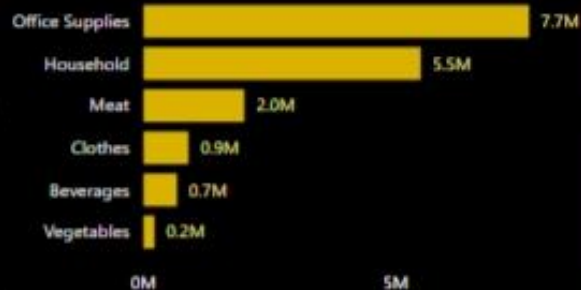
TOTAL COST

12.95M

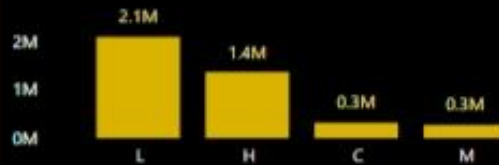


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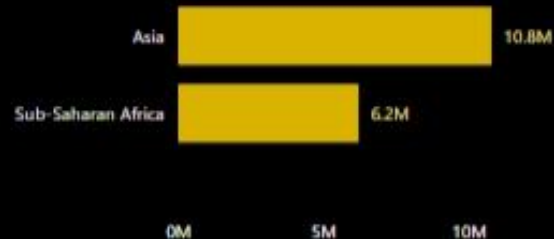
Total Revenue by Item Type



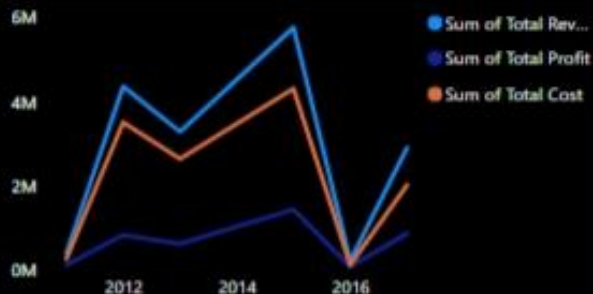
Total Profit by Order Priority



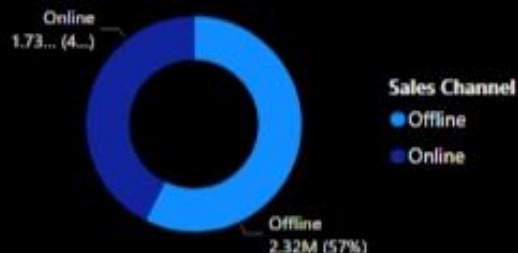
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month January-

- Office supplies, Household and Meat were the three most selling product type.*
- Total revenue generated was 17 M which includes 4.05 M profit and 12.95 M total cost.*
- Asia and Sub Saharan Africa were the main three continent which includes these sell.*
- 57% of the goods were sold online and rest 43% offline.*

Clear all
slicers

MONTH

February

YEAR

All

TOTAL REVENUE

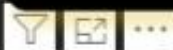
7.75M

TOTAL PROFIT

2.38M

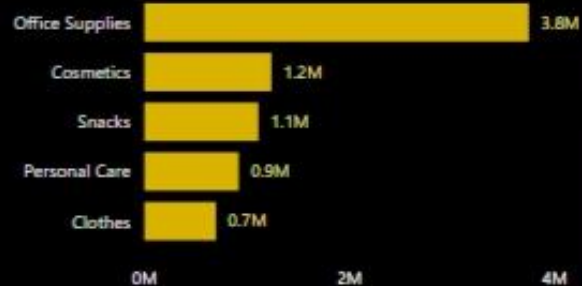
TOTAL COST

5.36M

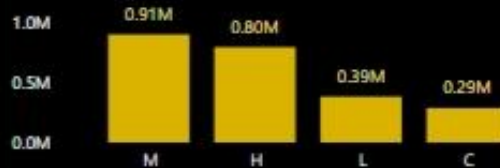


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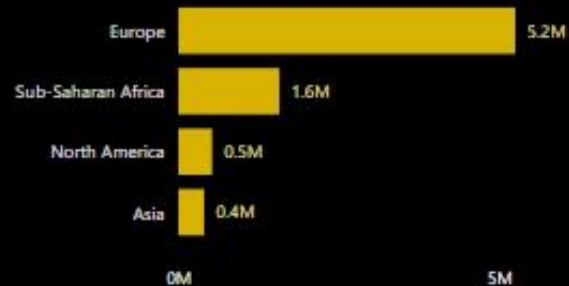
Total Revenue by Item Type



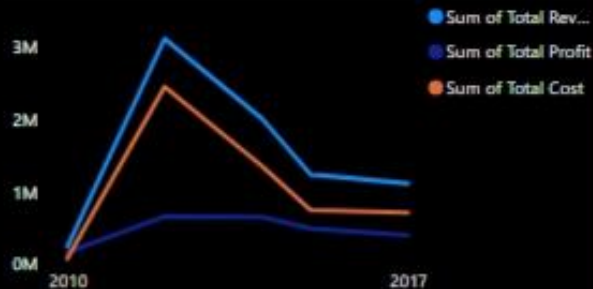
Total Profit by Order Priority



Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month February-

- Office supplies, Cosmetics and Snacks were the three most selling product type.*
- Total revenue generated was 7.75M which includes 2.38 M profit and 5.36 M total cost.*
- Europe and Sub Saharan Africa were the main two continents which includes these sell.*
- 55% of the goods were sold online and rest 45% offline.*

Clear all
slicers

MONTH

March

YEAR

All

TOTAL REVENUE

3.45M

TOTAL PROFIT

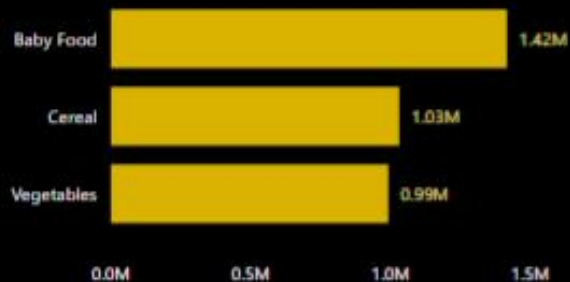
1.39M

TOTAL COST

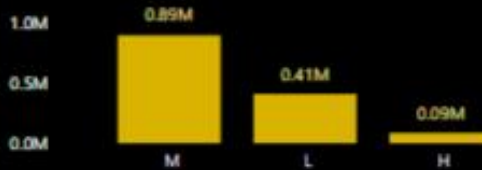
2.06M

amazon

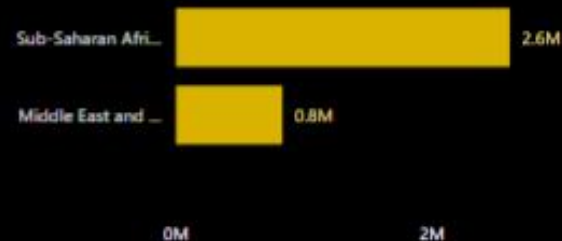
Total Revenue by Item Type



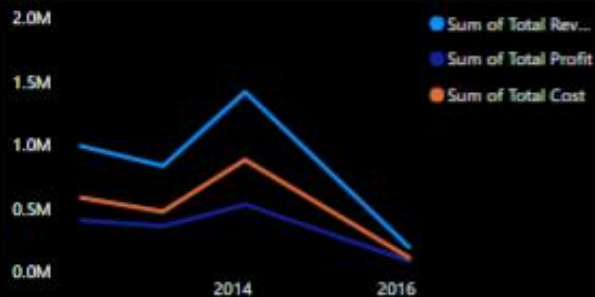
Total Profit by Order Priority



Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month March-

-Office supplies, Cosmetics and Snacks were the three most selling product type.

-Total revenue generated was 3.45 M which includes 1.39 M profit and 2.06 M total cost.

-Middle East and Sub Saharan Africa were the main three continent which includes these sell.

-55% of the goods were sold online and rest 45% offline.

Clear all
slicers

MONTH

April

YEAR

All

TOTAL REVENUE

9.79M

TOTAL PROFIT

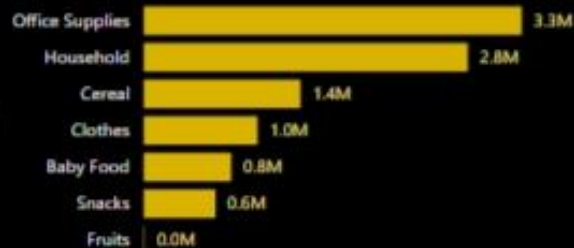
3.08M

TOTAL COST

6.71M

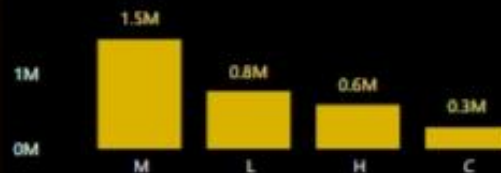


Total Revenue by Item Type

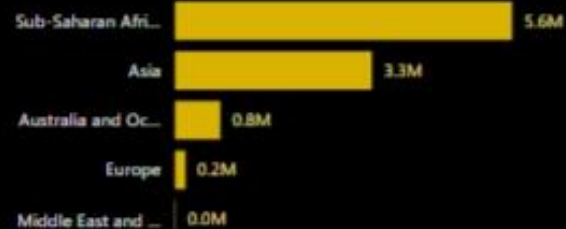


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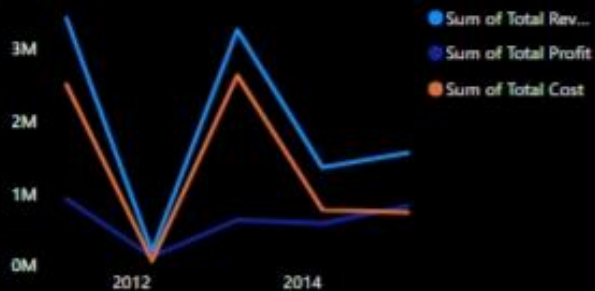
Total Profit by Order Priority



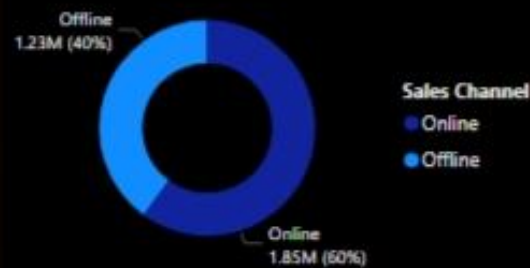
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month April-

-Office supplies, Household and Cereal were the three most selling product type.

-Total revenue generated was 8.79M which includes 3.08 M profit and 6.71 M total cost.

-Asia, Australia and Sub Saharan Africa were the main three continent which includes these sell.

-60% of the goods were sold online and rest 40% offline.

Clear all
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MONTH

May

YEAR

All

TOTAL REVENUE

15.58M

TOTAL PROFIT

5.82M

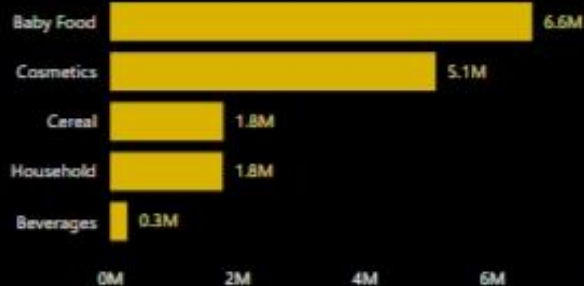
TOTAL COST

9.75M



amazon

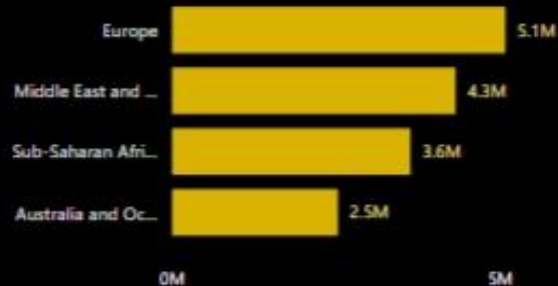
Total Revenue by Item Type



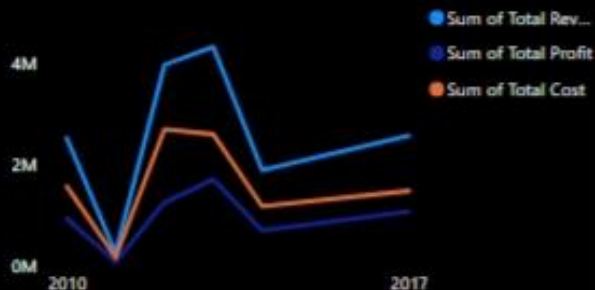
Total Profit by Order Priority



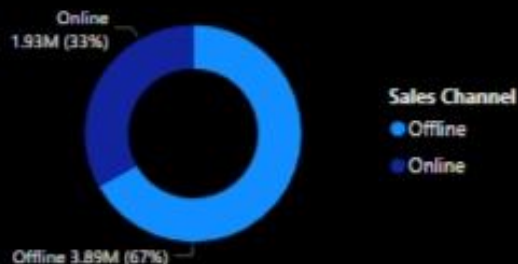
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month May-

-Baby food, Cosmetic and cereal were the three most selling product type.

-Total revenue generated was 15.8 M which includes 5.82 M profit and 9.75 M total cost.

-Europe, Middle East and Sub Saharan Africa were the main three continent which includes these sell.

-67% of the goods were sold online and rest 33% offline.



Clear all
slicers

MONTH

June

YEAR

All

TOTAL REVENUE

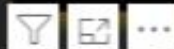
12.50M

TOTAL PROFIT

4.13M

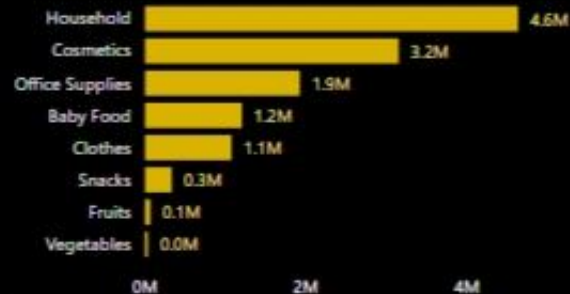
TOTAL COST

8.37M

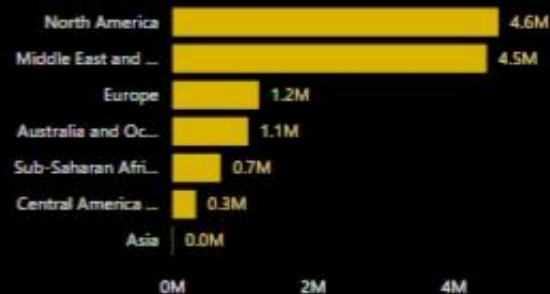


amazon

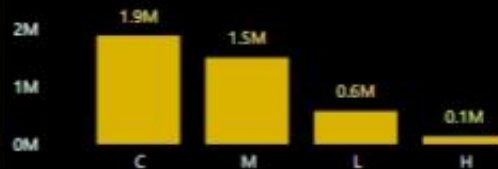
Total Revenue by Item Type



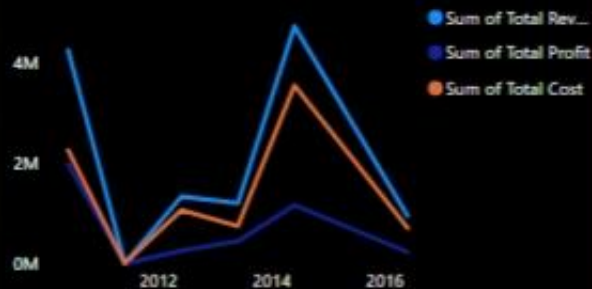
Total Revenue by Region



Total Profit by Order Priority



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month June-

- Baby food, Cosmetics and Cereal were the three most selling product type.*
- Total revenue generated was 12.50 M which includes 4.13 M profit and 8.37 M total cost.*
- North America and Middle East were the main three continent which includes these sell.*
- 53% of the goods were sold online and rest 47% offline.*

Clear all
slicers

MONTH

July

YEAR

All

TOTAL REVENUE

18.29M

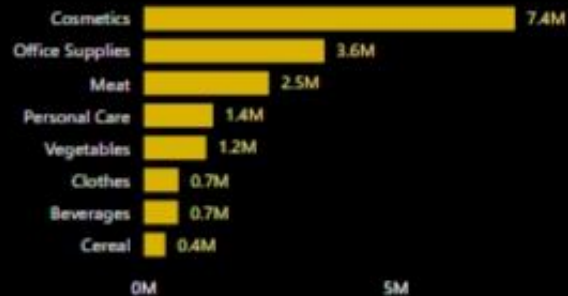
TOTAL PROFIT

5.92M

TOTAL COST

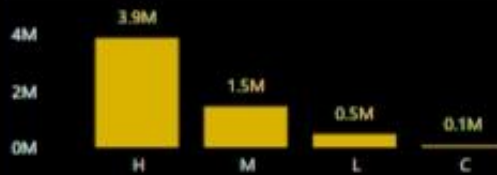
12.37M

Total Revenue by Item Type

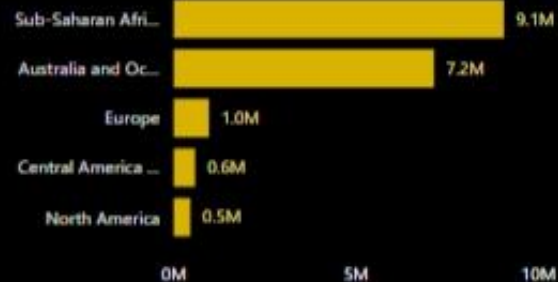


amazon

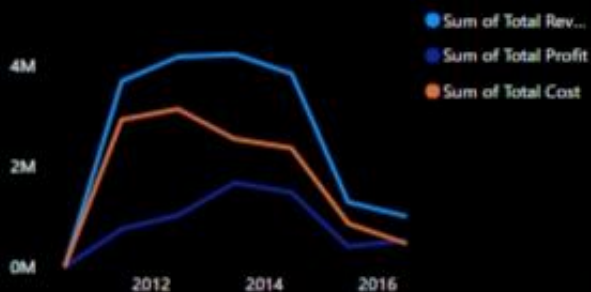
Total Profit by Order Priority



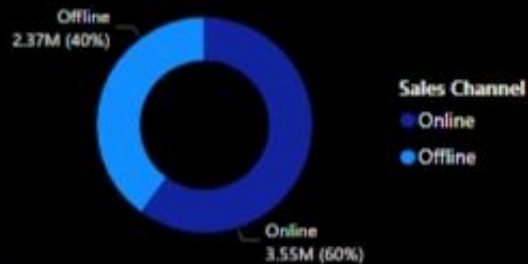
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month July-

-Cosmetics, Office supplies and Meat were the three most selling product type.

-Total revenue generated was 18.29M which includes 5.92 M profit and 12.37 M total cost.

-Sub Saharan Africa and Australia were the main three continent which includes these sell.

-60% of the goods were sold online and rest 40% offline.

Clear all
slicers

MONTH

August

YEAR

All

TOTAL REVENUE

8.69M

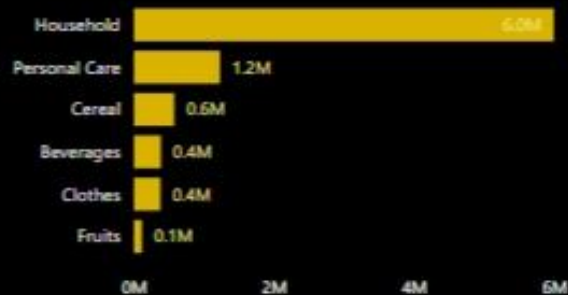
TOTAL PROFIT

2.53M

TOTAL COST

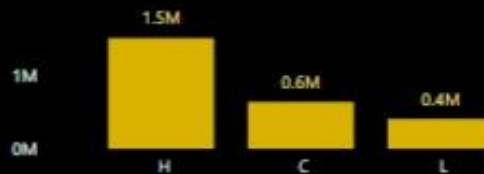
6.16M

Total Revenue by Item Type

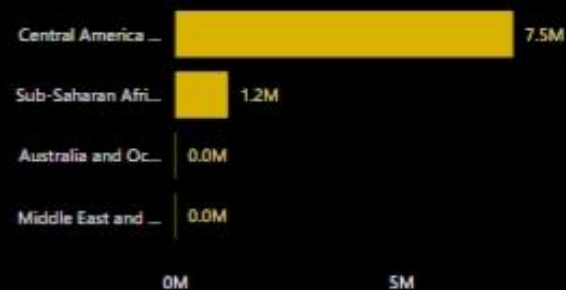


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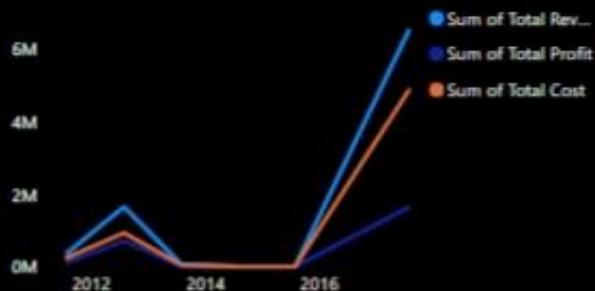
Total Profit by Order Priority



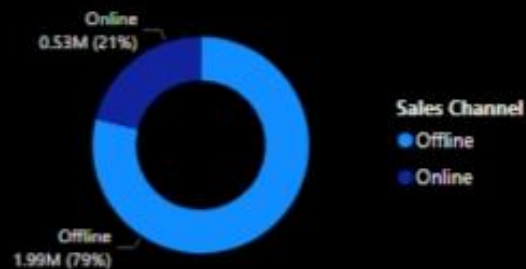
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month August-

-Household and Personal Care were the three most selling product type.

-Total revenue generated was 8.69 M which includes 2.53 M profit and 6.16 M total cost.

-Central America and Sub Saharan Africa were the main three continent which includes these sell.

-79% of the goods were sold online and rest 21% offline.

Clear all
slicers

MONTH

September

YEAR

All

TOTAL REVENUE

5.43M

TOTAL PROFIT

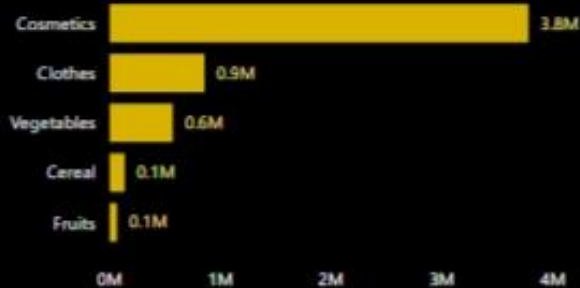
2.40M

TOTAL COST

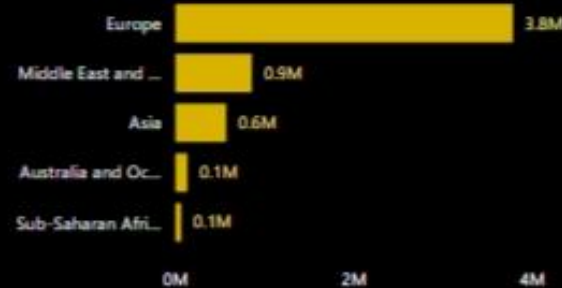
3.04M

amazon

Total Revenue by Item Type



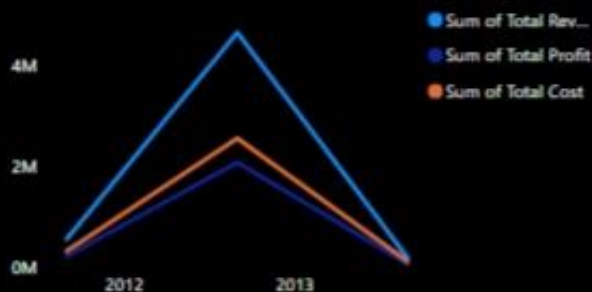
Total Revenue by Region



Total Profit by Order Priority



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month September-

-Cosmetics, Cloths and Vegetables were the three most selling product type.

-Total revenue generated was 5.43 M which includes 2.40 M profit and 3.04 M total cost.

-Europe and Middle East were the main three continent which includes these sell.

-76% of the goods were sold online and rest 24% offline.

Clear all
slicers

MONTH

October

YEAR

All

TOTAL REVENUE

16.89M

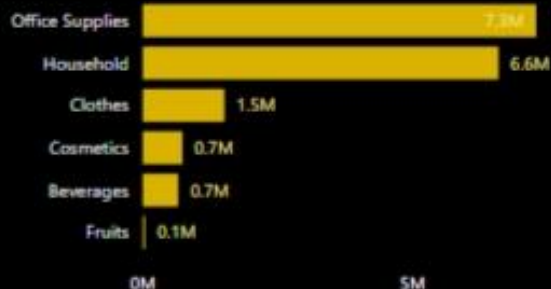
TOTAL PROFIT

4.61M

TOTAL COST

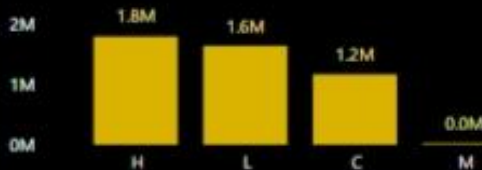
12.28M

Total Revenue by Item Type

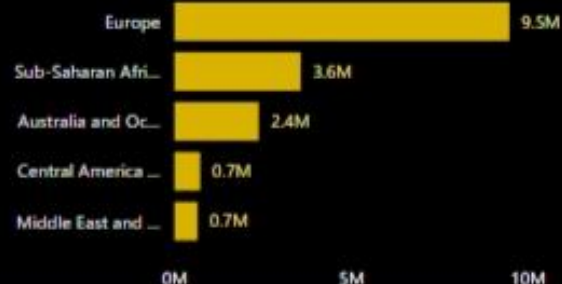


amazon

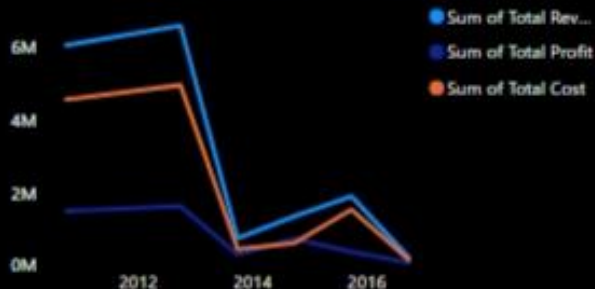
Total Profit by Order Priority



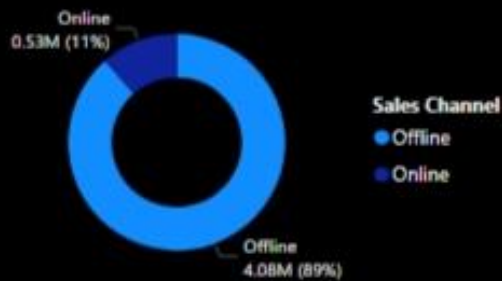
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month October-

- Office supplies and Household were the three most selling product type.*
- Total revenue generated was 16.89M which includes 4.61 M profit and 12.28 M total cost.*
- Europe and Sub Saharan Africa were the main three continent which includes these sell.*
- 89% of the goods were sold online and rest 11% offline.*

Clear all
slicers

MONTH

November

YEAR

All

TOTAL REVENUE

15.36M

TOTAL PROFIT

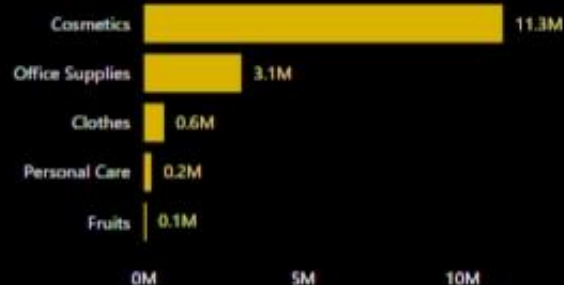
5.62M

TOTAL COST

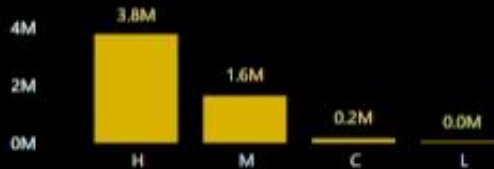
9.73M

amazon

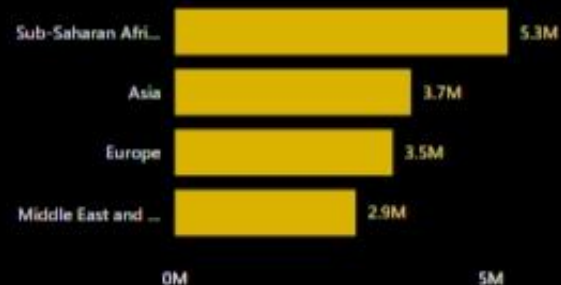
Total Revenue by Item Type



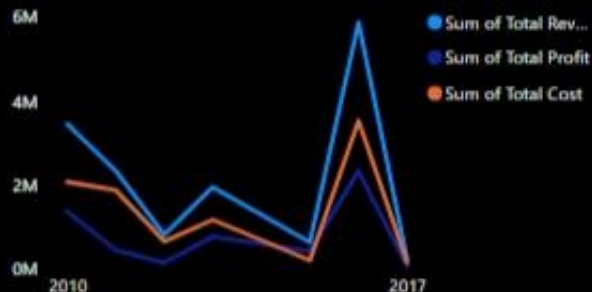
Total Profit by Order Priority



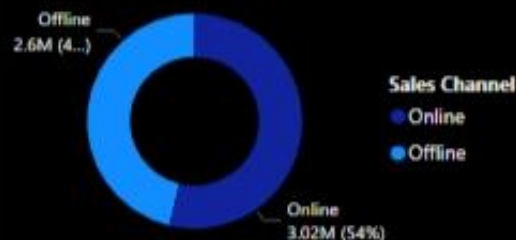
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month November-

-Cosmetic, Home Supplies were the two most selling product type.

-Total revenue generated was 15.36 M which includes 5.62 M profit and 9.73M total cost.

-Sub Saharan Africa, Asia and Europe were the main three continent which includes these sell.

-56% of the goods were sold online and rest 54% offline.

Clear all
slicers

MONTH

December

YEAR

All

TOTAL REVENUE

6.63M

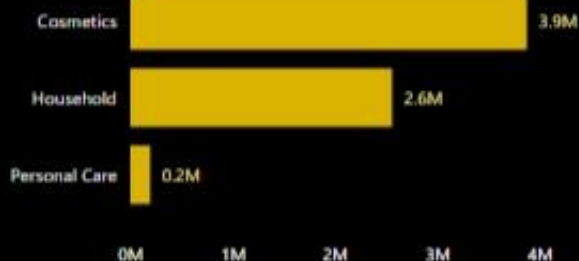
TOTAL PROFIT

2.24M

TOTAL COST

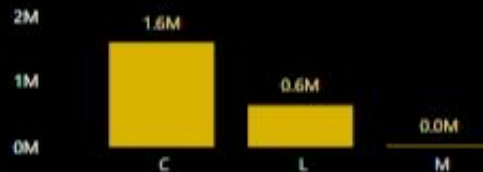
4.40M

Total Revenue by Item Type

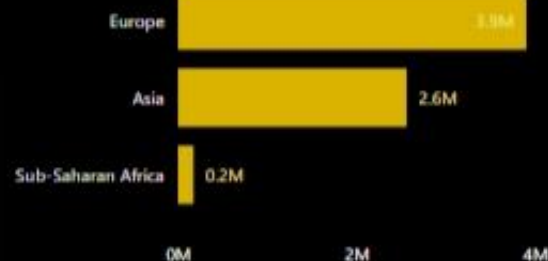


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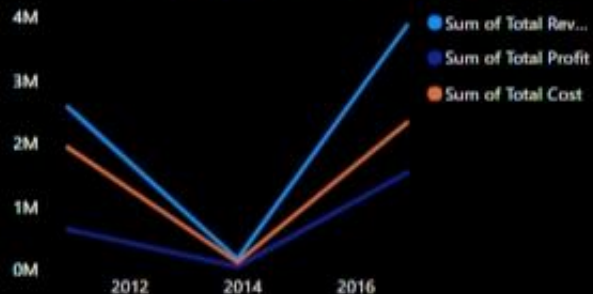
Total Profit by Order Priority



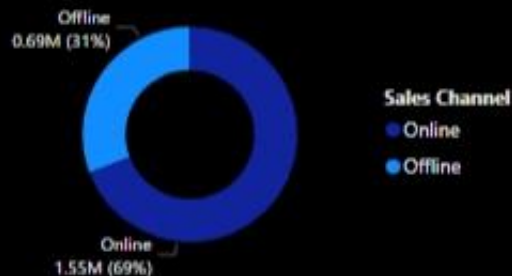
Total Revenue by Region



Total Revenue, Profit, Cost by Year



Total Profit by Sales Channel



Country and Total Revenue



In Month December-

-Household and Cosmetics were the three most selling product type.

-Total revenue generated was 6.63 M which includes 2.24 M profit and 4.40 M total cost.

-Asia and Europe were the main two continent which includes these sell.

-69% of the goods were sold online and rest 31% offline.

THE END

THANK YOU!