# Analyzing Amazon Sales Data

# Introduction

- Sales management has gained importance to meet increasing competition and the need of improved methods of distribution to reduce cost and to increase profits.
- Sales management today is the most important function in a commercial and business enterprise.

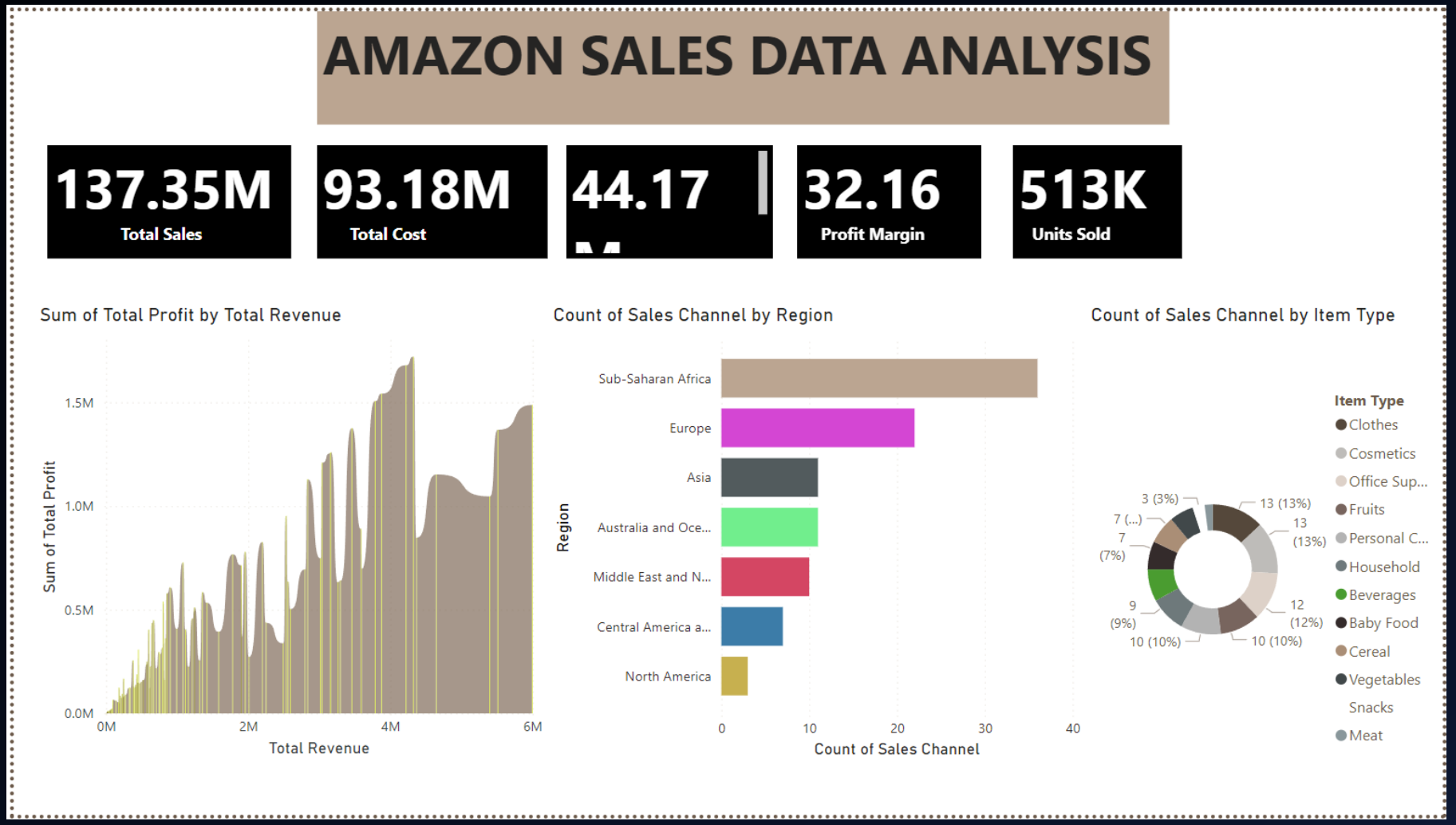
# Details of the Data

- TOTAL SALES = $137.35M
- TOTAL COST  = $93.18M
- TOTAL PROFIT = $44.17M
- PROFIT MARGIN = 32.16%
- UNITS SOLD = 513K

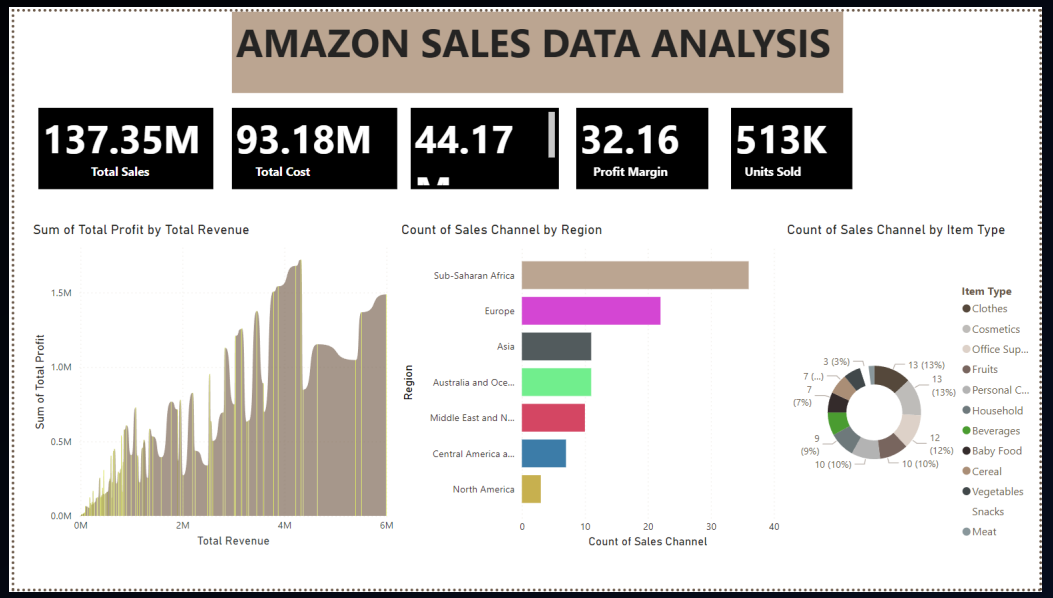
# Main KPIs

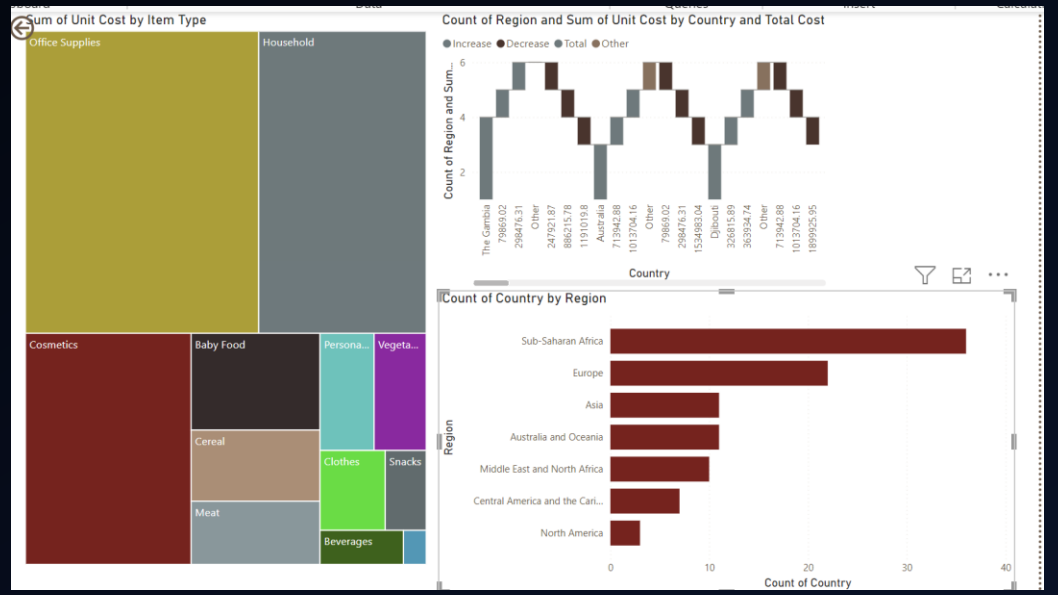
- Sub Saharan Africa region emerges as the region with highest sales of $40M.This indicates a huge demand of products in the region.
- Cosmetics is the top selling item type and a major contributor in total sales generation,followed by office supplies and then Household items.

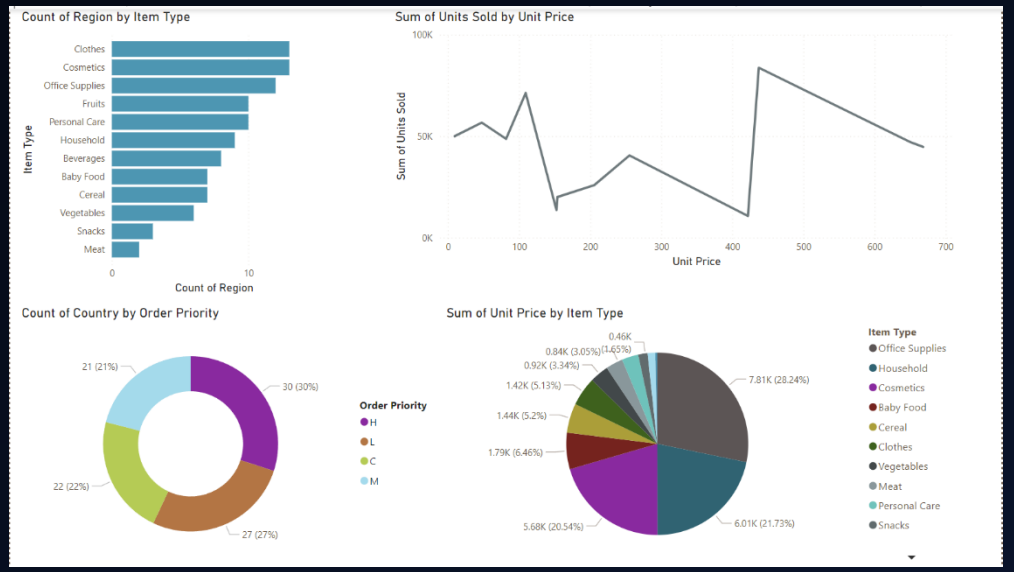
# Mock –up Dashboard



# MY DESIGN


AMAZON SALES DATA ANALYSIS
137.35M
Total Sales
93.18M
Total Cost
44.17
32.16
Profit Margin
513K
Units Sold
Sum of Total Profit by Total Revenue
Sum of Total Profit
Total Revenue
Count of Sales Channel by Region
Region
Count of Sales Channel
Sub-Saharan Africa
Europe
Asia
Australia and Oce...
Middle East and N...
Central America a...
North America
Count of Sales Channel by Item Type
Item Type
Clothes
Cosmetics
Office Sup...
Fruits
Personal C...
Household
Beverages
Baby Food
Cereal
Vegetables
Snacks
Meat


Sum of Unit Cost by Item Type
Office Supplies
Household
Cosmetics
Baby Food
Cereal
Meat
Clothes
Snacks
Beverages
Count of Region and Sum of Unit Cost by Country and Total Cost
Increase
Decrease
Total
Other
Country
Count of Country by Region
Region
Sub-Saharan Africa
Europe
Asia
Australia and Oceania
Middle East and North Africa
Central America and the Cari...
North America
Count of Country


Count of Region by Item Type
Item Type
Clothes
Cosmetics
Office Supplies
Fruits
Personal Care
Household
Beverages
Baby Food
Cereal
Vegetables
Snacks
Meat
Count of Region
Sum of Units Sold by Unit Price
Sum of Units Sold
Unit Price
Count of Country by Order Priority
Order Priority
H
L
C
M
Sum of Unit Price by Item Type
Item Type
Office Supplies
Household
Cosmetics
Baby Food
Cereal
Clothes
Vegetables
Meat
Personal Care
Snacks

# THANK YOU