

Amazon Global Sales Analysis

Overview:

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Data Source: <https://www.kaggle.com/datasets>

Data About: Amazon Sales

Dashboard:



Amazon Sales Summary

Overview:

This interactive dashboard provides insights into Amazon's global sales performance across cities, customers, products, and categories. It enables quick decision-making through visualized metrics like total sales, product quantities, order priorities, and shipping costs.

Total Sales by City

- Top Performing City: New York City leads with the highest sales, indicating strong market penetration.
- Other Key Cities: Los Angeles and Manila also show significant contributions.

Insight: Major metropolitan hubs drive revenue and should be prioritized for marketing and inventory planning.

Total Quantity of Products Sold

- Highest Quantity Sold: Staples is the top product in terms of units sold.
- Other Products: Cardinal Index Tabs, Eldon File Carts, and Sanford Pencil Sharpeners also show notable quantities.

Insight: Highest turnover products are core drivers of operational cash flow; optimizing stock levels is crucial.

Total Quantity Used by Customer

Top Customers by Quantity:

- Bill Eplett (411)
- Gary Hwang (392)
- Patrick O'Brill (383)

Insight: A small group of customers contribute to a large volume of orders, possibly indicating bulk purchases or B2B relationships, ideal for loyalty programs or volume discounts.

Total Sales of Categories by Customer

- Top Categories: Office Supplies and Technology categories dominate.
- Top Customers in Each Category: Tamara Chand and Tom Ashbrook show high category sales.

Insight: Customer-category mapping reveals distinct purchase behaviours, enabling targeted marketing campaigns and product bundling strategies.

Total Sales by Customer

Top 3 Customers:

- Christopher Conant (~40.4K)
- Greg Tran (~37.5K)
- Sean Miller (~35.9K)

Insight: These high-value customers are crucial to business revenue. Prioritizing customer success initiatives and personalized engagement can ensure retention.

Product Priorities & Shipping Cost

- High Priority Items: Apple & Nokia Smart Phones, Cisco Smart Hardware, and Leather Chairs.
- Shipping Cost Trends: Critical orders tend to have higher associated shipping costs.

Insight: Tech-oriented, high-priority products demand efficient logistics strategies and dynamic pricing to balance profit margins.

Filters & Interactivity

- City Filter: Allows narrowing analysis by geography.
- Product Filter: Helps assess product-specific metrics.

- Customer & Order Priority Filters: Offer personalized insights and help in segmentation.

Insight: Interactive filters empower dynamic analysis and enable real-time decision-making.

Key Insights

- New York, Staples, and Christopher Conant are leading contributors across city, product, and customer metrics respectively.
- Office Supplies are a major revenue and quantity driver of both revenue and sales volume, indicating their central role in business operations.
- High-priority orders are aligned with high-value or frequently ordered items, which correlates with increasing shipping costs and logistical demands.
- Customer segmentation highlights top contributors like Gary Hwang (bulk buyer) and Greg Tran (high-value buyer), opening opportunities for retention strategies such as personalized offers or loyalty programs.
- Mid-tier categories like furniture and appliances show stable revenue, suggesting potential for growth via bundled promotions.
- International markets like Manila and Mexico City show promising traction, indicating readiness for targeted expansion strategies.
- High shipping costs for electronics (e.g., Apple, Cisco products) suggest a need for dynamic pricing or logistics optimization.