AMAZON PRODUCT SALES ANALYSIS REPORT

***OBJECTIVE***  
To explore sales data from Amazon, identifying key trends, category performance, revenue distribution, and sales behavior across months and shipping types to derive actionable business insights.

***📅 MONTHLY SALES OVERVIEW***

The monthly revenue analysis uncovered distinct patterns in sales performance across the observed period:

* **April emerged as the top-performing month**, generating approximately **$28.8 million** in revenue. This spike suggests strong market demand, effective promotional campaigns, or successful seasonal strategies during this period.
* **May followed closely**, with total sales reaching **around $26.2 million**. Together, April and May dominate the sales landscape, indicating that **Q2 (April–June)** may represent a **peak sales season** for Amazon in this dataset.
* In sharp contrast, **March recorded the lowest revenue**, with sales totaling only **~$101,700**. This significant underperformance stands out as a potential red flag. It may reflect an operational disruption, such as:
  + Inventory shortages
  + Underperformance in marketing and advertising
  + System issues, such as payment or shipping failures
  + External factors affecting customer demand

These insights suggest that while some months consistently drive strong revenue, others may require operational review and strategy adjustment.