



PRESENTATION 2024

Amazon Sales Analysis

PRESENTED BY : ZULARSHI ANSARI



INTRODUCTION



Amazon, one of the world's largest e-commerce platforms, has seen tremendous growth over the years. However, recent trends have shown fluctuations in sales patterns and revenue growth across various categories.

This analysis aims to delve into Amazon's sales data to identify key trends, challenges, and opportunities. By understanding these dynamics, we can provide actionable insights to enhance sales strategies and drive sustained growth.



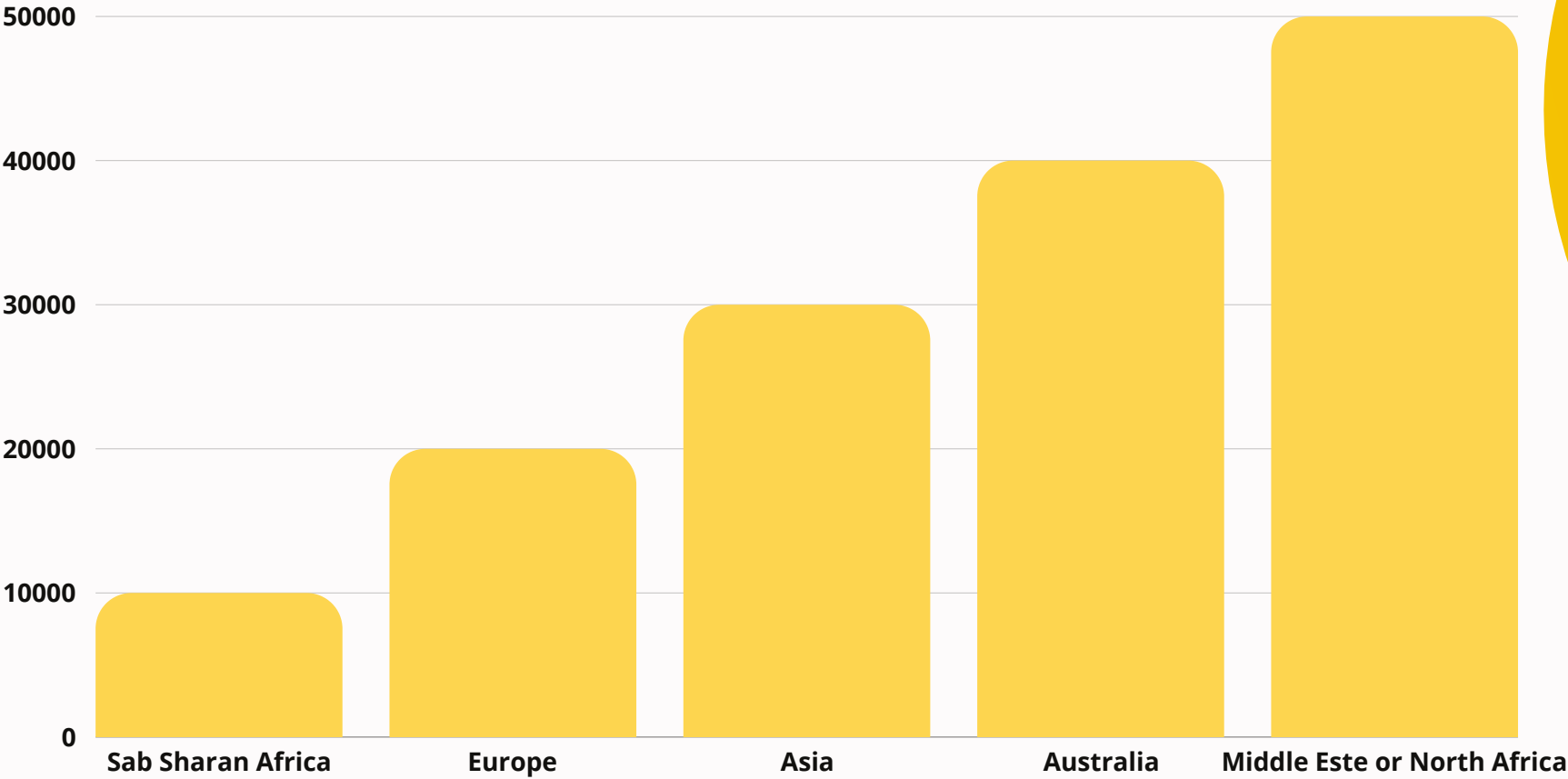
Details of Data

Total Revenue
137.3M

Total Profit
44.2M

Total Cost
93.2M

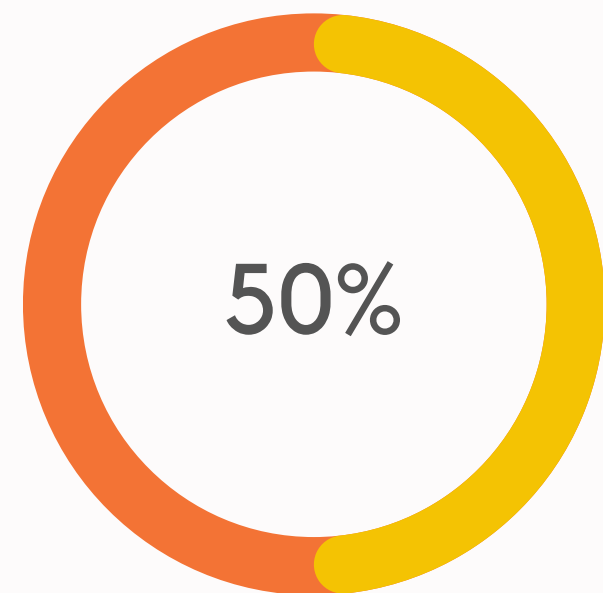
Total Order
100



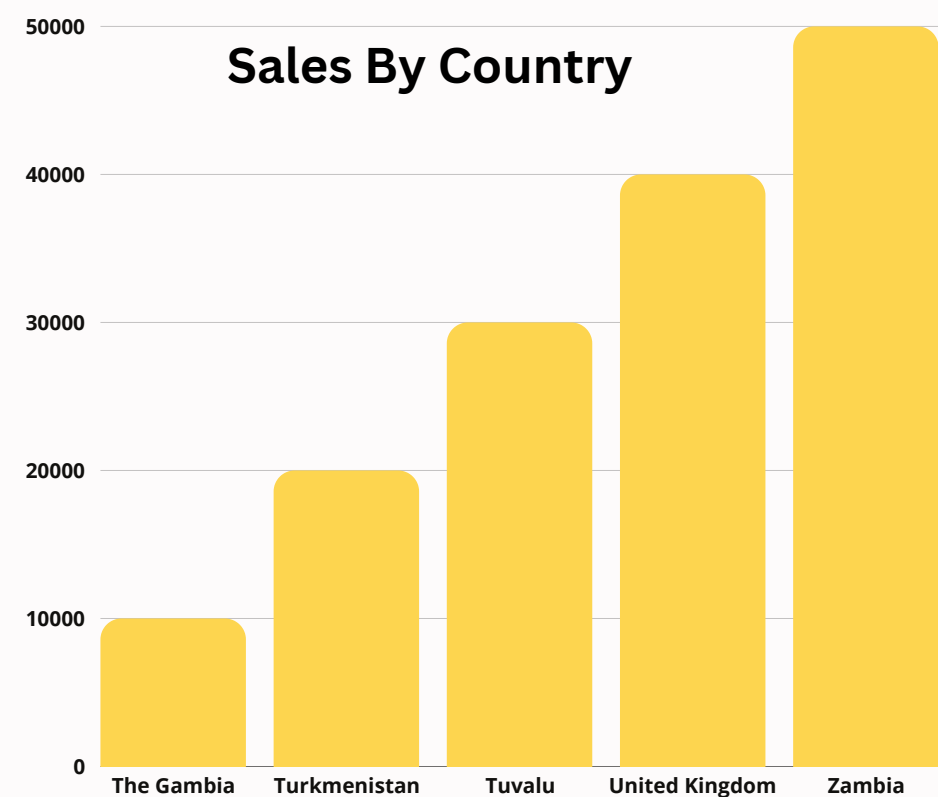
Sales By Region



MOCK – UP DASHBOARD



● Online ● Offline



Total Revenue
137.3M

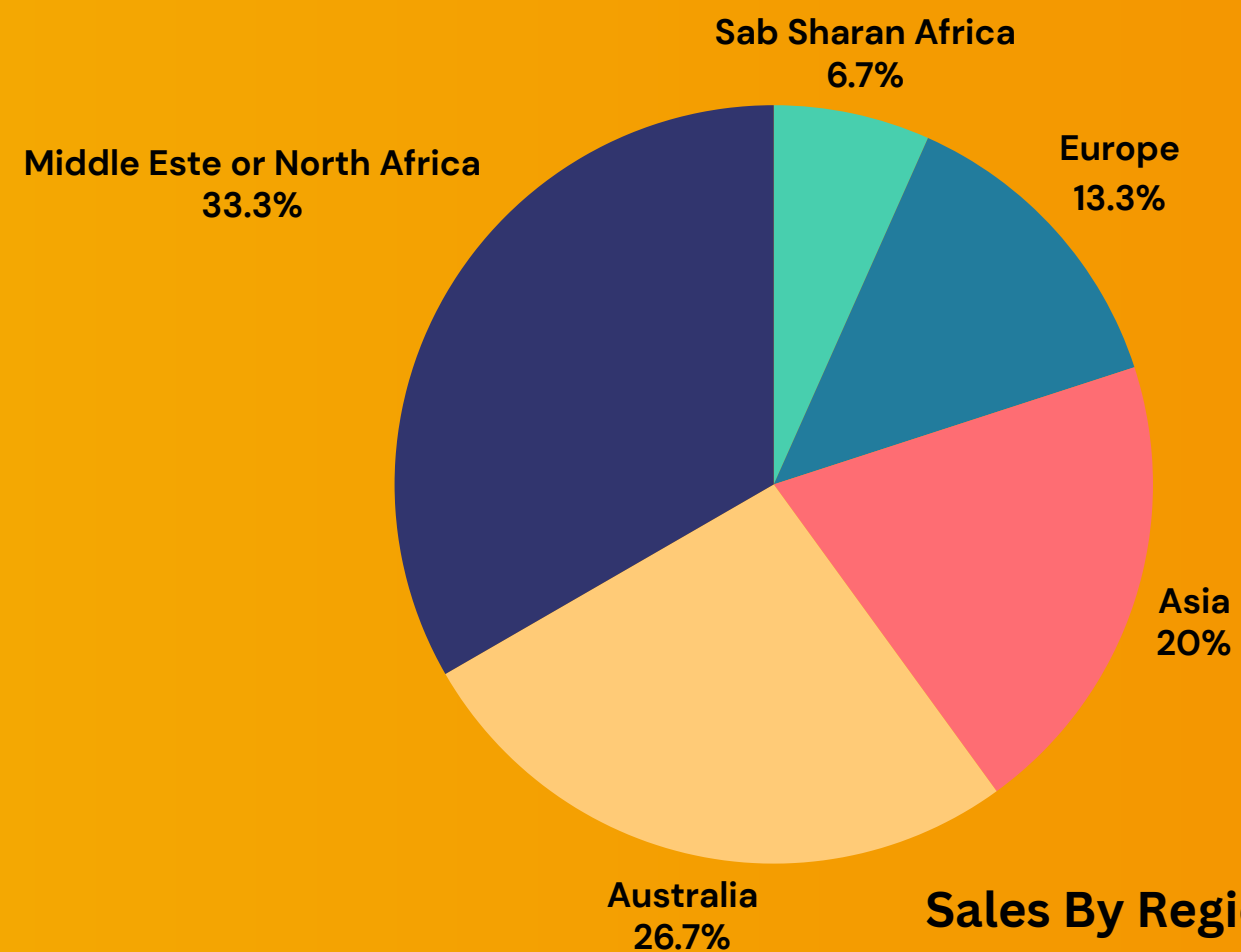
Unit Sold
512.9k

Total Profit
44.2M

Unit Cost
19.1k

Total Cost
93.2M

Unit Price
27.7k



ITEM TYPE



Baby Food



Beverages



Cereal



Clothes



Cosmetics



Fruits



Household



Meat



Office...



Personal...



Snacks



Vegetables

MAIN KPIS

Total Sales



Total Sales –
Overall revenue
generated from
all products.

Unit Sold



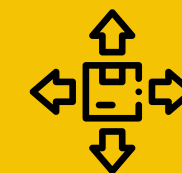
Units Sold –
Total number of
items sold
across all
categories.

**Average Order
Value**



**Average Order
Value (AOV) –**
The average
amount spent
per order.

**Geographical
Sales
Distribution**



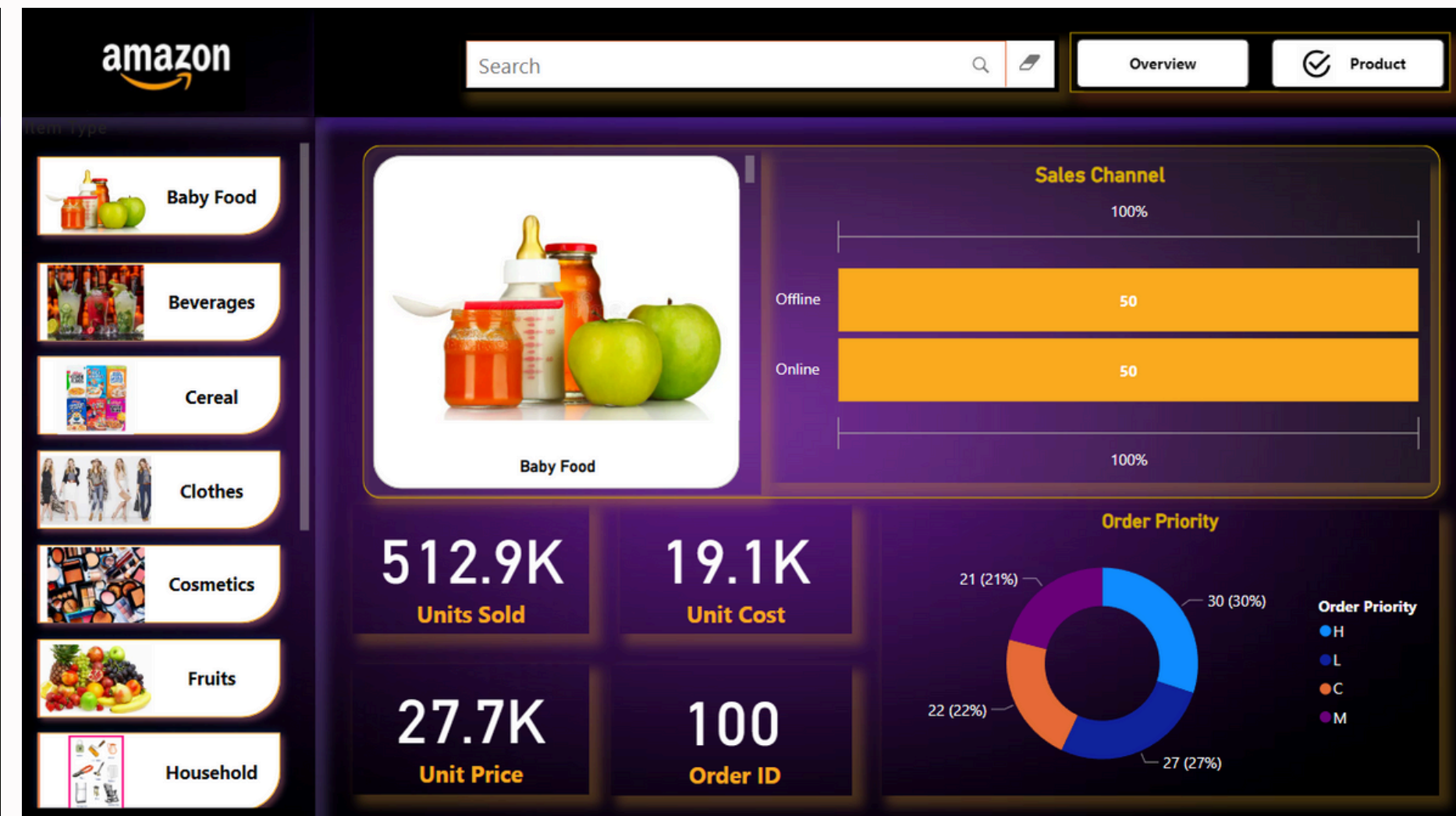
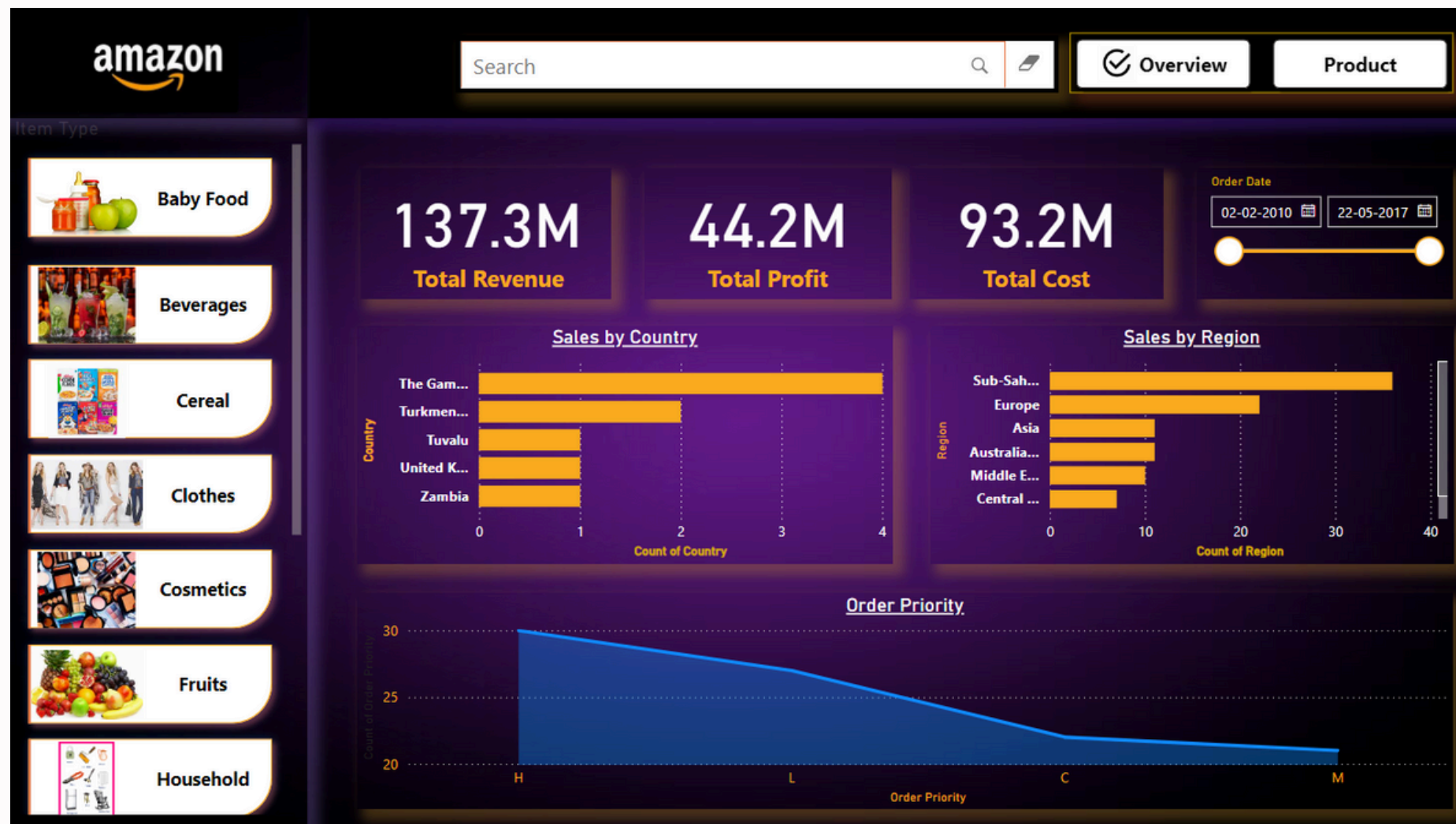
**Geographical
Sales Distribution**
– Sales
performance
across different
regions.

**Customer
Lifetime Value**



**Customer Lifetime
Value (CLTV) –**
Total revenue
expected from a
customer over
their lifetime.

MY DESIGN





THANK YOU



Email
zularshi26@gmail.com

call us
8356955149