



SALES ANALYSIS

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INTRODUCTION

Amazon is an American multinational technology company, engaged in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. Amazon.com is an e-commerce platform that sells many product lines, including media (books, movies, music, and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries etc.

Problem Statement:

Sales management has gained importance to meet increasing competition and the need for 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.

To analyze the Sales-trend -> month-wise, year-wise, yearly_month-wise

Find key metrics and factors and show the meaningful relationships between attributes

Main KPIs

TOTAL REVENUE - The total amount of money that the company earned.

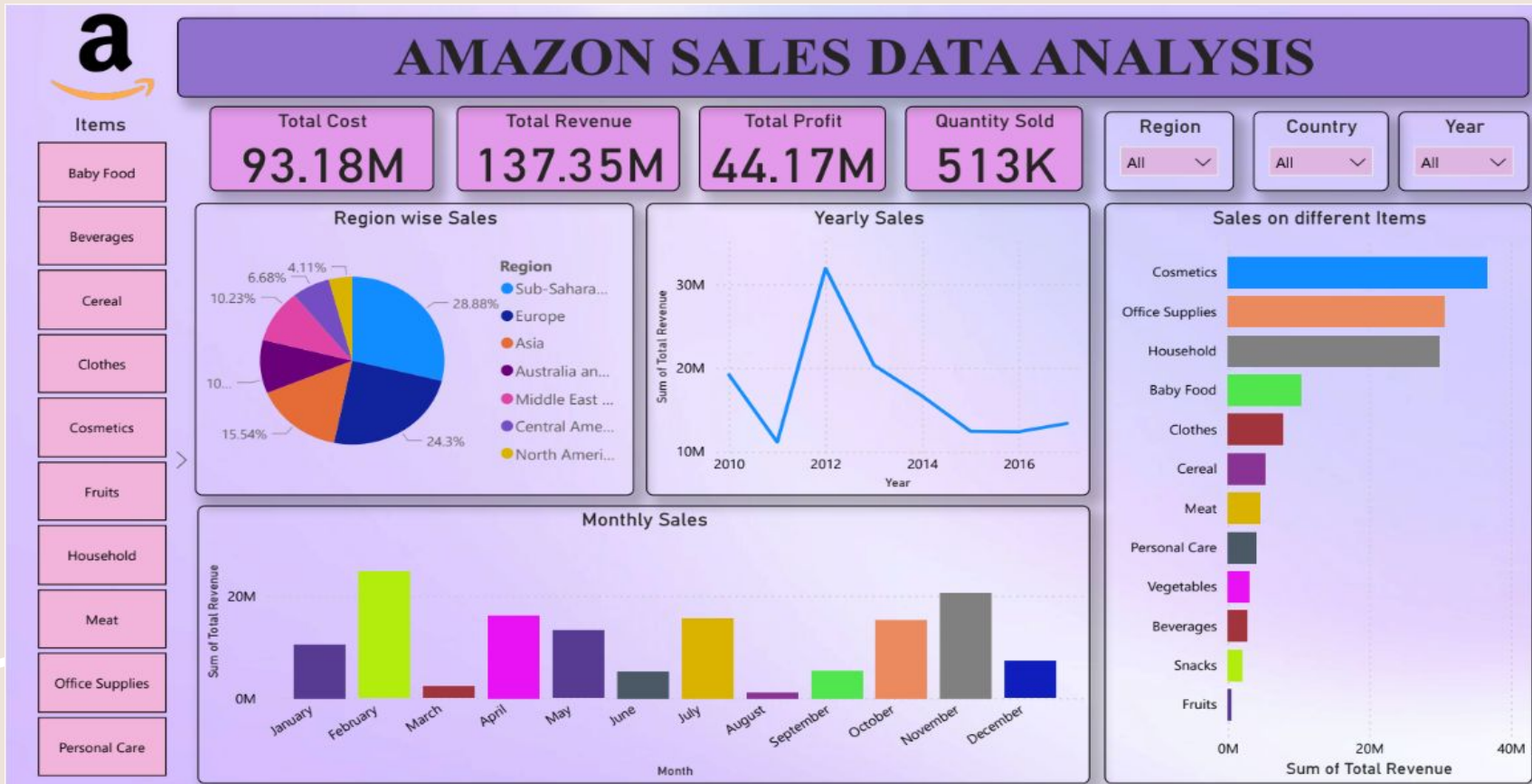
TOTAL PROFIT- Total revenue less total expenses

TOTAL REVENUE AND PROFIT BY SALES CHANNEL-

Offline channel has larger revenue and profit.

COUNTRY WISE TOTAL PROFIT- The company has made large profit in the country Djibouti

MOCK-UP DASHBOARD



AMAZON SALES DATA ANALYSIS



Total Cost
93.18M

Total Revenue
137.35M

Total Profit
44.17M

Quantity Sold
513K

Year

All

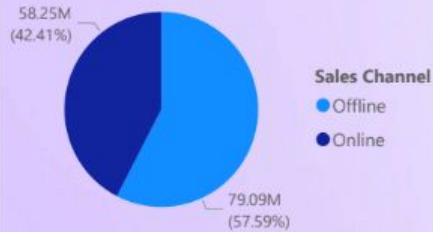
Region

All

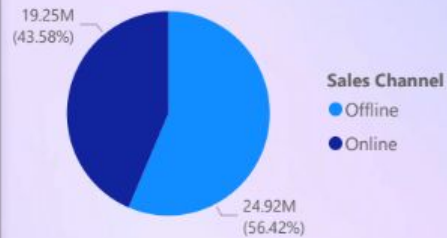
Country

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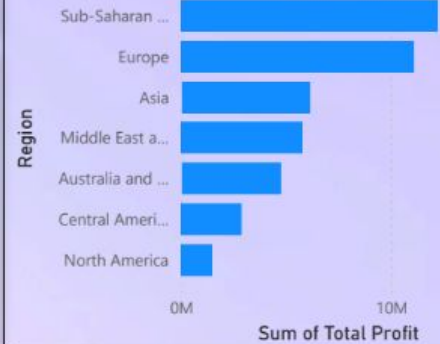
Total Revenue by Sales Channel



Total Profit by Sales Channel



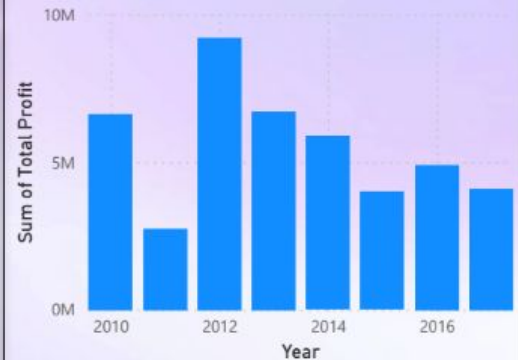
Region wise Profit



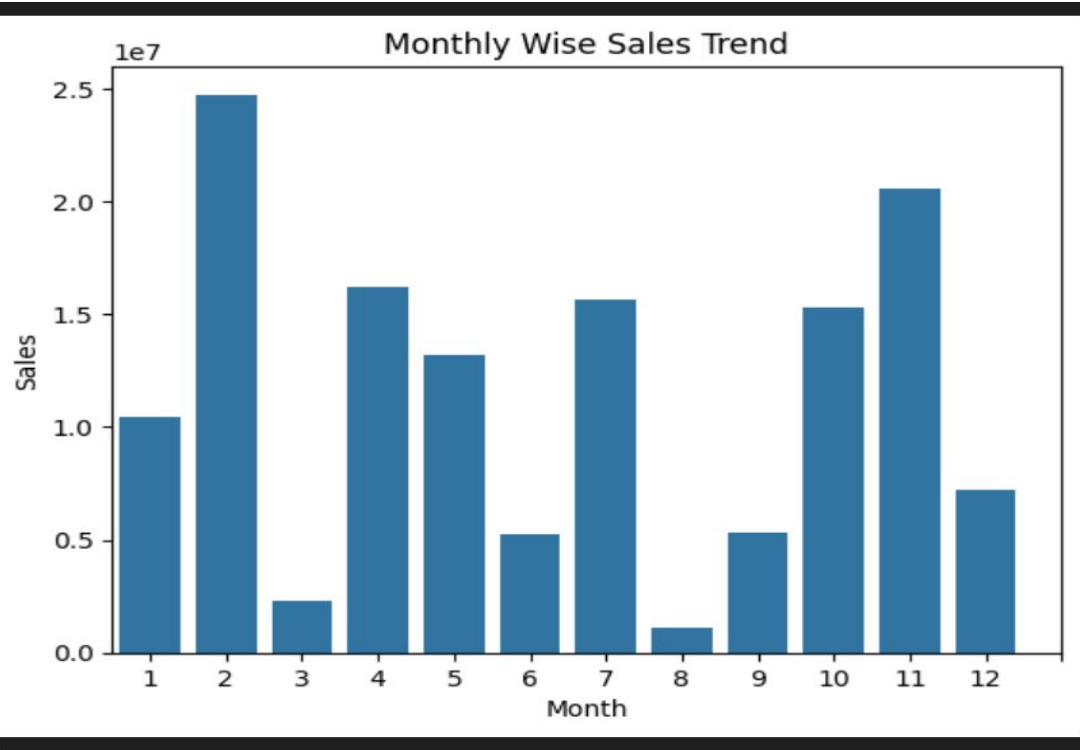
Monthly Sales



Yearly Sales

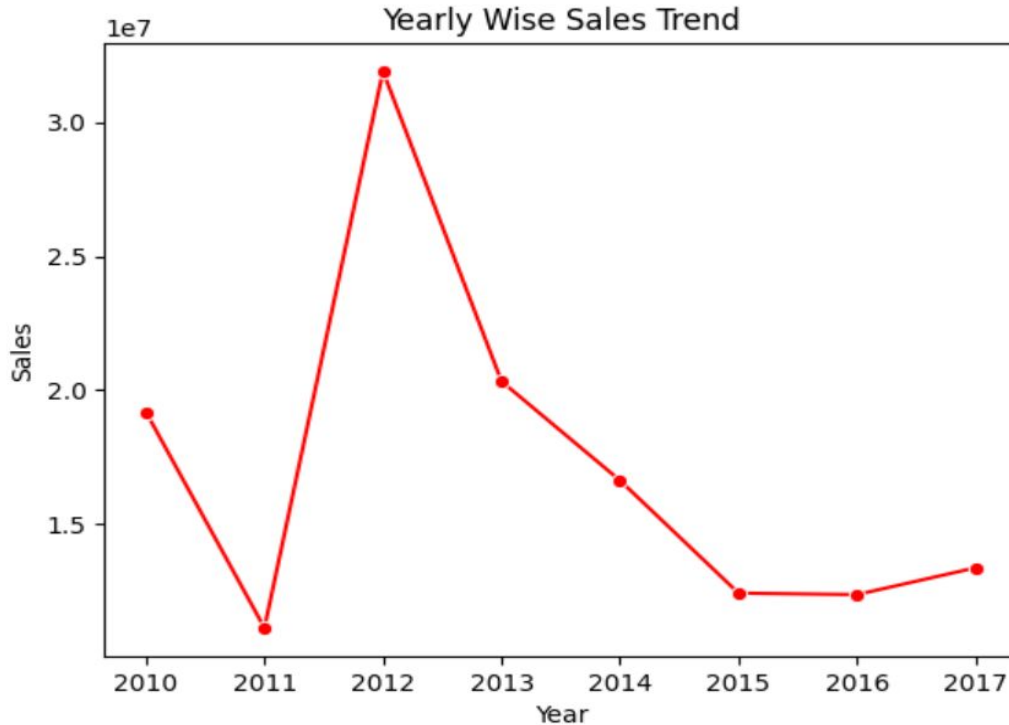


MONTH-WISE SALES TREND:



*** The company reaches the highest revenue in the month of February and the lowest in the month of August**

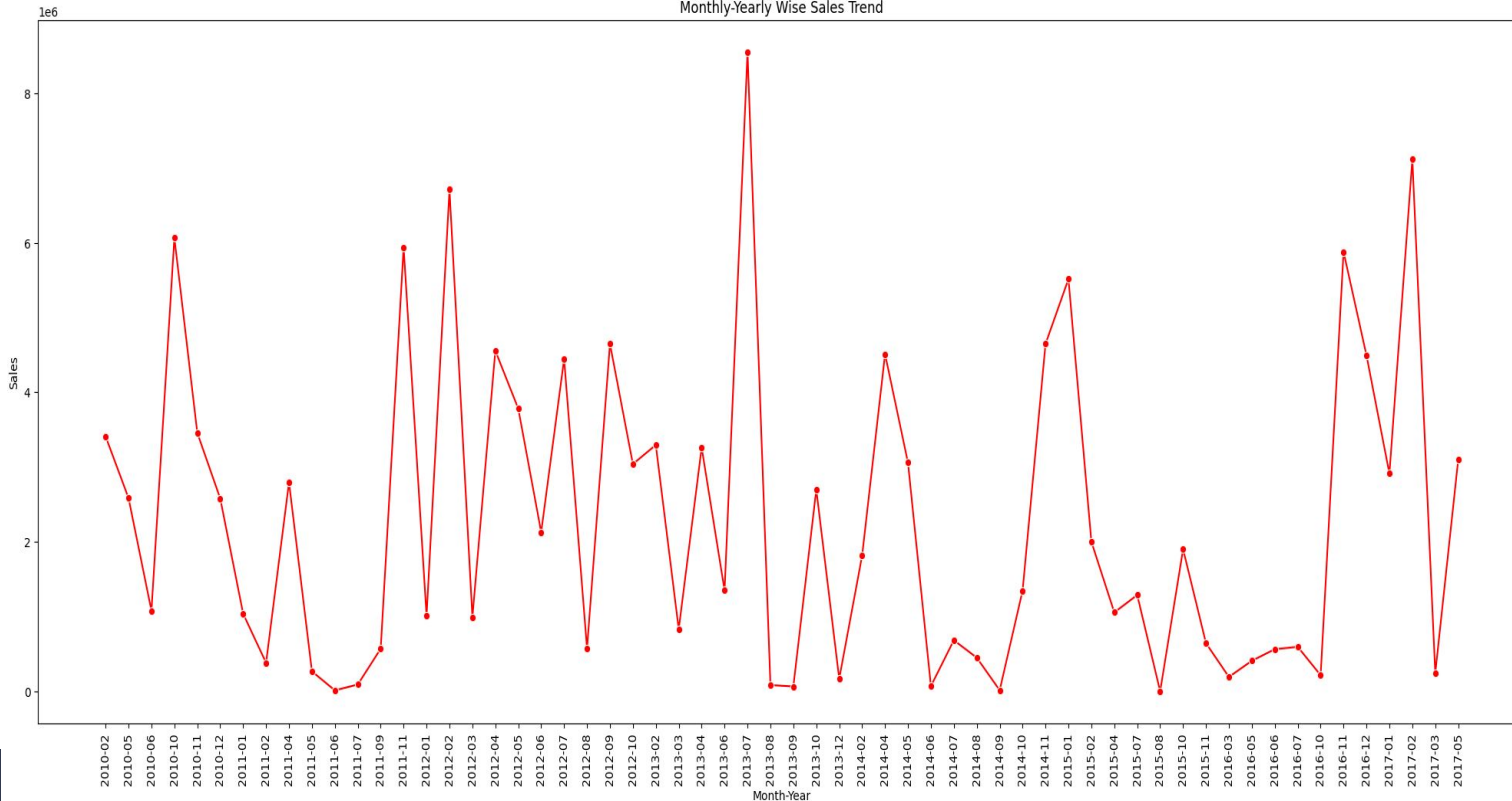
YEAR-WISE SALES TREND:



*** the company made huge sales in the year 2012 and a comparatively less sales in the year 2011.**

*** after the year 2012 the rate of sales decreased however there is a gradual increase in sales from 2015.**

YEARLY-MONTH WISE SALES TREND:



* The company collects the highest revenue in July,2013
* And the lowest in 06-2011, 09-2014, 08-2015

CONCLUSIONS FROM THE PROJECT:

- * Sub-Saharan Region has the highest revenue and the highest profit followed by Europe
- * North America has the lowest revenue as well as profit
- * Upon analyzing the above figure, it is evident that Amazon generates the highest revenue from the Cosmetics items followed by household and office supplies items
- * Company made a large amount of profit on selling Cosmetics Items
- * Offline channel has a large number of Revenue as well as Profit
- * The company made a large number of profit in country Djibouti.

THANK YOU

