

Executive Summary: Amazon Sales Analysis

This dashboard offers a detailed view of Amazon's product sales performance, customer engagement, and category-level trends. It provides valuable insights into year-to-date and quarter-to-date sales, enabling data-driven decision-making.

Key Performance Metrics

- **YTD Sales:** \$2.18 million
- **QTD Sales:** \$811.09K
- **YTD Products Sold:** 27.75K units
- **YTD Customer Reviews:** 19.42 million

The performance metrics indicate robust sales and exceptionally high customer engagement.

Performance Trends

1. Sales by Month

- A clear **uptrend in October and December**, suggesting seasonal demand spikes—likely due to holidays and year-end promotions.

2. Sales by Week

- Sales **peak between weeks 40–52**, aligning with Black Friday, Cyber Monday, and holiday seasons.

Suggestion:

- **Double down on marketing campaigns and inventory planning in Q4**, especially starting from Week 35 onwards.
- Launch **early-bird deals and targeted ads** in late September to capture pre-holiday shoppers.

Sales by Product Category

Category	YTD Sales	QTD Sales	% Contribution
Men Shoes	\$940,266	\$325,090	43.18%
Camera	\$492,521	\$188,381	22.62%
Men Clothes	\$357,644	\$136,700	16.42%
Car Accessories	\$237,290	\$91,359	10.90%
Toys	\$110,839	\$30,382	5.09%
Mobile & Accessories	\$39,178	\$18,100	1.80%

Suggestions:

- Focus promotional efforts on **Men Shoes and Cameras**, which make up ~66% of total sales.
 - **Introduce combo offers** (e.g., shoes + clothes) to increase cross-selling.
 - Evaluate if **Mobile & Accessories** have a potential for growth or should be phased out due to low performance.
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Top 5 Products by Sales

1. **Nikon Wide Lens** – \$33.55K
2. **Atomos Ninja V** – \$28.44K
3. **Solid Gear Shoes** – \$26.87K
4. **Canal Toys** – \$21.62K
5. **Vince Camuto Shoes** – \$19.35K

Suggestions:

- Increase visibility of these products with **sponsored listings** or “**Amazon Choice**” tags.
- Use positive customer reviews to boost **SEO keywords** and enhance product pages.

Top 5 Products by Reviews

1. **SanDisk 16GB** – 402.83K
2. **SanDisk 1TB** – 337.40K
3. **SanDisk 400GB** – 227.96K
4. **JTech Screen Protector** – 155.71K
5. **WOLVERINE Shoes** – 139.35K

Suggestions:

- These highly-reviewed products are ideal for **retargeting campaigns** and upselling.
 - Consider bundling memory cards with electronics like cameras for **added value bundle**
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Overall Recommendations

1. **Optimize for Q4 Performance:** Leverage sales trends and allocate more budget toward marketing in the holiday season.
2. **Category Investment:** Prioritize inventory for top-performing categories (Men Shoes, Cameras).
3. **Customer Engagement:** Use review-rich products in promotional content to increase trust and conversions.
4. **Bundle & Upsell:** Create strategic bundles combining top-sellers with complementary items to boost average order value.
5. **Drop or Reevaluate Underperformers:** Consider reducing focus or revamping strategy for low performers like Mobile Accessories.