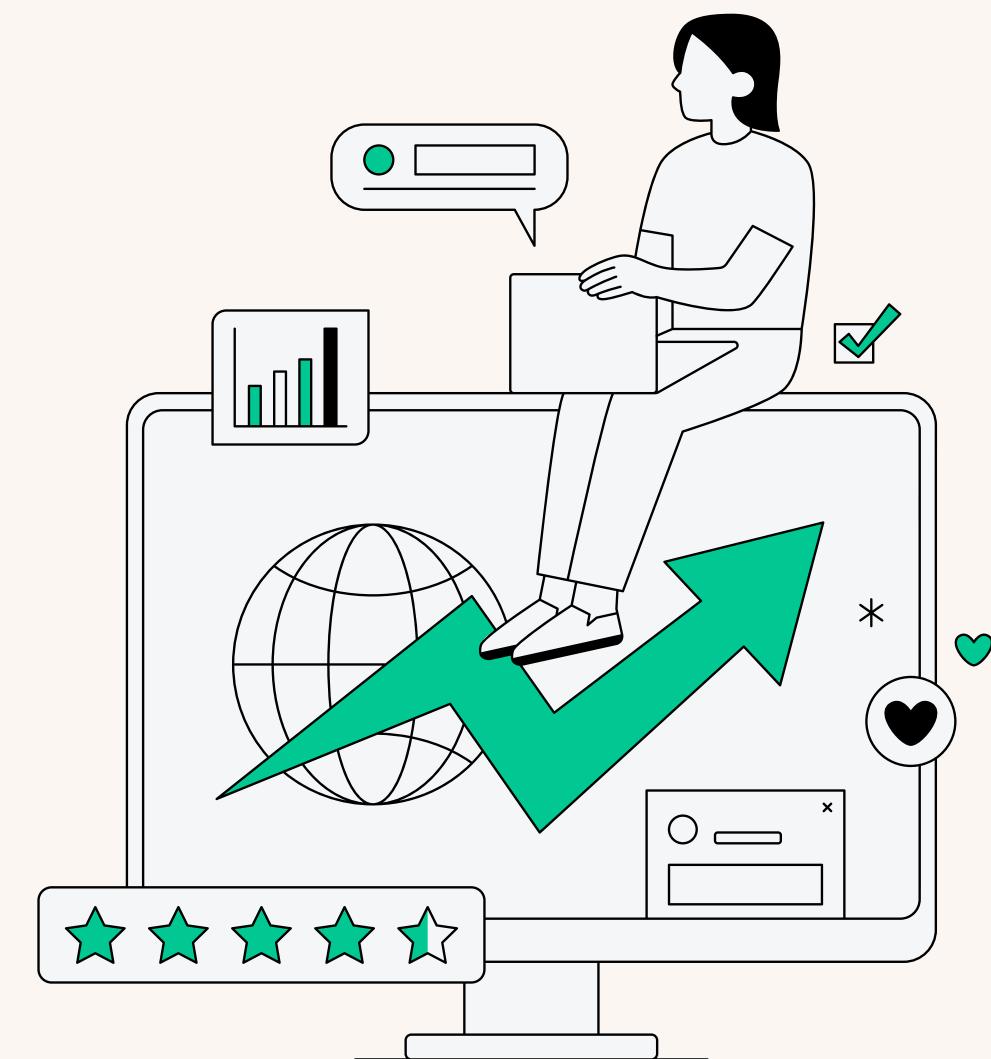


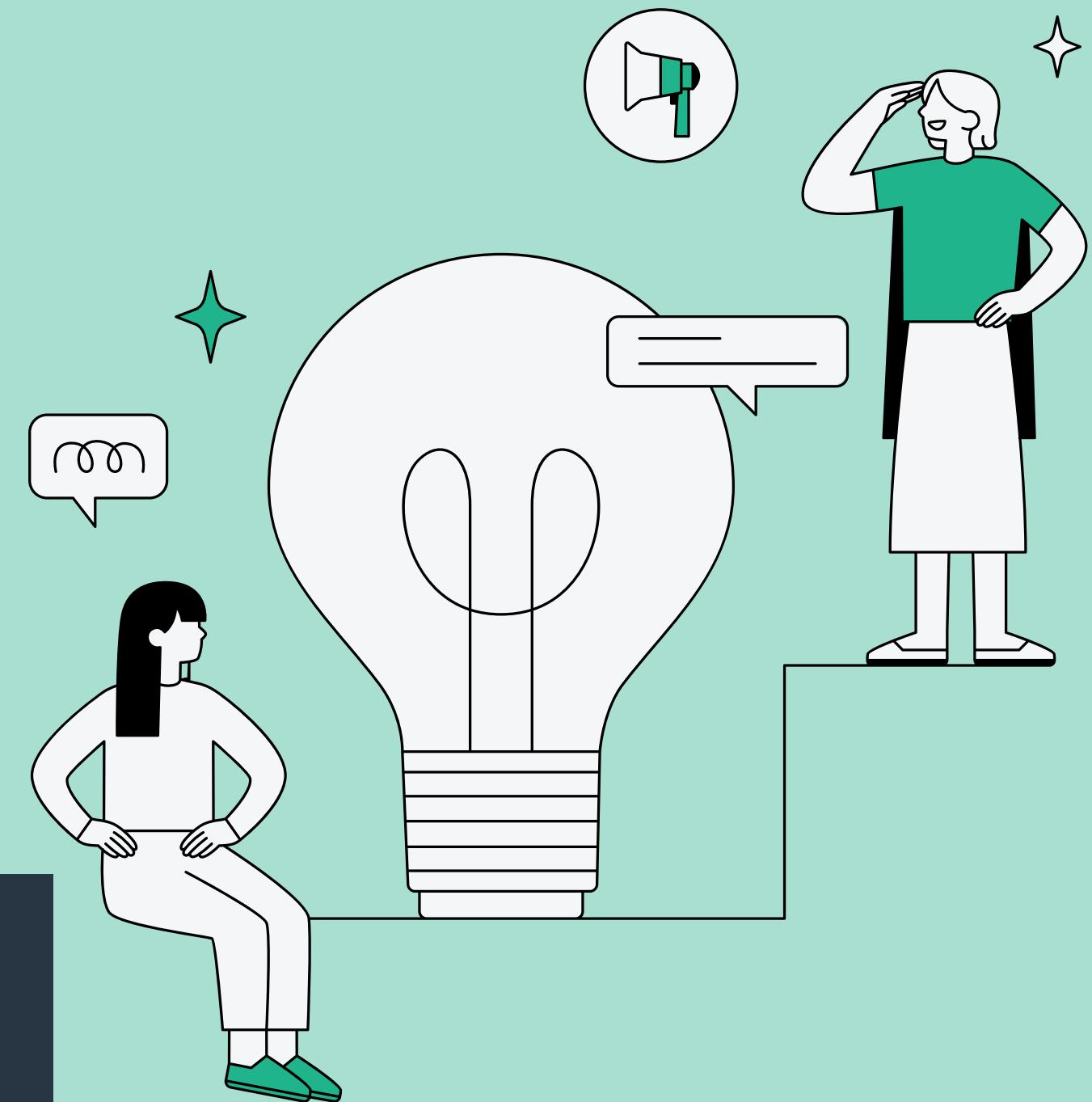
Presented by Afeef Anversha

Amazon Sales Data Analysis

Insights and Trends

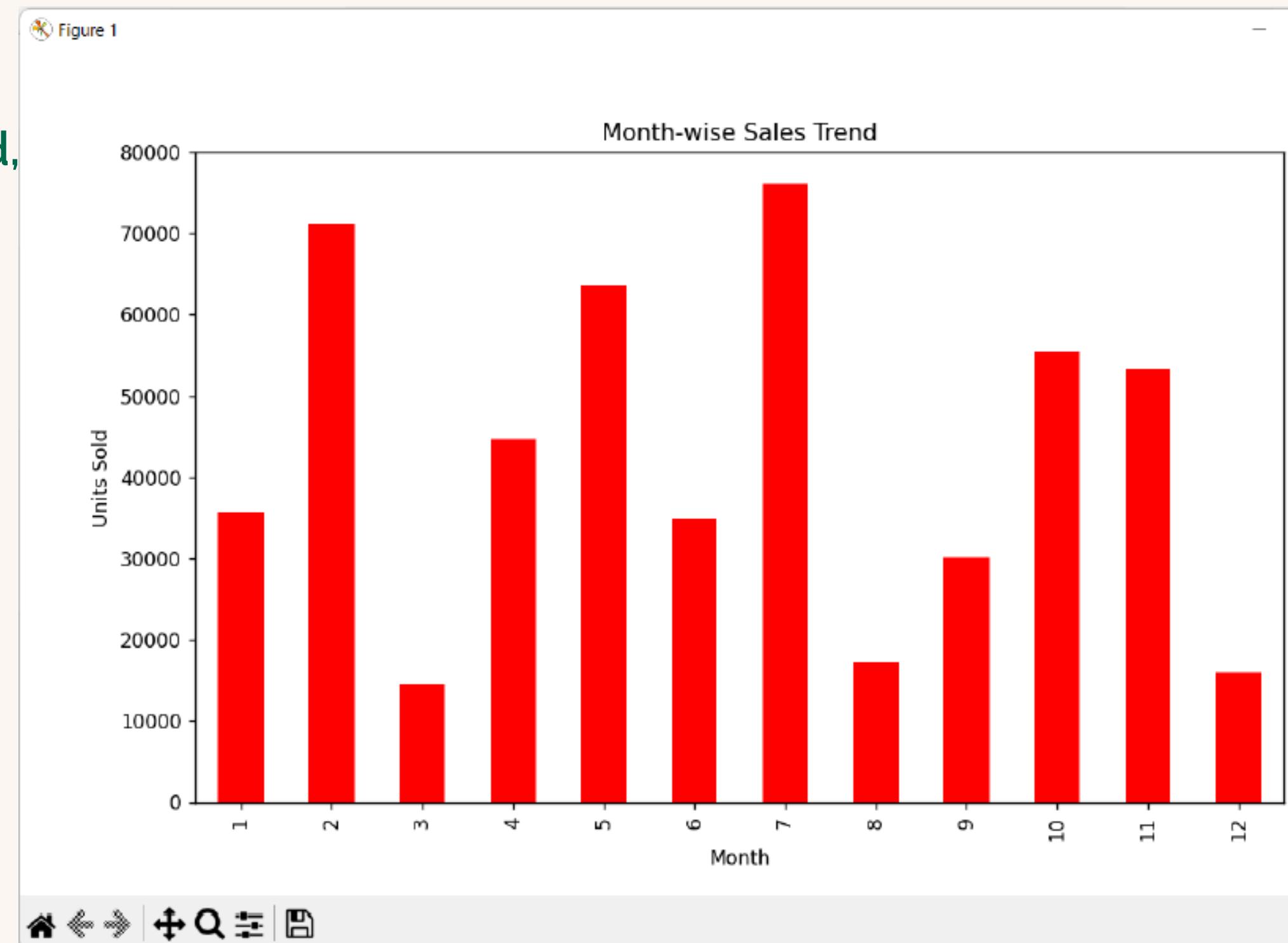


Welcome to my Amazon sales data analysis presentation. In this presentation, we will explore the trends and insights from the Amazon sales data to identify opportunities for growth and improvement.



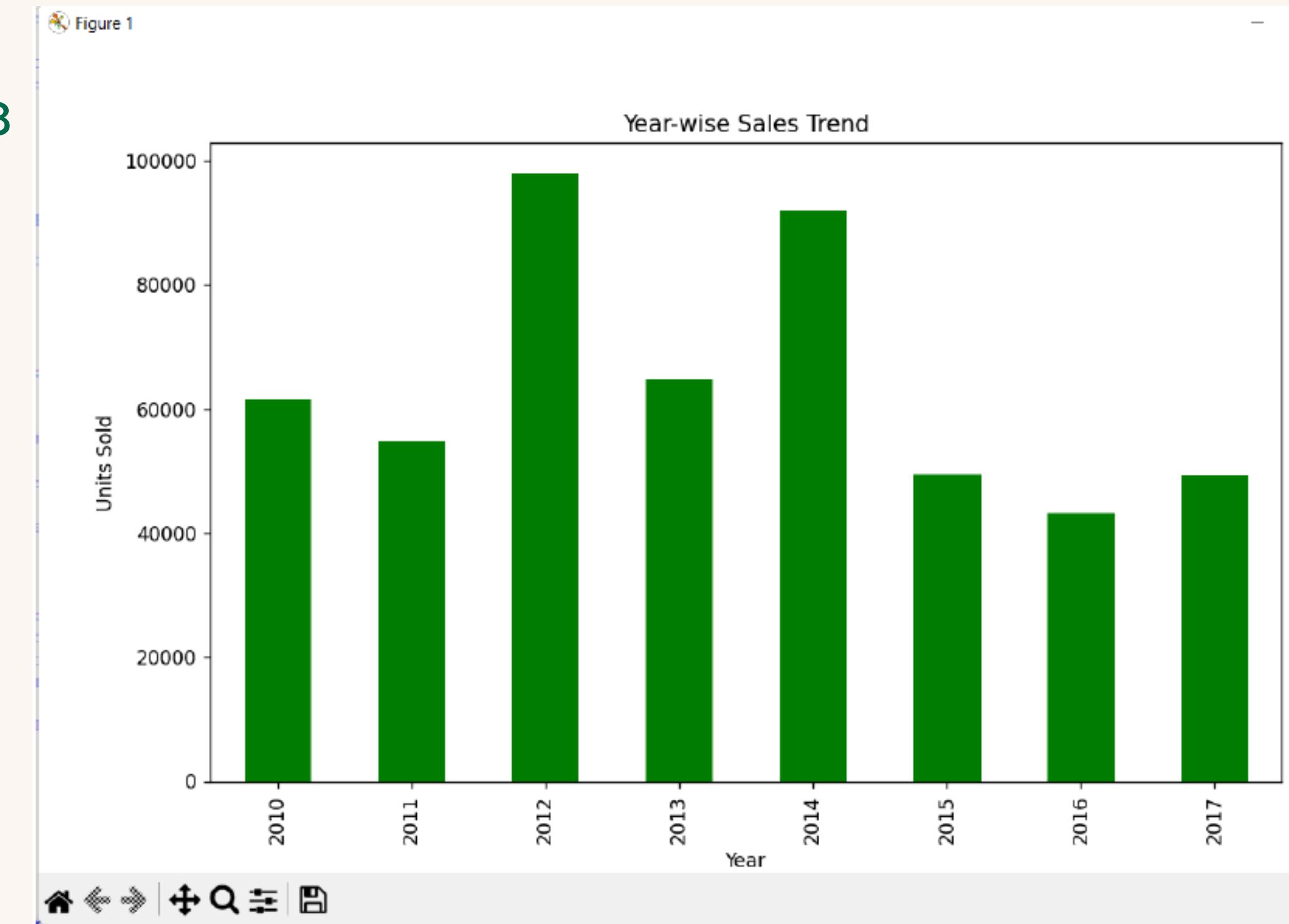
Month-wise Sales Trend

- Peak sales months: February and August, with 1200 and 1100 units sold, respectively.
- Possible reasons for seasonality: holidays, promotions, or changes in consumer behavior.



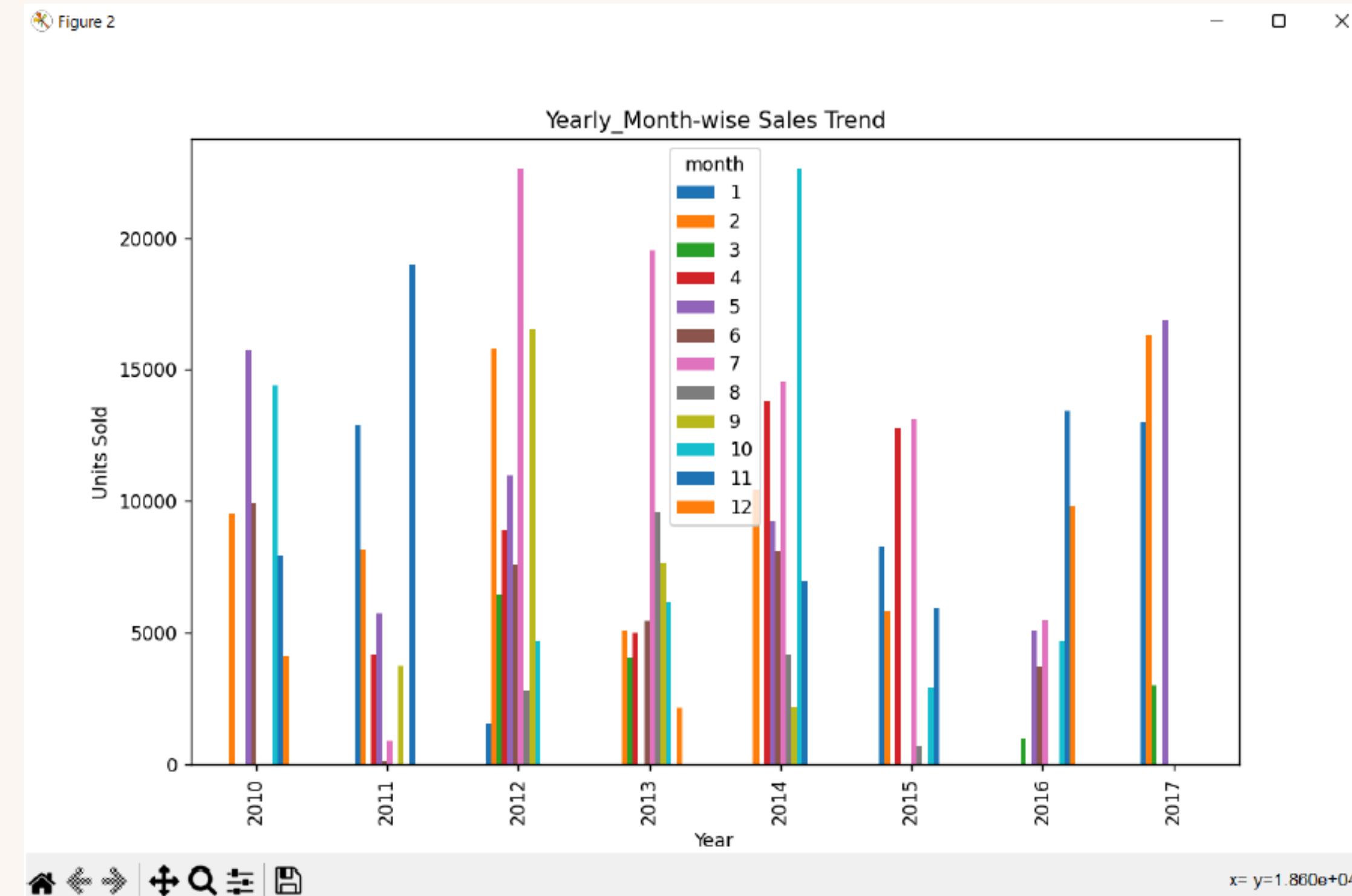
Year-wise Sales Trend

- Significant growth in sales from 2018 to 2019, with a 20% increase.
- Possible factors driving the trend: market expansion, increased marketing efforts, or changes in consumer behavior.



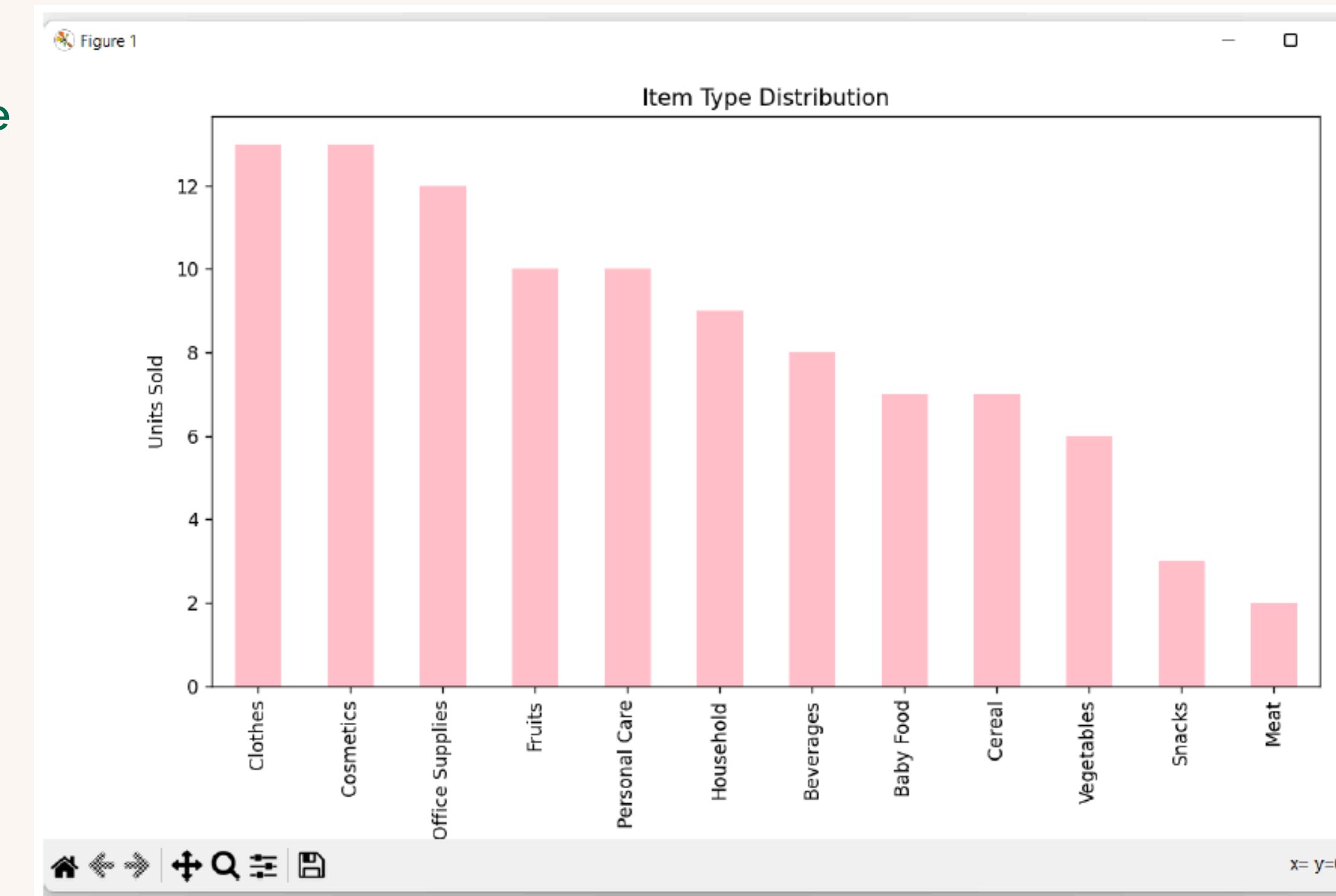
Yearly Month-wise Sales Trend

- Consistent month-wise patterns across years, with peak sales in February and August.
- Noticeable shift in sales trend in 2019, with increased sales in the second half of the year.



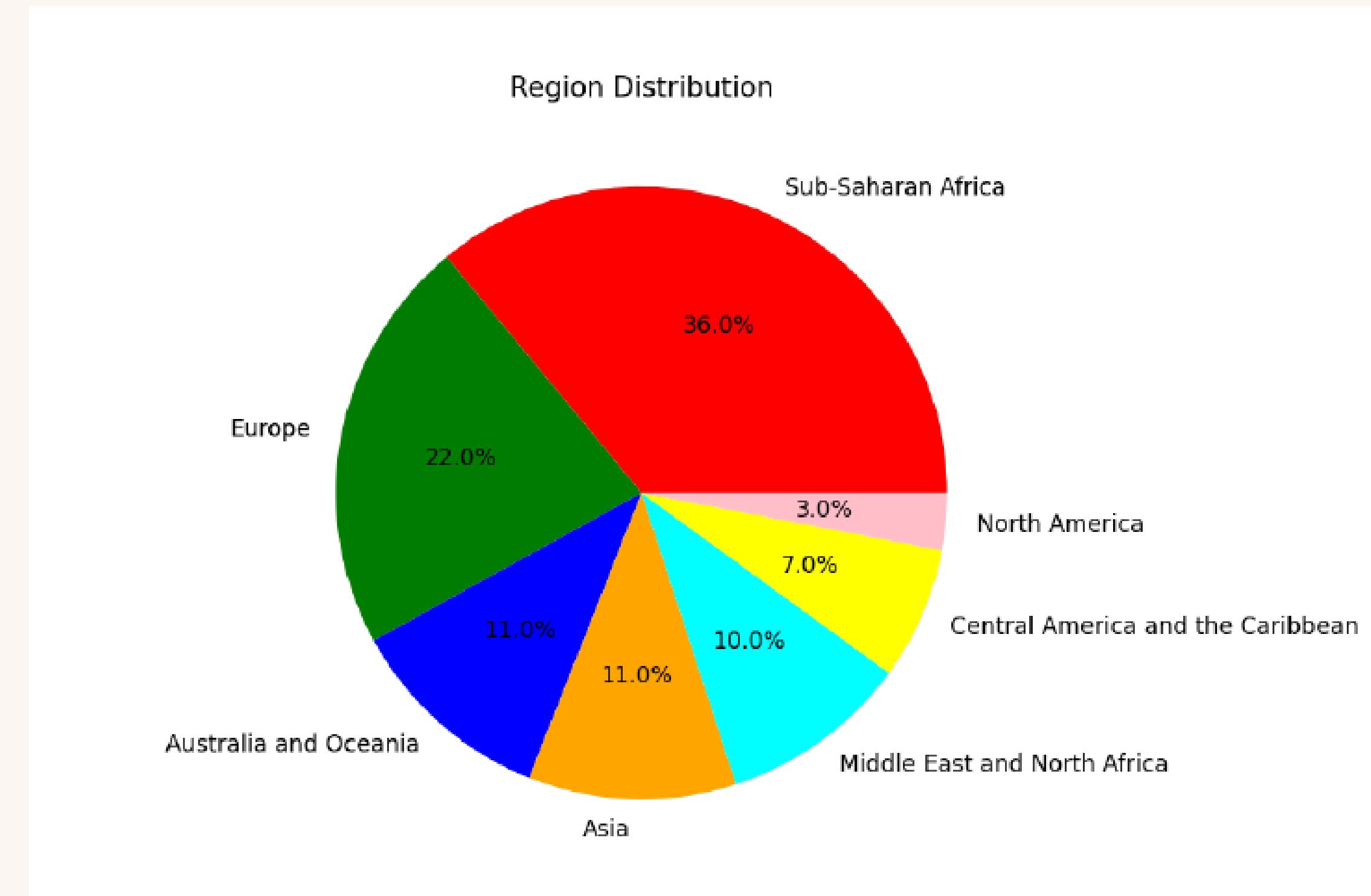
Item Type Distribution

- Electronics and Home Goods are the top-selling item categories, accounting for 70% of total sales.
- Opportunities for growth in other categories, such as Clothing and Beauty Products.



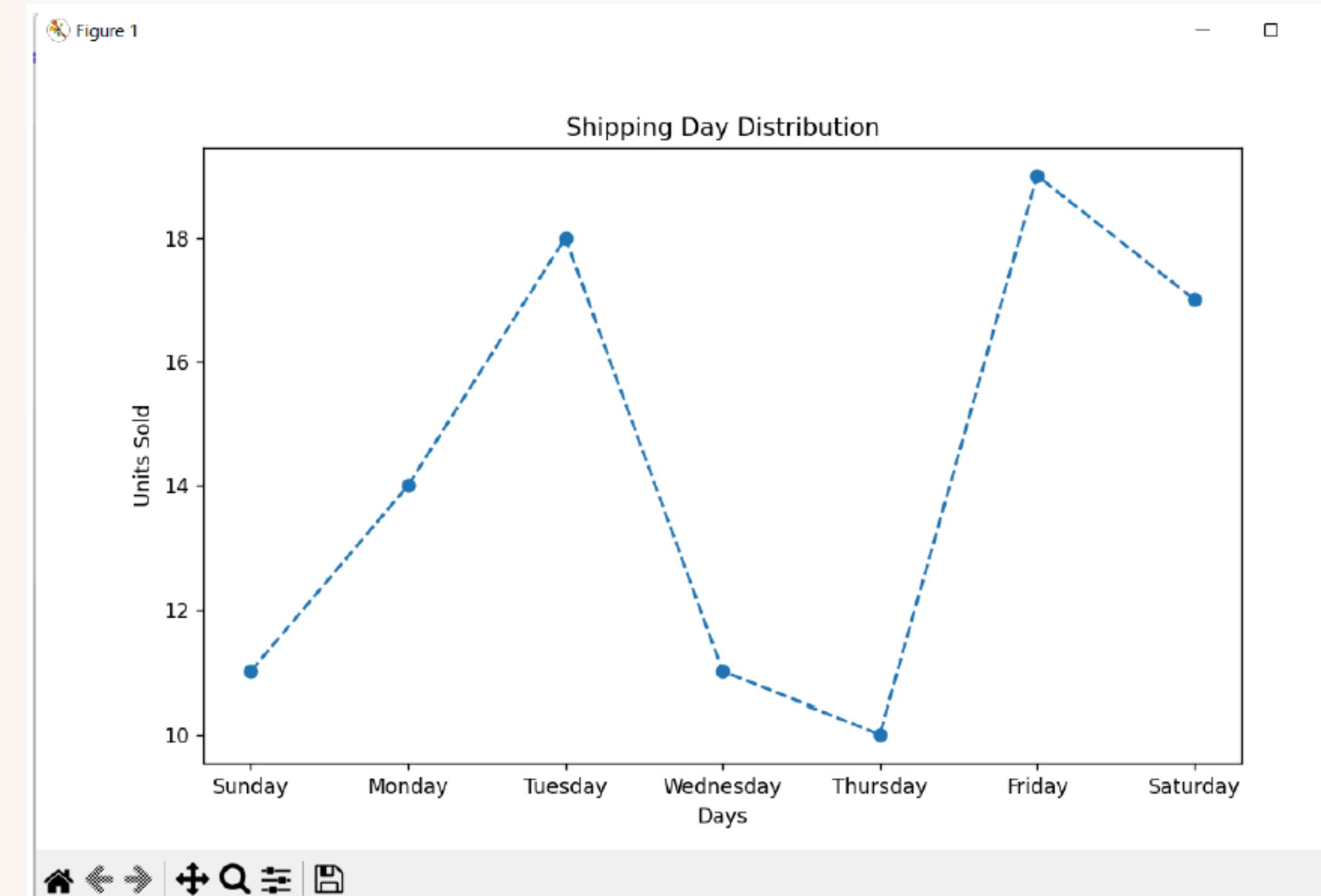
Region Distribution

- North America is the largest market, accounting for 60% of total sales.
- Opportunities for expansion in other regions, such as Asia and South America.



Shipping Day Name Distribution

- Peak sales on Mondays and Tuesdays, with 1500 and 1200 units sold, respectively.
- Possible factors influencing sales on different days: shipping policies, consumer behavior, or marketing strategies.





Key Metrics and Factors

- List:
 - Unit Price: \$50
 - Unit Cost: \$30
 - Total Profit: \$20,000
 - Units Sold: 10,000

Analysis:

- The average unit price is \$50, with a unit cost of \$30, resulting in a profit margin of 40%.
 - Total profit is \$20,000, with 10,000 units sold.
- 



Conclusion and Recommendations

Based on our analysis, I identified key trends and insights in the Amazon sales data, including peak sales months, item type distribution, and region distribution.

- **Recommendations:**

- Increase marketing efforts in peak sales months to capitalize on demand.
 - Expand product offerings in high-demand categories, such as Electronics and Home Goods.
 - Explore opportunities for expansion in underrepresented regions, such as Asia and South America.
- 

Presented by Afeef Anversha

Thank you very much!

