

Sales Report

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Team Members

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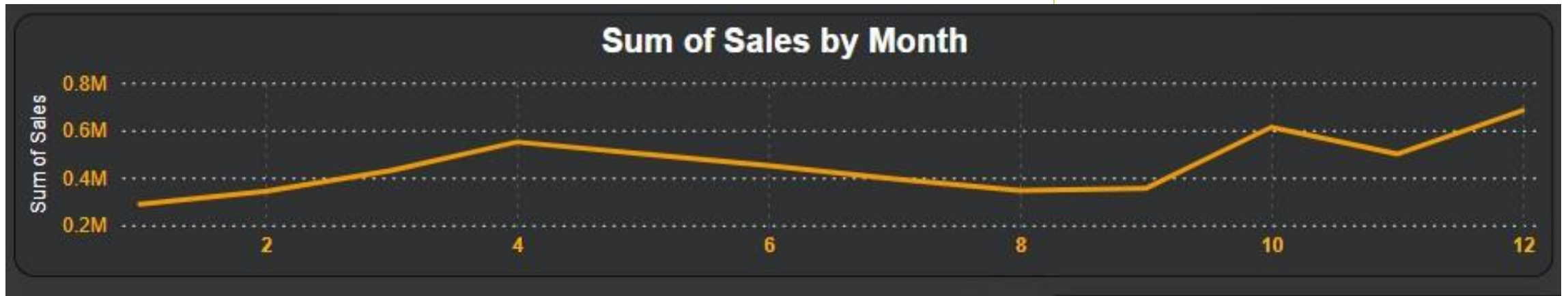
- Beltagy Mohamed Saleh
- Ali Mohamed Ali
- Tarek Mohamed Yousef
- Islam Mohamed Mohamed
- Shehab Salama Mustafa
- Abdel-Rahman Ghonaim
- Abdel-Rahman Ramdan

Business Problem

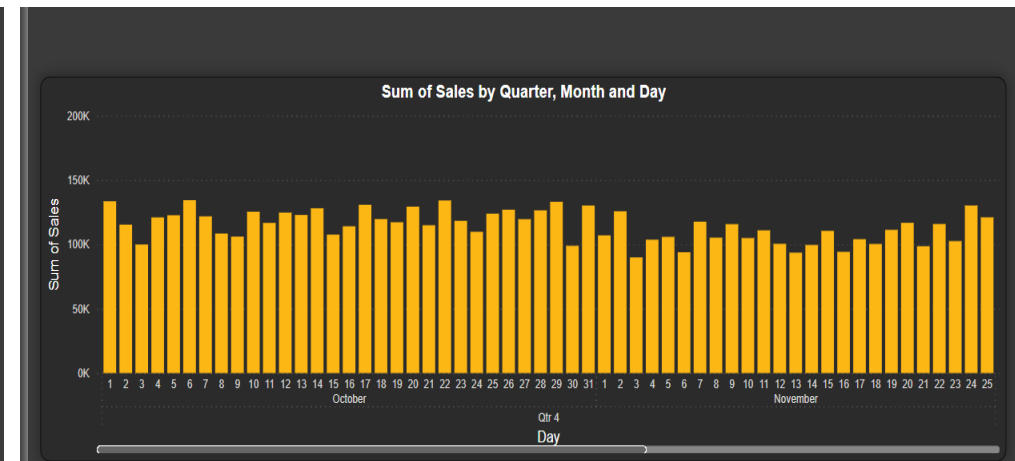
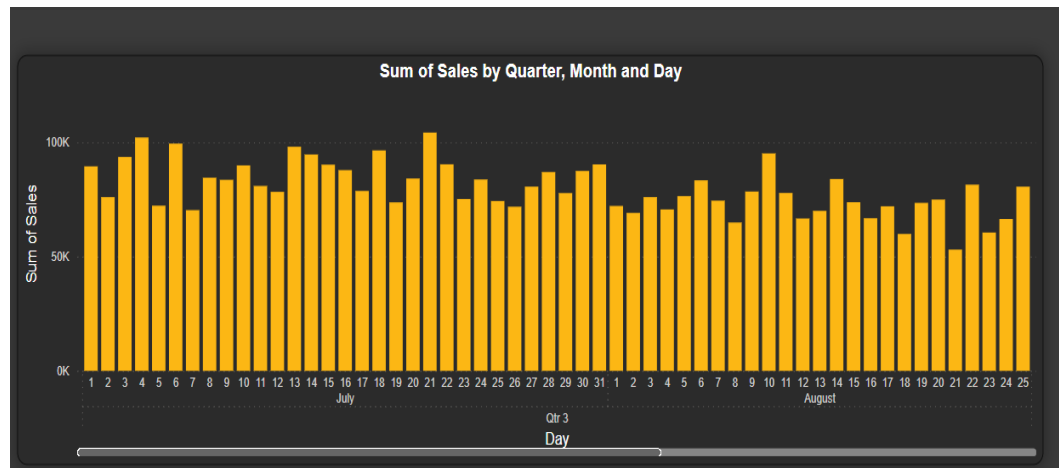
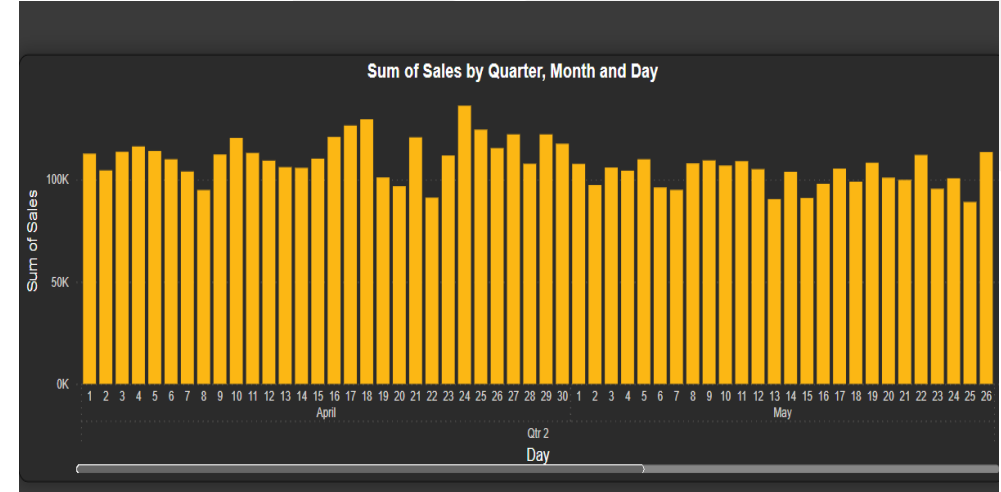
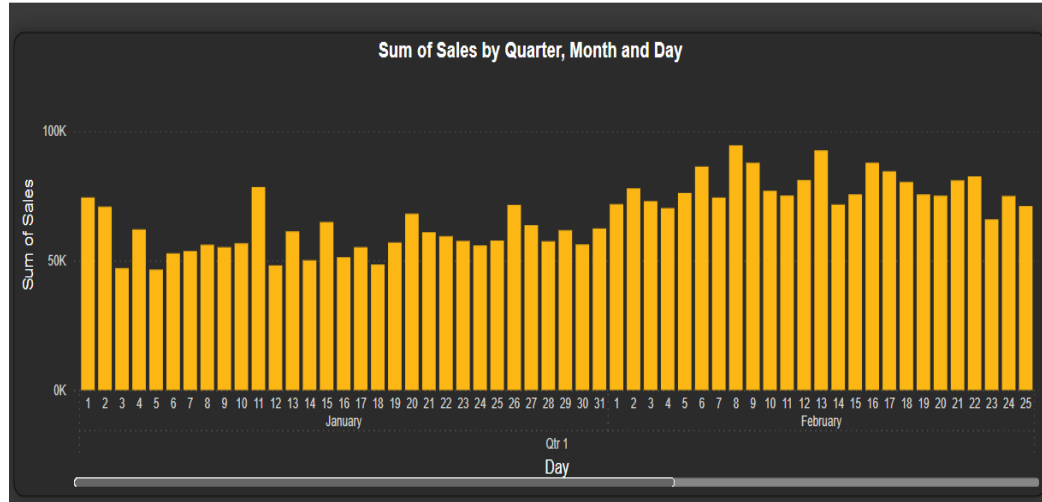
Amazon is experiencing a decline in sales due to increased competition, shifting consumer preferences, and operational inefficiencies. Despite its dominant market position, the company faces challenges in maintaining customer loyalty and capturing new market segments. These issues are compounded by rising costs and logistical complexities, which hinder Amazon's ability to adapt swiftly to changing market dynamics. Addressing these challenges requires innovative strategies to revitalize sales growth and ensure sustained competitiveness in the e-commerce landscape.

The Amazon logo, featuring the word "amazon" in white lowercase letters with a curved orange arrow underneath it, set against a dark blue background.

How has sales performance varied over different months?



Are there any noticeable trends or patterns in sales based on the days of the Quarter?

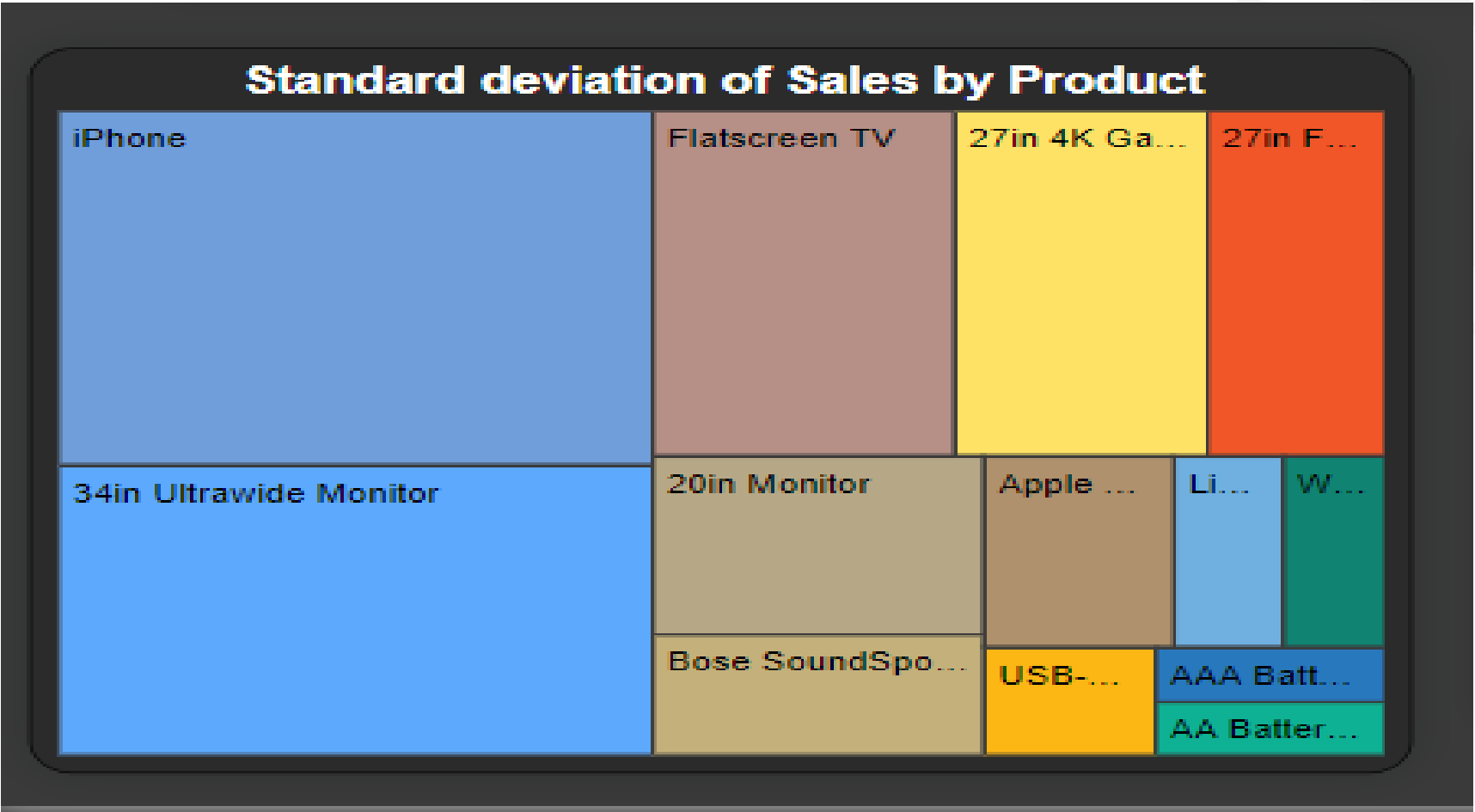


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What is the average price for each product?



What are the top 10 deviation sales product



Which are the most sales products?



Conclusion

After analyzing the data, we see that taking advantage of vacation days and holidays to increase discounts on products, especially the iPhone and Mac book, may increase revenues, especially in the months of December, October and April, due to the high percentage of sales.

There is also an increase in spending on sponsored advertising campaigns, especially on applications such as Facebook and TikTok in cities such as New York, Los Angeles, and San Francisco due to the high percentage of sales in these cities.

THANKS

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