



# AMAZON

## COMPREHENSIVE SALES ANALYSIS DASHBOARD



Overview

Product Performance

Regional Performance

Operational Efficiency

**Created By:**  
**Angela BOO**

**11 March 2025**



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## OVERVIEW

Overview

Products

Regions

Operations

Filter

Order Date

7/1/2011

31/12/2014

Category

All

Clear filters

Angela Boo

Total Sales

\$725.5K



Total Profit

\$108.4K



Total Orders

1,611

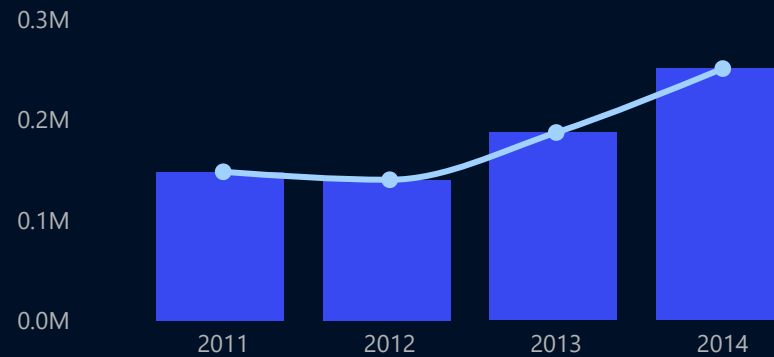


Avg Profit Margin

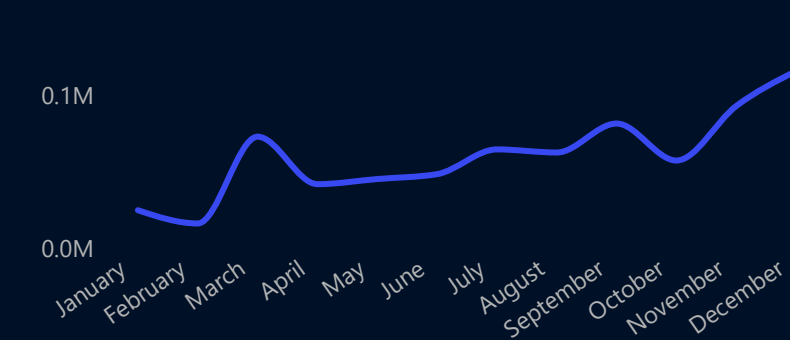
21.95%



### Total Sales by Year



### Sales Trend by Month



Total Sales

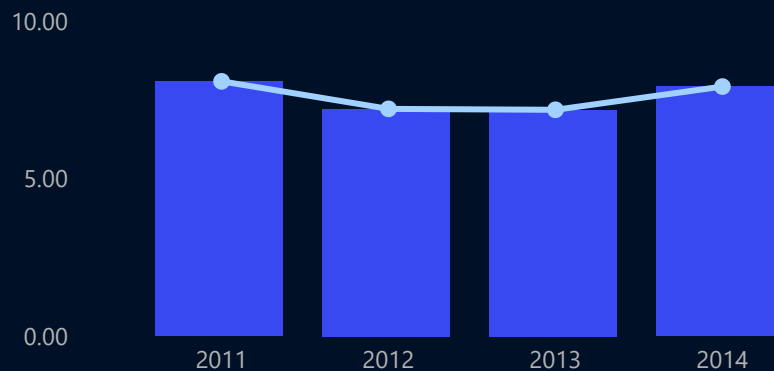
Total Profit

Total Quantity

Total Orders

Avg Profit Margin

### Average Order Size by Time



### Average Order Value (AOV) Over Time





7/1/2011

31/12/2014

All

Clear filters



PRODUCT PERFORMANCE

Total Sales

\$725.5K



Total Profit

\$108.4K



Total Orders

1,611



Avg Profit Margin

21.95%



Top 10 Best Selling Product Category

Chairs | \$101.8K

Phones | \$98.7K

Tables | \$84.8K

Storage | \$70.5K

Accessories | \$61.1K

Binders | \$56.0K

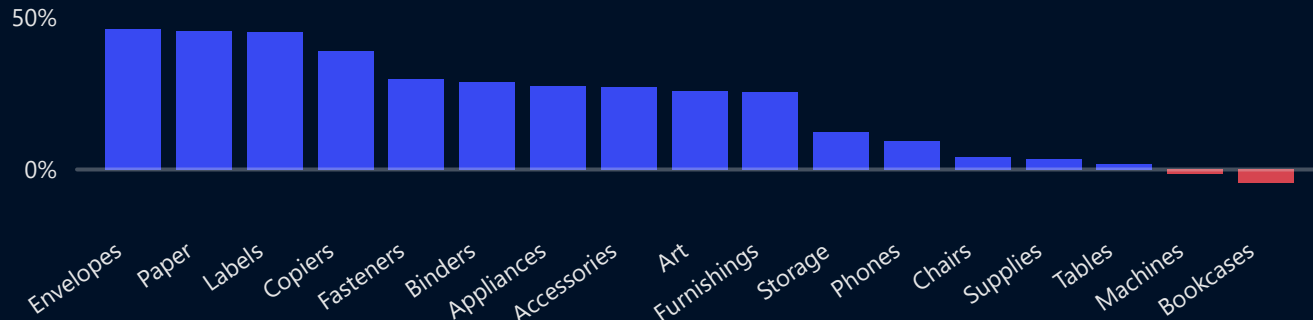
Copiers | \$49.7K

Machines | \$42.4K

Bookcases | \$36.0K

Appliances | \$30.2K

Average Profit Margin by Product Category



Detailed Product Profitability Report

Category	Total Sales	Total Profit	Avg Profit Margin	Total Orders	Total Quant
Accessories	\$61,114.12	\$16,484.60	24.14%	236	10
Appliances	\$30,236.34	\$8,261.27	26.47%	134	4
Art	\$9,212.07	\$2,374.10	28.29%	227	9
Binders	\$55,961.11	\$16,096.80	16.66%	403	18
Bookcases	\$36,004.12	(\$1,646.51)	-25.78%	79	3
Chairs	\$101,781.33	\$4,027.58	2.15%	191	7
Copiers	\$49,749.24	\$19,327.24	33.25%	25	
Envelopes	\$1,118.10	\$1,808.76	45.20%	66	2
Total	\$725,457.82	\$108,418.45	21.95%	1,611	122



## REGIONAL PERFORMANCE



Overview



Products



Regions



Operations



Filter

Order Date

7/1/2011



31/12/2014



State

All



Clear filters



Angela Boo

Total Sales

\$725.5K



Total Profit

\$108.4K



Total Orders

1,611

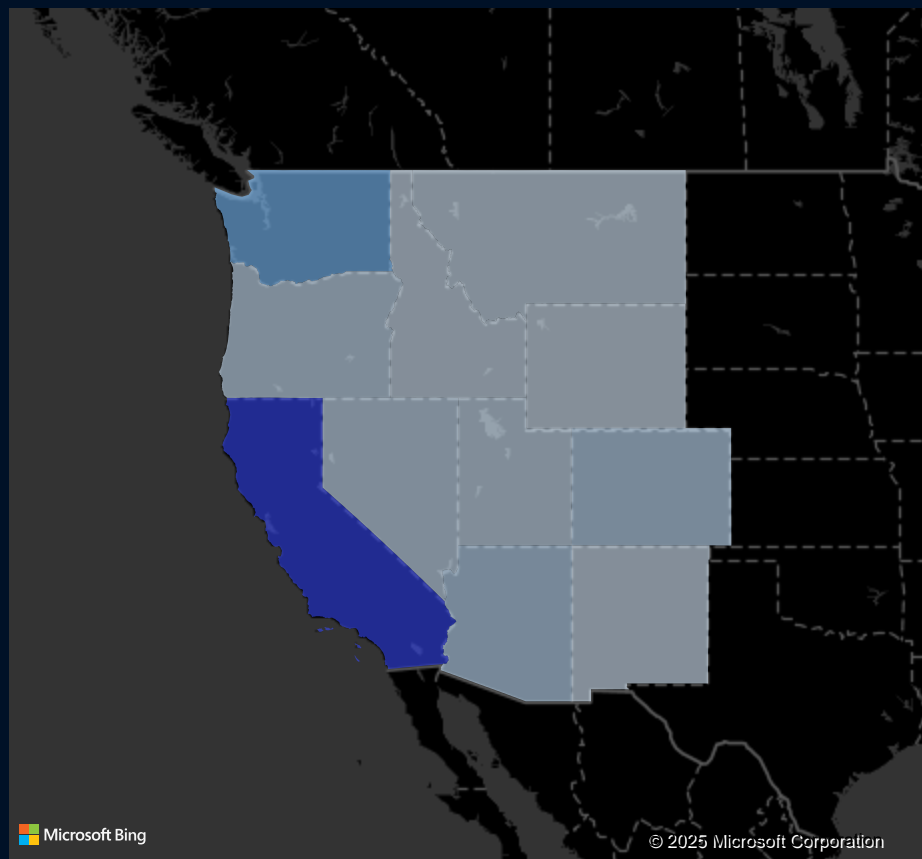


Avg Profit Margin

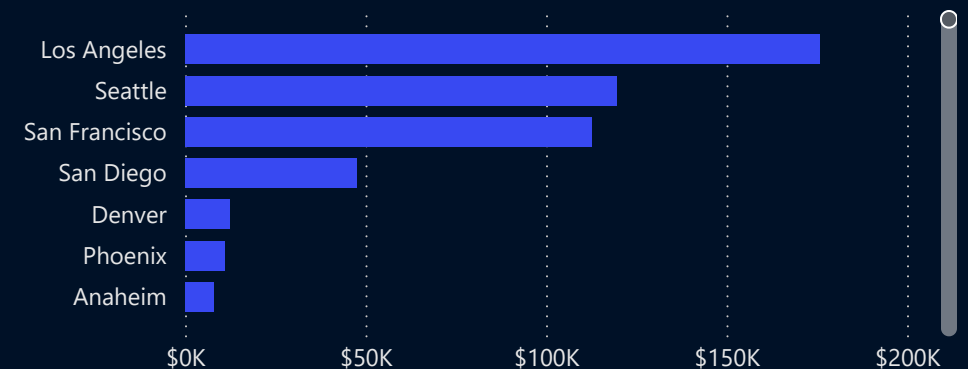
21.95%



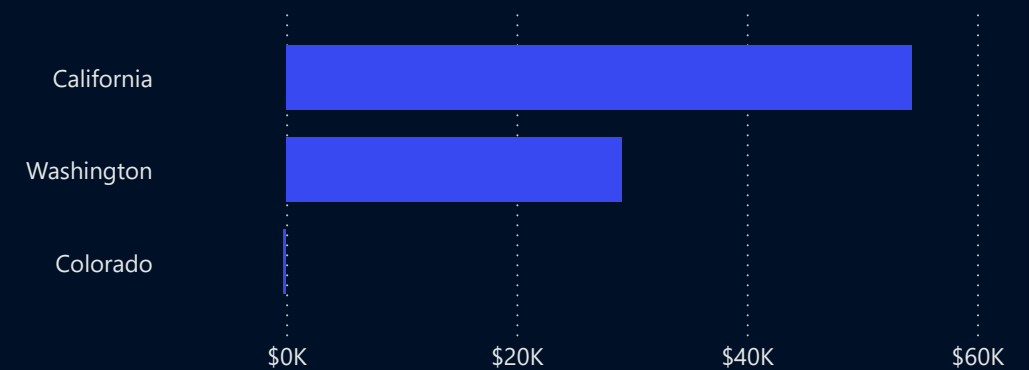
### Total Sales by State



### Total Sales by City



### Total Profit by State





## OPERATIONAL EFFICIENCY

Overview

Products

Regions

Operations

Filter

Order Date

7/1/2011

31/12/2014

State

All

Clear filters



Angela Boo

Avg Order-To-Ship

3.93 days



Orders Over 3 Days

66.19%



Total Orders

1,611

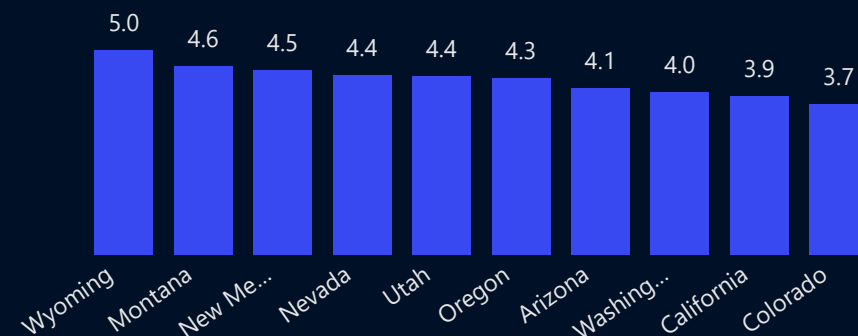


Total Quantity

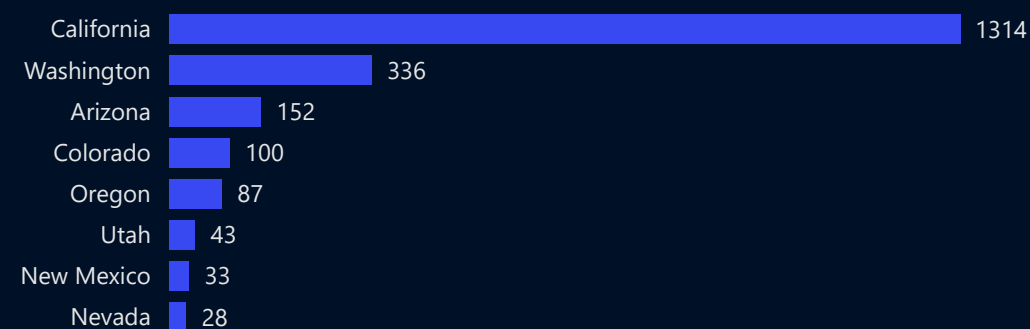
12K



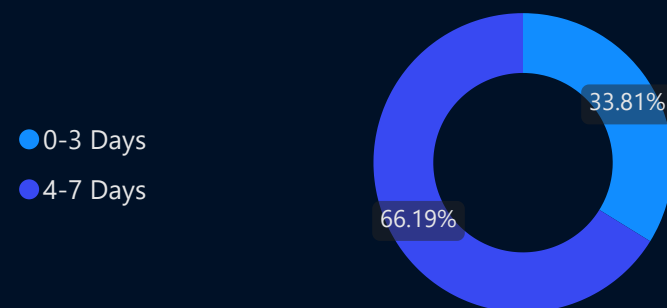
Top 10 States with the Longest Shipping Durations (Days)



Orders with Shipping Over 3 Days by State



Orders by Shipping Duration



Orders with Shipping Over 3 Days by State

