

AMAZON SALES REPORT



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AMAZON SALES DASHBOARD



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Customer Gender

Year, Quarter, Month, Day

Location

Product Category

Status

Zone

Customer Gender

Total Order Qty

603K

Total Order Returned

31K

Avg Unit price

99.95

Avg Shipping Fee

11.50

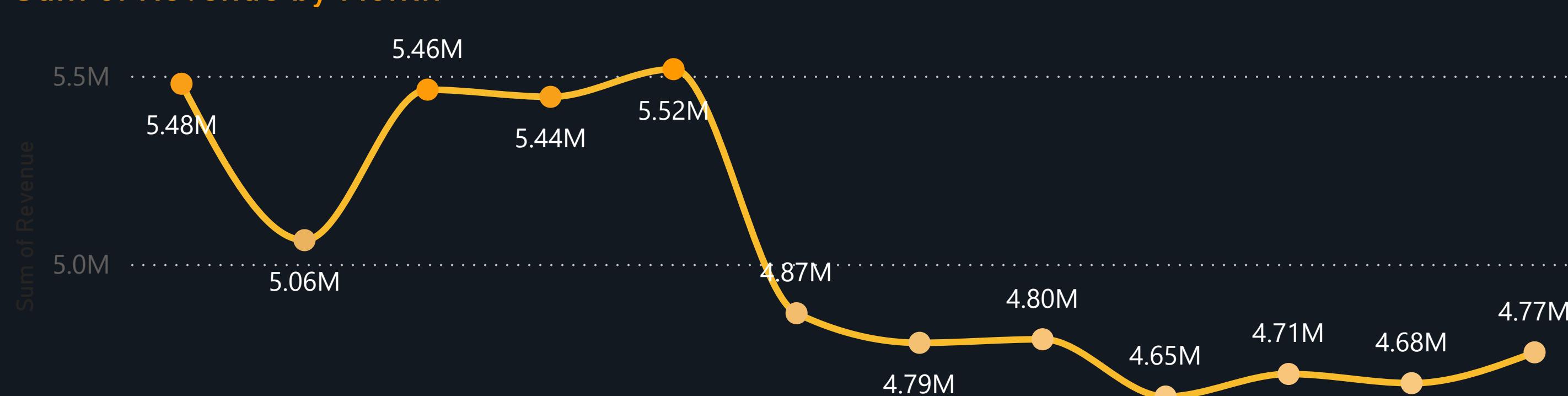
Total Distinct Order

113K

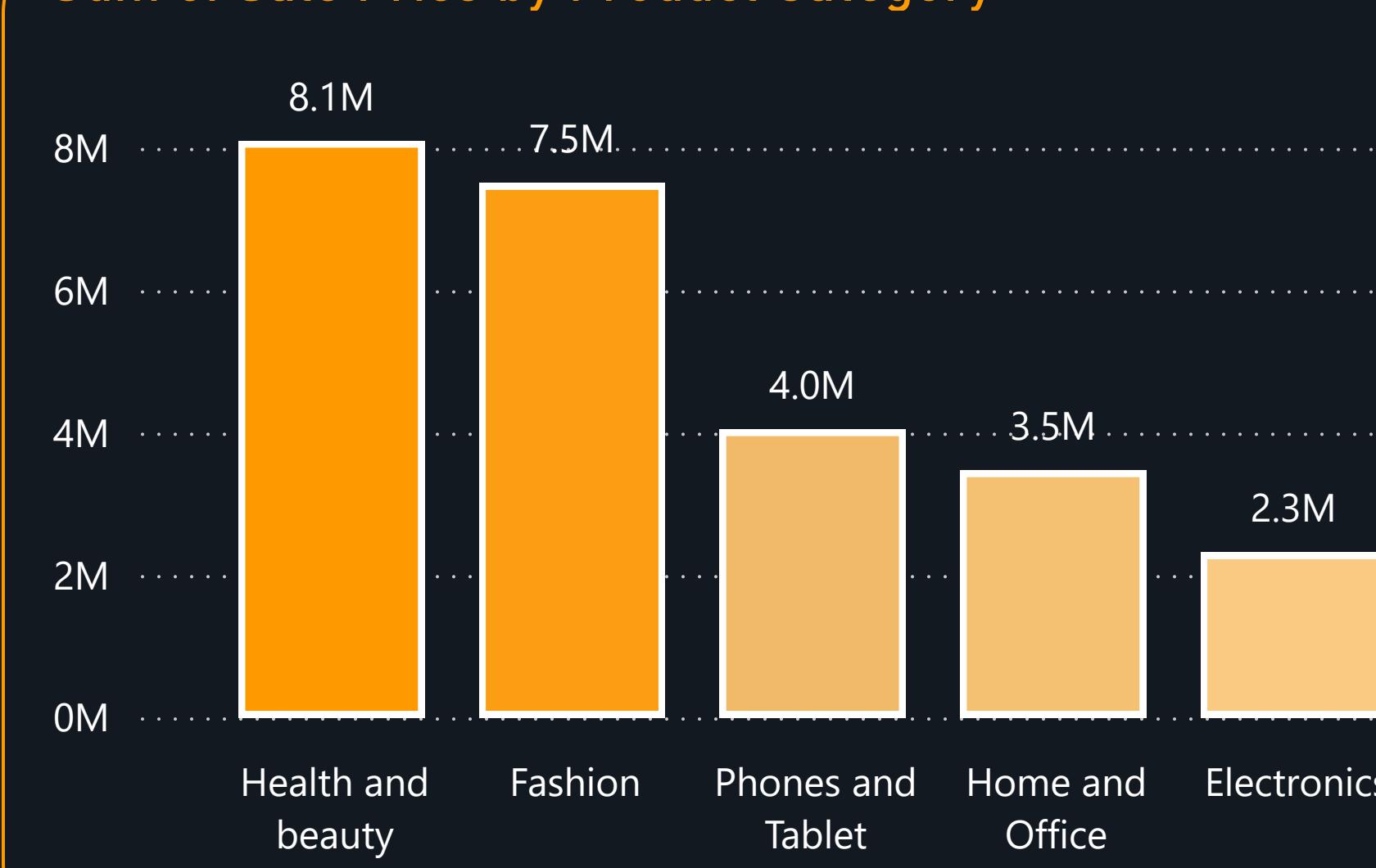
Delivered to returned ratio

18.75

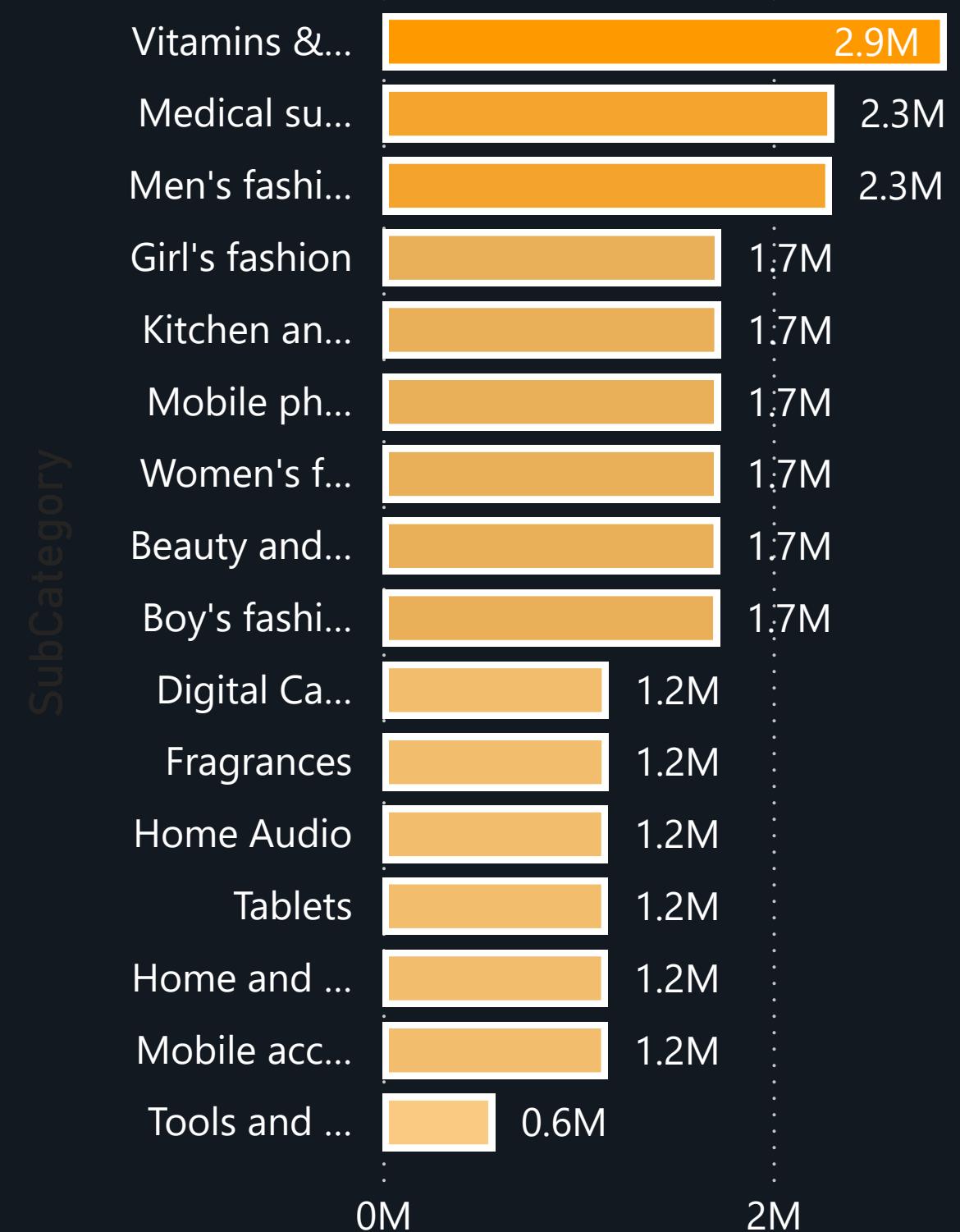
Sum of Revenue by Month



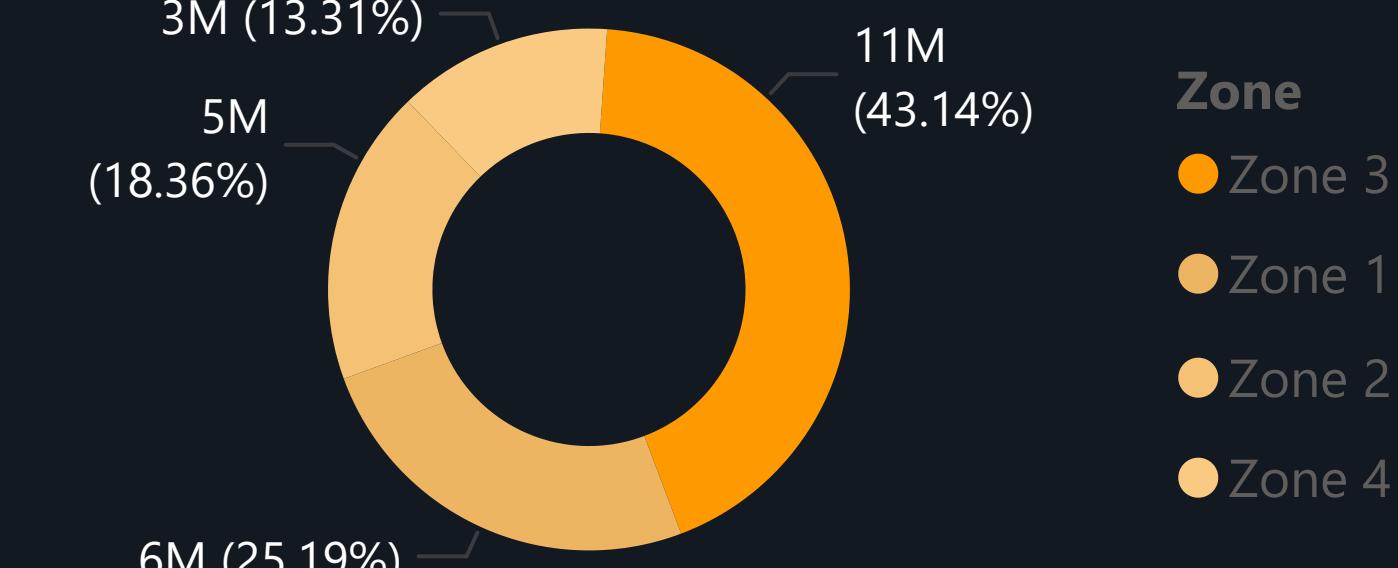
Sum of Sale Price by Product Category



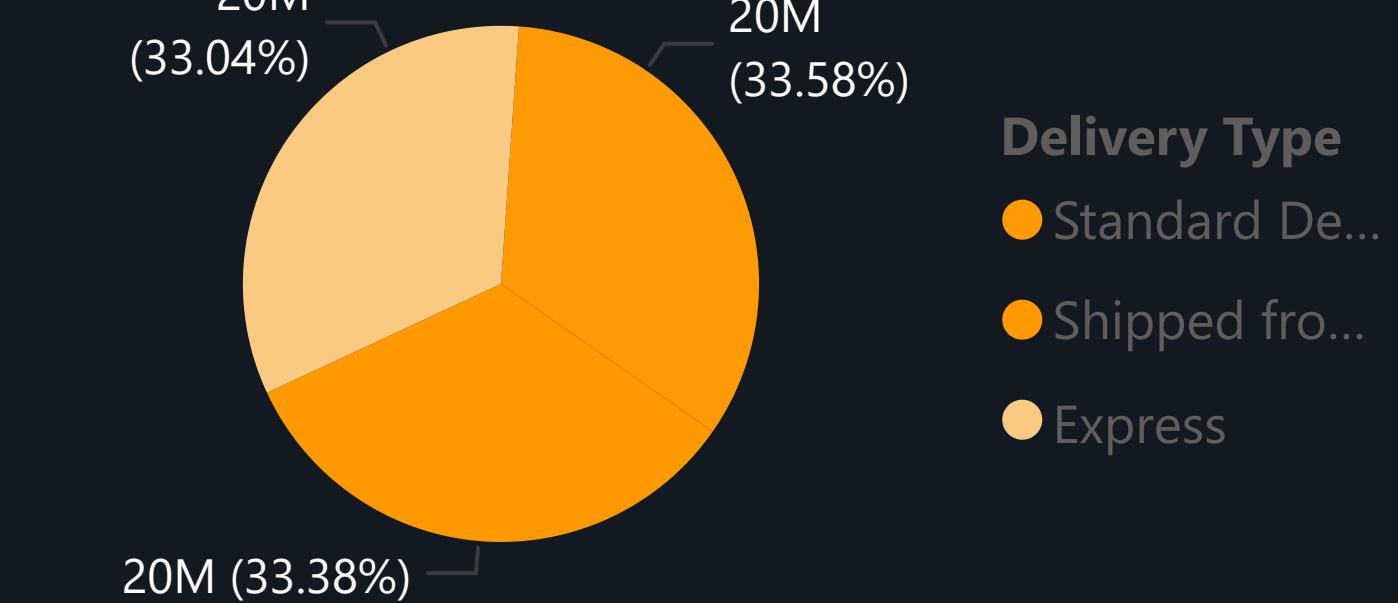
Sum of Sale Price by SubCategory



Sum of Sale Price by Zone



Sum of Revenue by Delivery Type





PROFITABLE VS NON PROFITABLE

Total Order Qty

603K

Total Order Returned

31K

Avg Unit price

99.95

Avg Shipping Fee

11.50

Total Distinct Order

113K

Delivered to returned ratio

18.75

Zone

All

SubCategory

All

Product Category

All

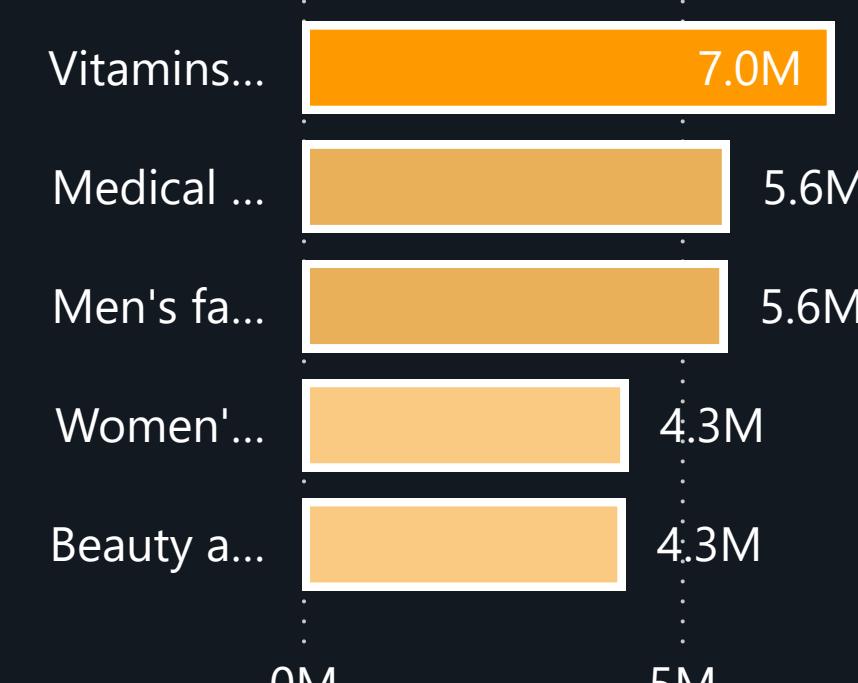
Location

All

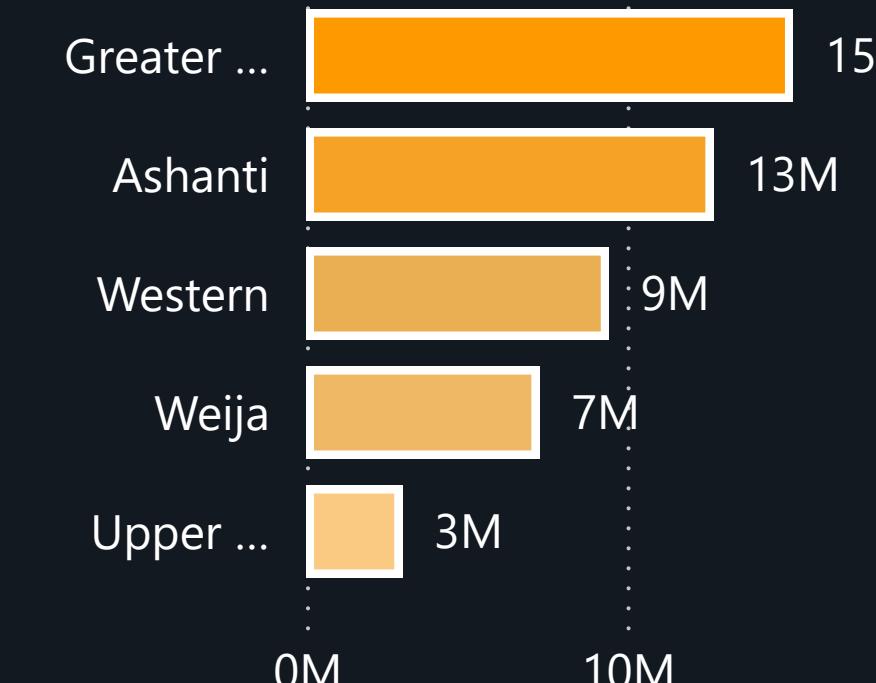
Year, Quarter, Month, Day

All

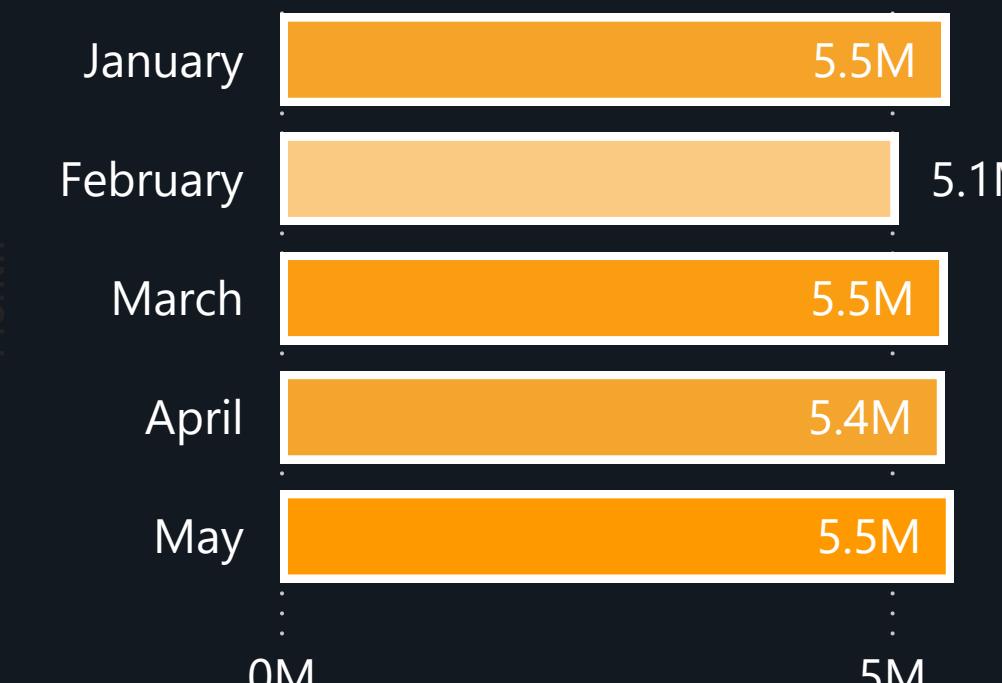
Sum of Revenue by SubCategory



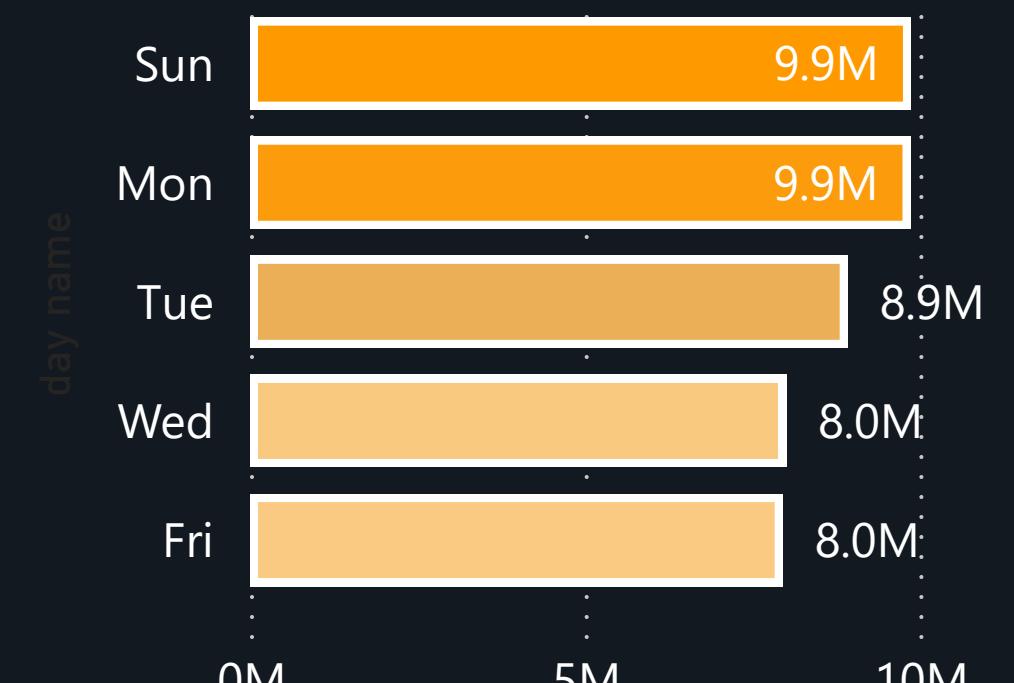
Sum of Revenue by Location



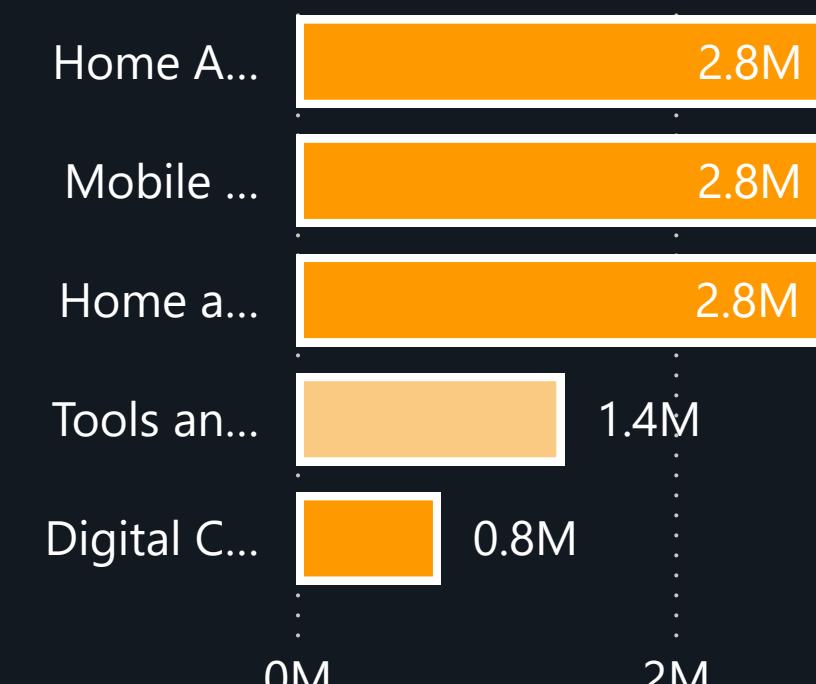
Sum of Revenue by Month



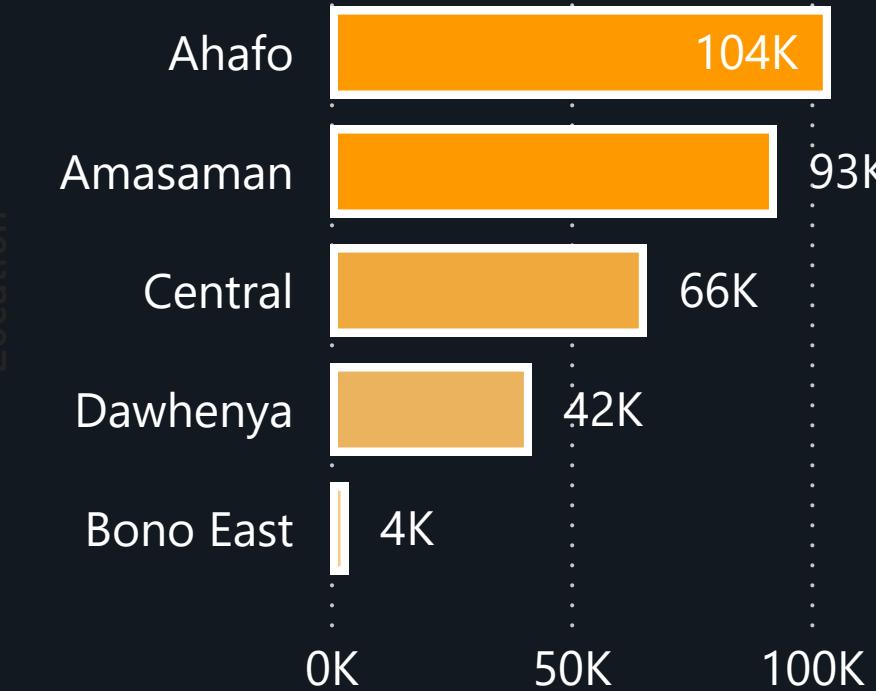
Sum of Revenue by day name



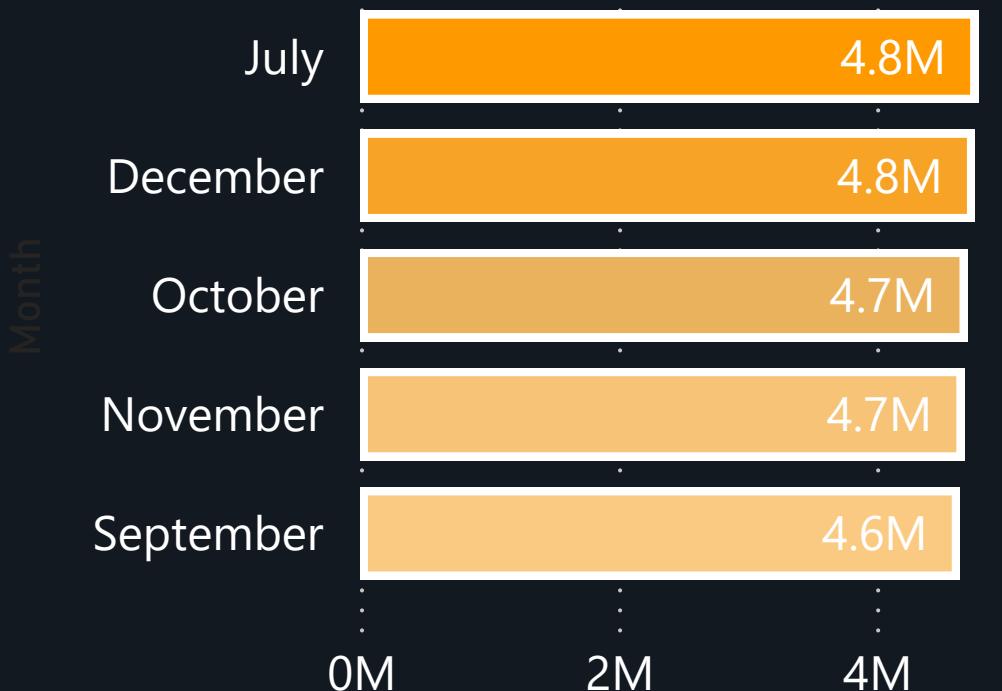
Sum of Revenue by SubCategory



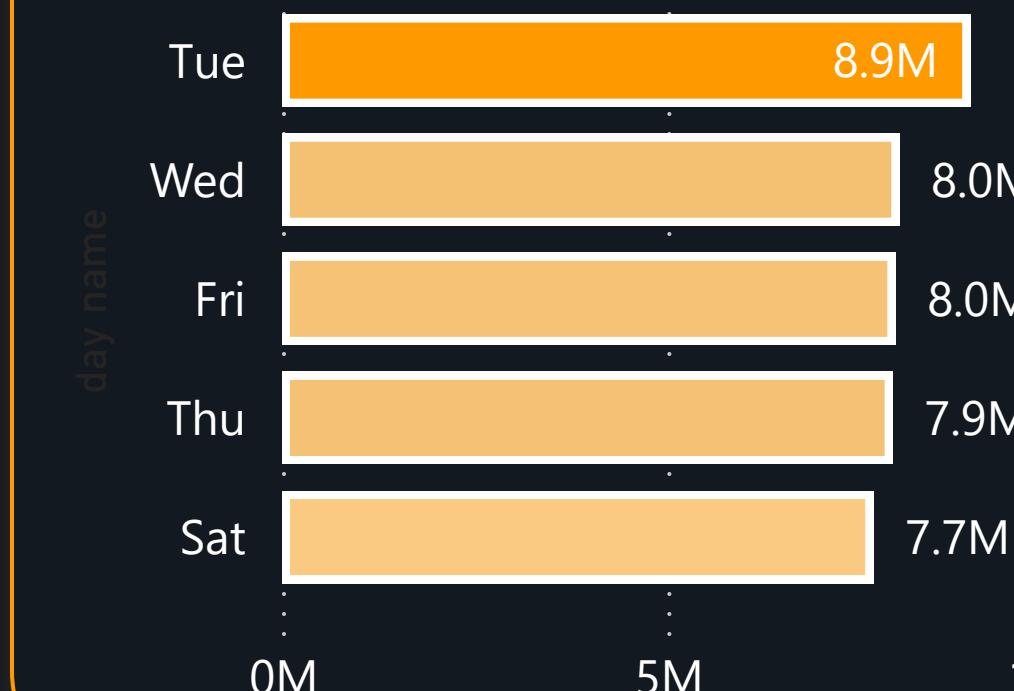
Sum of Revenue by Location



Sum of Revenue by Month



Sum of Revenue by day name



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AI INSIGHTS AND FORECAST TRENDS

Zone

All

SubCategory

All

Product Category

All

Location

All

Year, Quarter, Month, Day

All

Product Category x SubCategory x

Sum of Revenue
60229649

Sum of Revenue and Sum of Revenue by month

4819424✓

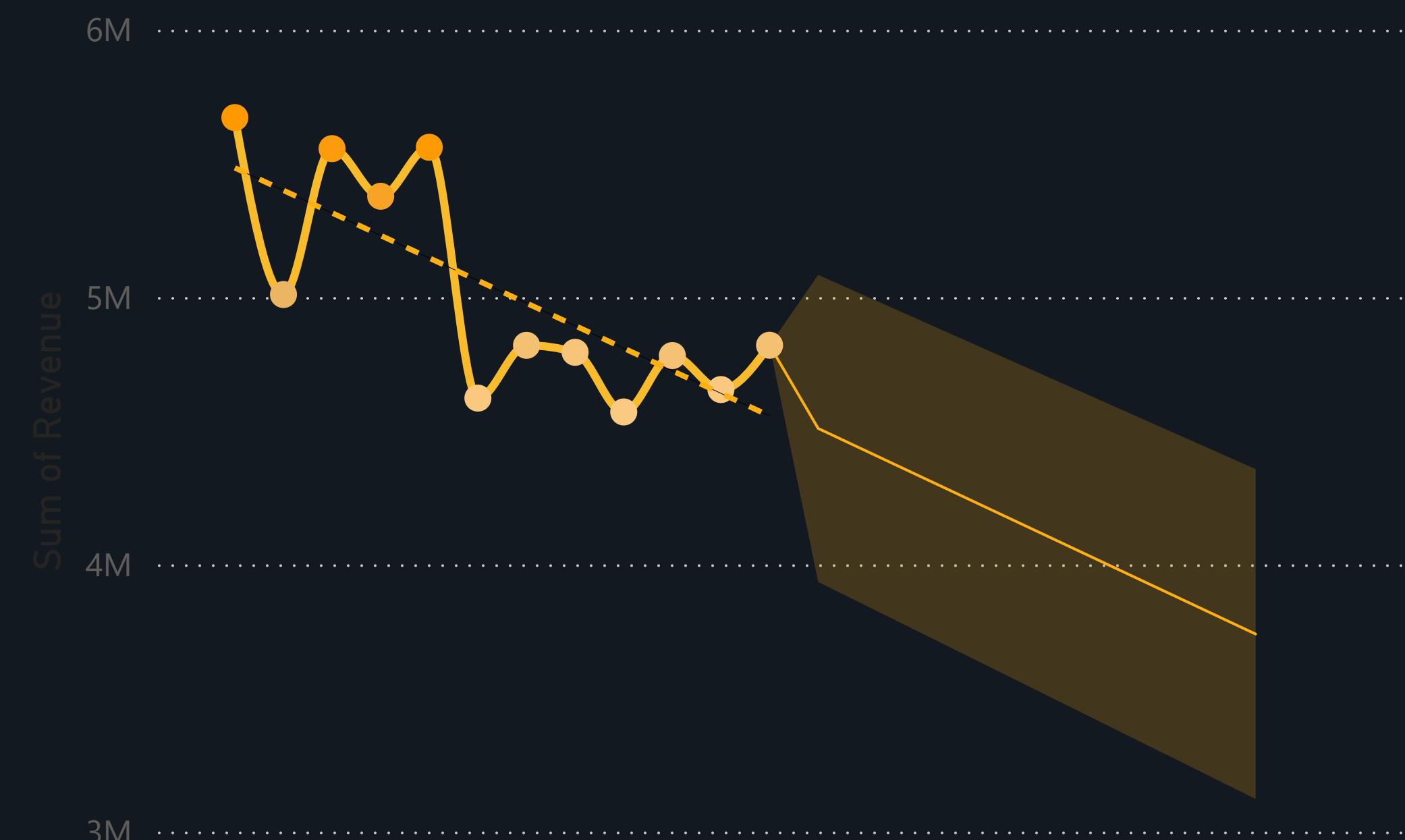
Goal: 4819424 (+0%)

At 5671186, 1 had the highest Sum of Revenue and was 24.10% higher than 9, which had the lowest Sum of Revenue at 4569825.

1 accounted for 9.42% of Sum of Revenue.

Across all 12 month, Sum of Revenue ranged from 4569825 to 5671186.

Sum of Revenue by month



Sum of Revenue by day



CUSTOMER SEGMENTATION

Average Customer rating

2.73

Avg Customer age

35.92

Male to Female Ratio

1.07

Total Count of Female

55K

Total Count of Male

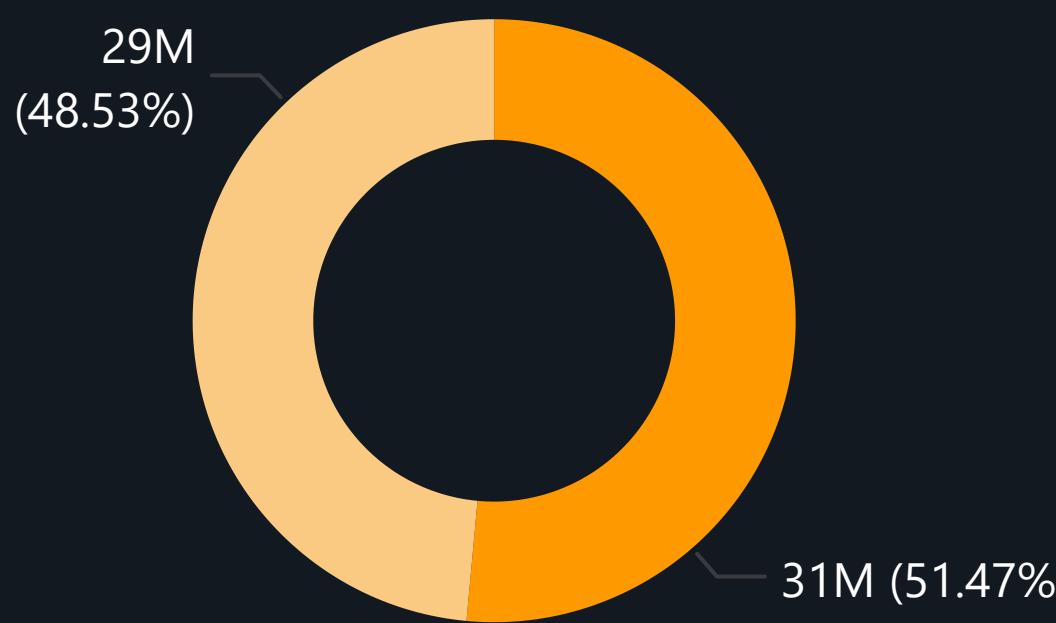
58K

Total No of Customers

113K

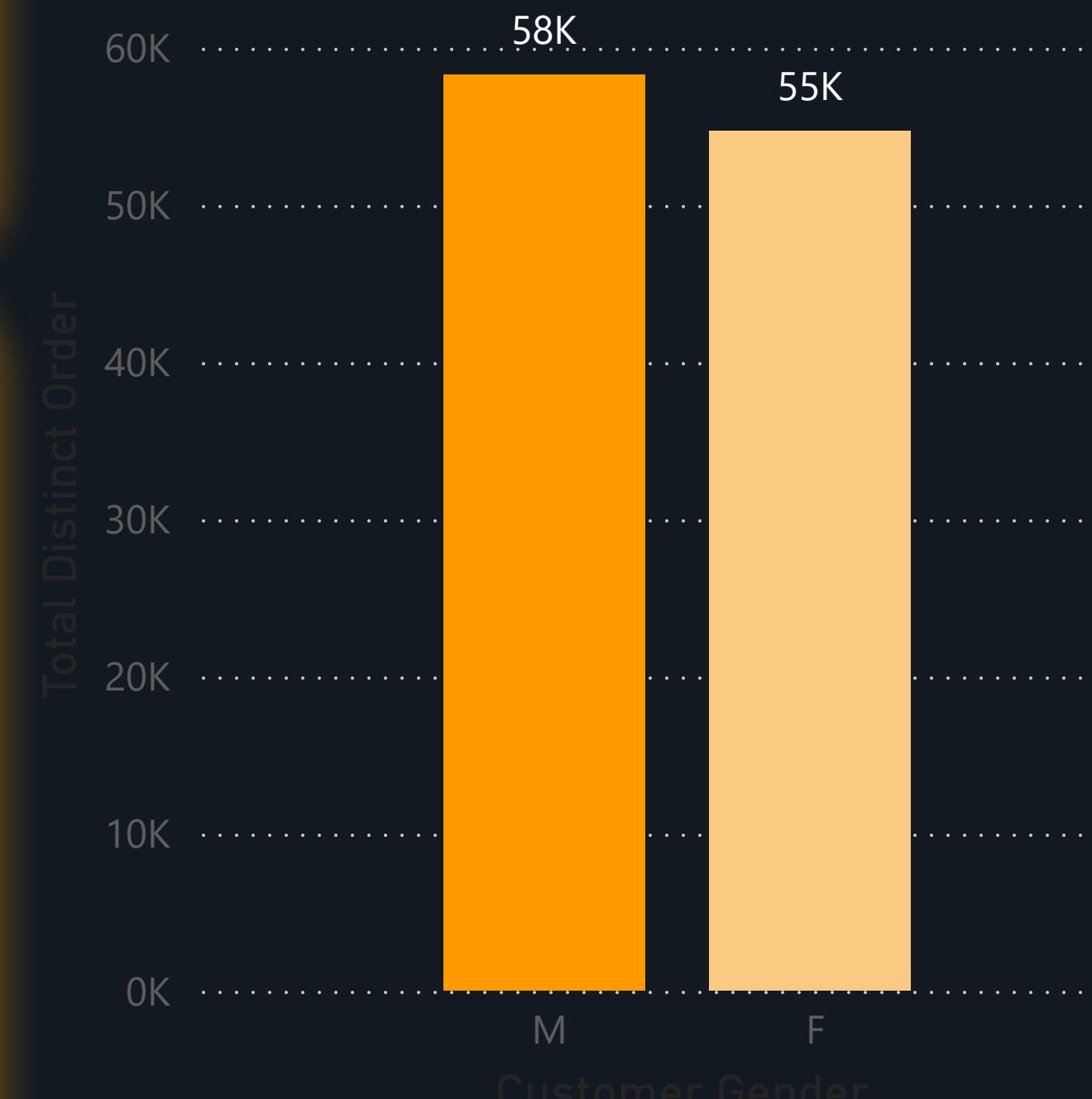
Zone	F	M	Total
Total	29232395	30997254	60229649
Zone 1	7253558	7938531	15192089
Zone 2	5410070	5632787	11042857
Zone 3	12689960	13270261	25960221
Zone 4	3878807	4155675	8034482

Sum of Revenue by Customer Gender

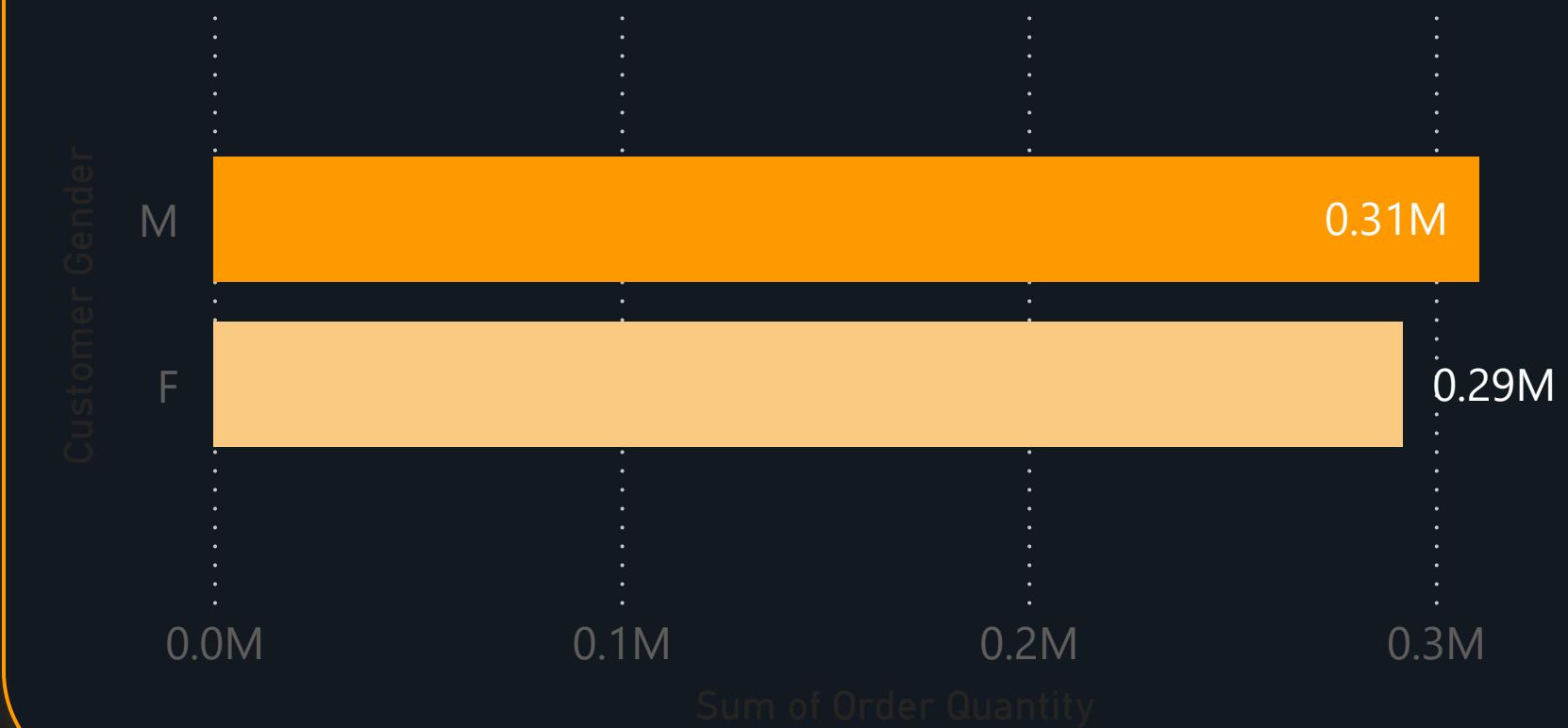


Product Category	F	M	Total
Total	29232395	30997254	60229649
Electronics	1732896	1882175	3615071
Fashion	8918660	9436953	18355613
Health and beauty	9655572	10147554	19803126

Total Distinct Order by Customer Gender



Sum of Order Quantity by Customer Gender



Total Order Returned by Customer Gender



Avg Unit price by Customer Gender



Customer Gender

All

Year, Quarter, Month, Day

All

Location

All

Product Category

All

SubCategory

All

Delivery Type

All

Zone

All

YEARLY AND QUATERLY ANALYSIS

Year, Quarter, Month, Day

2017

Zone

All

SubCategory

All

Product Category

All

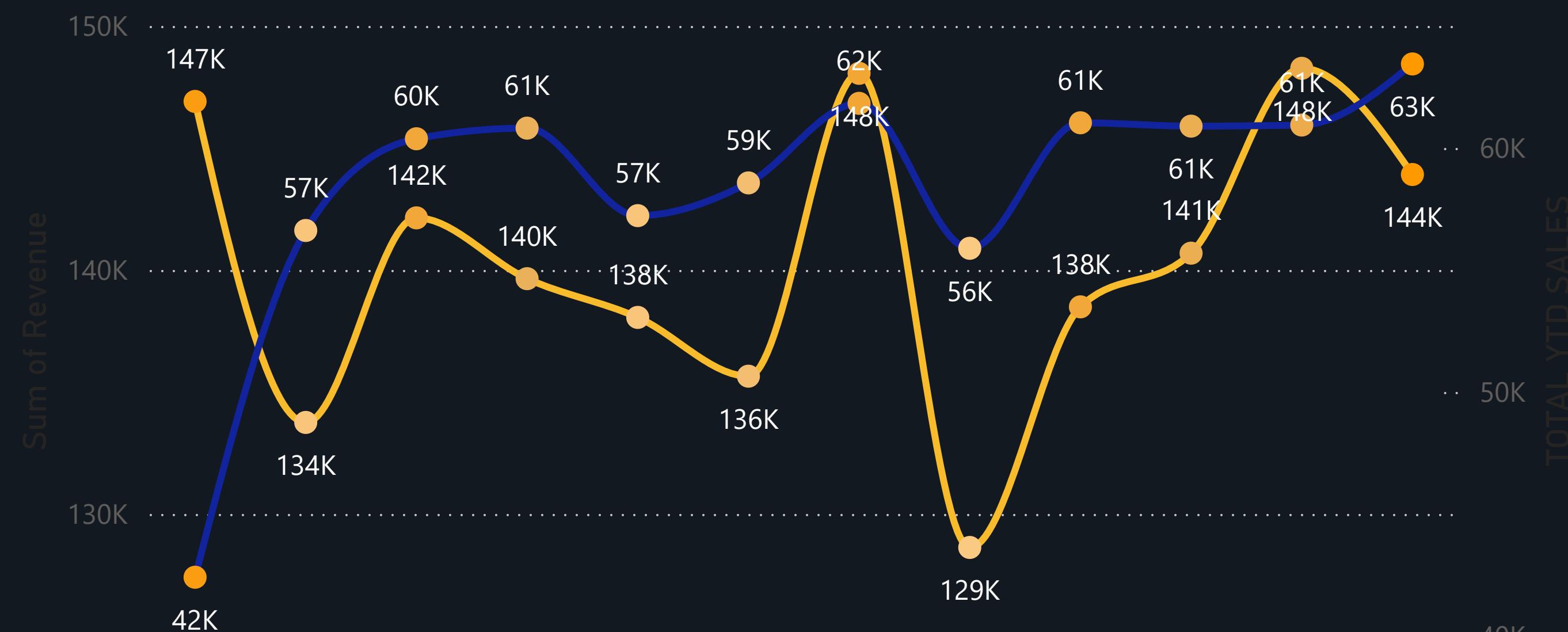
Location

All

year	Sum of Sale Price	SPLY	SALES DIFF	SALES GROWTH
2015	736833		736833	0.00%
2016	731472	736833	-5361	-0.73%
2017	720126	731472	-11346	-1.55%
2018	714657	720126	-5469	-0.76%
2019	712163	714657	-2494	-0.35%
2020	1052169	712163	340006	47.74%
Total	4667420	3615251	1052169	29.10%

Sum of Revenue and TOTAL YTD SALES by Month

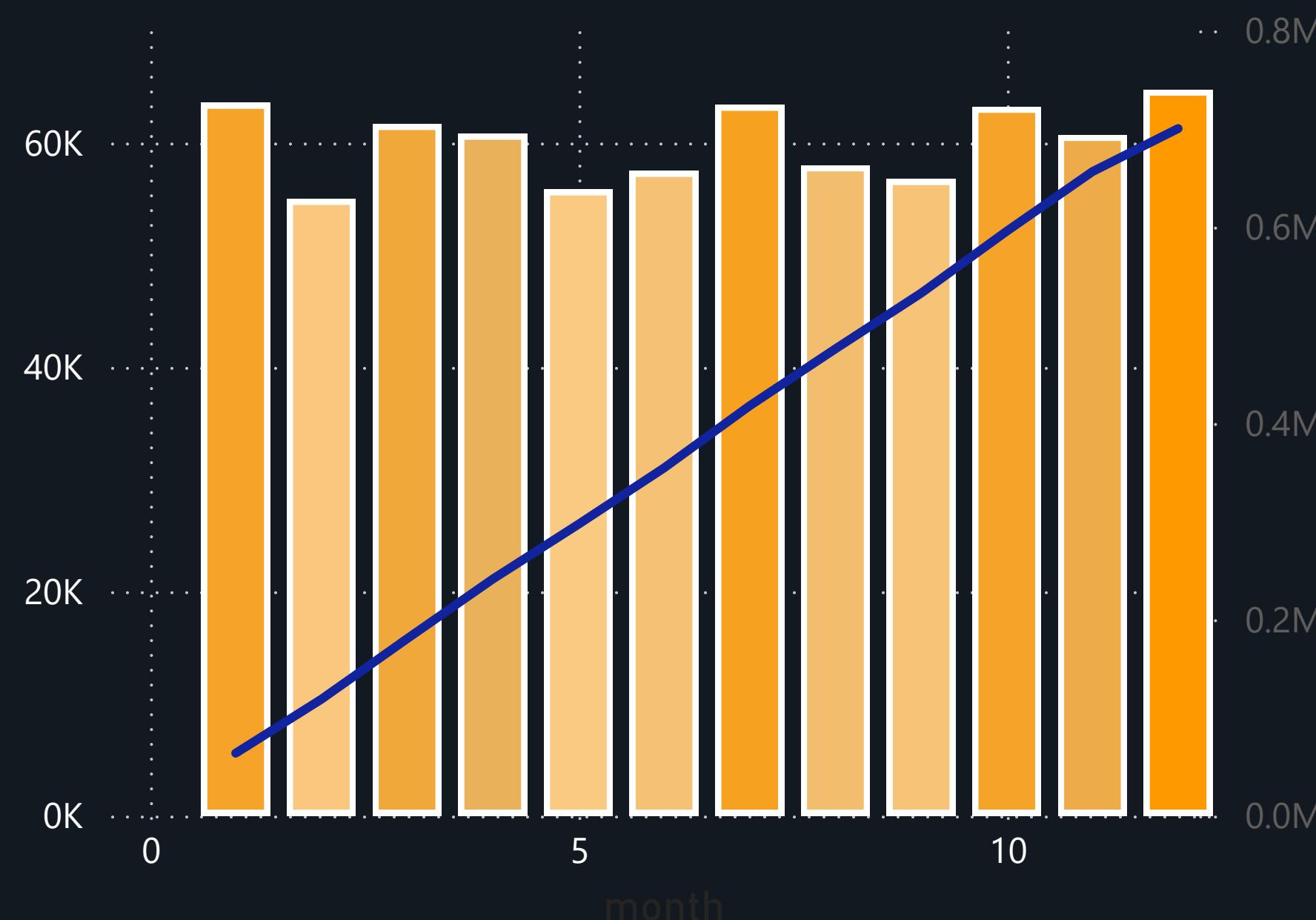
● Sum of Revenue ● TOTAL YTD SALES



month_name	quarter	Sum of Sale Price	TOTAL QTD SALES
April	Q2	60776	60776
October	Q4	63178	63178
July	Q3	63357	63357
January	Q1	63536	63536
May	Q2	55817	116593
Jun	Q3	54660	116593
Total		720823	167738

month_name	day	Sum of Sale Price	TOTAL MTD SALES
January	1	857	857
January	2	3624	4481
January	3	1968	6449
January	4	2254	8703
January	5	2321	11024
Total		720823	43889

Sum of Sale Price and TOTAL YTD SALES by month





SUMMARY & REMARKS

1. At 22180, Ahafo city had the highest Sum of Revenue and was 1,567.67% higher than Bono city East, which had the lowest Sum of Revenue at 1330.
Ahafo city accounted for 36.22% of Sum of Revenue.
Across all 5 Locations, Sum of Revenue ranged from 1330 to 22180.

2. At 22791 March month had the highest Sum of Revenue and was 13.18% higher than July, which had the lowest Sum of Revenue at 20137.
March accounted for 21.37% of Sum of Revenue.
Across all 5 Months, Sum of Revenue ranged from 20137 to 22791.

3. At 3285122, Tuesday had the highest Sum of Revenue and was 9.46% higher than Saturday, which had the lowest Sum of Revenue at 3001183.
Tuesday accounted for 20.76% of Sum of Revenue.

Across all 5 days name, Sum of Revenue ranged from 3001183 to 3285122.

4. At 2101123, Tablets had the highest Sum of Revenue and was 272.88% higher than Digital Cameras, which had the lowest Sum of Revenue at 563481.
Tablets accounted for 26.63% of Sum of Revenue.

Across all 5 Sub-Categories, Sum of Revenue ranged from 563481 to 2101123.

5. At 2244187, Home and Furniture had the highest Sum of Revenue and was 270.99% higher than Digital Cameras, which had the lowest Sum of Revenue at 604920.
Home and Furniture accounted for 26.65% of Sum of Revenue.

6. At 7033397, Vitamins & Dietary Supplements had the highest Sum of Revenue and was 64.76% higher than Beauty and personal care, which had the lowest Sum of Revenue at 4268863.
Vitamins & Dietary Supplements accounted for 26.17% of Sum of Revenue.

7. At 1276528, Home Audio had the highest Sum of Revenue and was 260.02% higher than Digital Cameras, which had the lowest Sum of Revenue at 354574.
Home Audio accounted for 26.64% of Sum of Revenue.

8. At 10966263 Zone 3 accounted for 43.14% of Sum of Sales.
Across all 4 Zones, Total Revenue ranged from 3384304 to 10966263.

9. At 202224169 standard delivery accounted for 33.58% of Total Revenue.
Across all 3 Delivery Modes, Total Revenue ranged from 19901978 to 202224169.

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