

## Amazon Devices - Daily Sales Flash (Offline) - IN - 2022-08-09

AMAZON.COM CONFIDENTIAL - DO NOT FORWARD

Category	Sub-Category	Sales										Expenses										Profitability										Total Revenue	Total Expenses	Total Profit										
		Q1 2023					Q2 2023					Q3 2023					Q4 2023					Q1 2024					Q2 2024								Q3 2024					Q4 2024				
		Revenue	Cost	Profit	Margin	Volume	Revenue	Cost	Profit	Margin	Volume	Revenue	Cost	Profit	Margin	Volume	Revenue	Cost	Profit	Margin	Volume	Revenue	Cost	Profit	Margin	Volume	Revenue	Cost	Profit	Margin	Volume				Revenue	Cost	Profit	Margin	Volume					
Electronics	Smartphones	1200	800	400	33%	15000	1100	750	350	32%	14000	1300	850	38%	16000	1250	800	36%	15500	1350	900	37%	16500	1400	950	39%	17000	1450	1000	40%	17500	1500	1050	41%	18000	1550	1100	42%	18500					
	Laptops	800	500	300	38%	10000	750	450	300	40%	9500	800	500	38%	10000	780	480	39%	9800	820	520	40%	10200	800	500	38%	10000	850	550	40%	10500	880	580	41%	10800	900	600	42%	11000					
	Tablets	500	300	200	40%	8000	450	250	200	44%	7500	500	300	40%	8000	480	280	42%	7800	520	320	44%	8200	500	300	40%	8000	550	350	42%	8500	580	380	44%	8800	600	400	45%	9000					
	Smart TVs	300	200	100	33%	4000	280	180	100	36%	3800	320	200	33%	4200	300	190	35%	4000	340	210	37%	4400	320	200	36%	4200	360	220	38%	4600	380	240	40%	4800	400	260	42%	5000					
Software	Operating Systems	1000	600	400	40%	12000	950	550	400	42%	11500	1000	600	40%	12000	980	580	42%	11800	1020	620	44%	12200	1000	600	40%	12000	1050	650	44%	12500	1080	680	46%	12800	1100	700	48%	13000	1120	720	50%	13200	
	Productivity Software	700	400	300	43%	9000	650	350	300	46%	8500	700	400	43%	9000	680	380	45%	8800	720	420	47%	9200	700	400	43%	9000	750	450	47%	9500	780	480	49%	9800	800	500	50%	10000					
	Security Software	400	250	150	38%	5000	380	230	150	40%	4800	420	260	38%	5200	400	240	40%	5000	440	280	42%	5400	420	260	40%	5000	460	300	44%	5600	480	320	46%	5800	500	340	48%	6000					
	Cloud Services	200	120	80	40%	3000	180	100	80	44%	2800	220	130	41%	3200	200	110	45%	3000	240	140	47%	3400	220	120	45%	3000	260	160	48%	3600	280	180	50%	3800	300	200	52%	4000					
Services	Consulting	600	350	250	42%	8000	550	320	230	42%	7500	600	350	42%	8000	580	330	43%	7800	620	370	45%	8200	600	350	43%	8000	650	390	45%	8500	680	430	47%	8800	700	450	49%	9000					
	IT Support	300	180	120	40%	4000	280	160	120	43%	3800	320	190	41%	4200	300	170	43%	4000	340	210	45%	4400	320	190	43%	4000	360	230	47%	4800	380	250	49%	5200	400	270	51%	5600					
	Managed Network	150	90	60	40%	2000	140	80	60	43%	1800	160	95	41%	2100	150	85	43%	1900	170	100	45%	2200	160	90	44%	2000	180	110	46%	2300	190	120	48%	2400	200	130	50%	2500					
	Cloud Migration	100	60	40	40%	1500	90	50	40	44%	1400	110	65	41%	1600	100	55	45%	1500	120	70	47%	1700	110	60	46%	1600	130	80	48%	1800	140	90	50%	1900	150	100	52%	2000					

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Region	Country	Global Performance Overview - Q3 2023																																		
		North America										Europe										Asia-Pacific														
		USA					Canada					UK					Germany					Japan					Australia					India				
		Q1 Sales	Q2 Sales	Q3 Sales	Q4 Sales	YTD Sales	Q1 Sales	Q2 Sales	Q3 Sales	Q4 Sales	YTD Sales	Q1 Sales	Q2 Sales	Q3 Sales	Q4 Sales	YTD Sales	Q1 Sales	Q2 Sales	Q3 Sales	Q4 Sales	YTD Sales	Q1 Sales	Q2 Sales	Q3 Sales	Q4 Sales	YTD Sales	Q1 Sales	Q2 Sales	Q3 Sales	Q4 Sales	YTD Sales	Q1 Sales	Q2 Sales	Q3 Sales	Q4 Sales	YTD Sales
Product A	Product B	Product C	Product D	Product E	Product A	Product B	Product C	Product D	Product E	Product A	Product B	Product C	Product D	Product E	Product A	Product B	Product C	Product D	Product E	Product A	Product B	Product C	Product D	Product E	Product A	Product B	Product C	Product D	Product E	Product A	Product B	Product C	Product D	Product E		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35		
3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	
5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	
7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	
9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	
11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	
13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	
15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	
19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	
23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	
25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	
27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	
29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	
31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	
33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	
35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	
37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	
39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	
43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	
45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	
47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	
49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	
51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	
53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	
55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	
57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	
59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	
63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	
65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	
67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	
69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	
71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	
73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	
75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	
77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	
79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	
83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	
85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	
87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	
89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	
91	92	93	94	95	96	9																														

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Entity	Category	Global Performance Metrics (Q1-Q4 2023)																																																																						
		North America										Europe										Asia-Pacific																																																		
		USA					Canada					UK					Germany					Japan					Australia					India																																								
		Revenue	Profit	Market Share	Growth	Customer Sat.	Revenue	Profit	Market Share	Growth	Customer Sat.	Revenue	Profit	Market Share	Growth	Customer Sat.	Revenue	Profit	Market Share	Growth	Customer Sat.	Revenue	Profit	Market Share	Growth	Customer Sat.	Revenue	Profit	Market Share	Growth	Customer Sat.																																									
Company A	Q1	120	30	15%	5%	4.5	Q2	130	35	16%	6%	4.6	Q3	140	40	17%	7%	4.7	Q4	150	45	18%	8%	4.8	Q1	110	25	14%	4%	4.4	Q2	120	30	15%	5%	4.5	Q3	130	35	16%	6%	4.6	Q4	140	40	17%	7%	4.7																								
	Revenue	120	30	15%	5%	4.5	130	35	16%	6%	4.6	140	40	17%	7%	4.7	150	45	18%	8%	4.8	110	25	14%	4%	4.4	120	30	15%	5%	4.5	130	35	16%	6%	4.6	140	40	17%	7%	4.7																															
	Profit	30	35	40	45	25	30	35	40	45	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100	105	110	115	120	125	130	135	140	145	150	155	160	165	170	175	180																													
	Market Share	15%	16%	17%	18%	14%	15%	16%	17%	18%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%	26%	27%	28%	29%	30%	31%	32%	33%	34%	35%	36%	37%	38%	39%	40%	41%	42%	43%	44%	45%																													
Company B	Q1	90	20	12%	3%	4.2	Q2	95	22	13%	4%	4.3	Q3	100	24	14%	5%	4.4	Q4	105	26	15%	6%	4.5	Q1	85	18	11%	2%	4.1	Q2	90	20	12%	3%	4.2	Q3	95	22	13%	4%	4.3	Q4	100	24	14%	5%	4.4	Q1	105	26	15%	6%	4.5	Q2	110	28	16%	7%	4.6	Q3	115	30	17%	8%	4.7	Q4	120	32	18%	9%	4.8
	Revenue	90	20	12%	3%	4.2	95	22	13%	4%	4.3	100	24	14%	5%	4.4	105	26	15%	6%	4.5	85	18	11%	2%	4.1	90	20	12%	3%	4.2	95	22	13%	4%	4.3	100	24	14%	5%	4.4	105	26	15%	6%	4.5	110	28	16%	7%	4.6	115	30	17%	8%	4.7	120	32	18%	9%	4.8											
	Profit	20	22	24	26	18	20	22	24	26	16	18	20	22	24	26	28	30	32	34	36	38	40	42	44	46	48	50	52	54	56	58	60	62	64	66	68	70	72	74	76	78	80																													
	Market Share	12%	13%	14%	15%	11%	12%	13%	14%	15%	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%	26%	27%	28%	29%	30%	31%	32%	33%	34%	35%	36%	37%	38%	39%	40%	41%	42%	43%	44%	45%																										
Company C	Q1	150	40	18%	7%	4.9	Q2	160	45	19%	8%	5.0	Q3	170	50	20%	9%	5.1	Q4	180	55	21%	10%	5.2	Q1	140	35	16%	6%	4.7	Q2	150	40	17%	7%	4.8	Q3	160	45	18%	8%	4.9	Q4	170	50	19%	9%	5.0	Q1	180	55	20%	10%	5.1	Q2	190	60	21%	11%	5.2	Q3	200	65	22%	12%	5.3	Q4	210	70	23%	13%	5.4
	Revenue	150	40	18%	7%	4.9	160	45	19%	8%	5.0	170	50	20%	9%	5.1	180	55	21%	10%	5.2	140	35	16%	6%	4.7	150	40	17%	7%	4.8	160	45	18%	8%	4.9	170	50	19%	9%	5.0	180	55	20%	10%	5.1	190	60	21%	11%	5.2	200	65	22%	12%	5.3	210	70	23%	13%	5.4											
	Profit	40	45	50	55	35	40	45	50	55	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100	105	110	115	120	125	130	135	140	145	150	155	160	165	170	175	180	185	190	195	200	205	210	215	220																							
	Market Share	18%	19%	20%	21%	17%	18%	19%	20%	21%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%	26%	27%	28%	29%	30%	31%	32%	33%	34%	35%	36%	37%	38%	39%	40%	41%	42%	43%	44%	45%	46%	47%	48%	49%	50%	51%	52%	53%	54%	55%																						
Company D	Q1	110	25	14%	4%	4.6	Q2	115	27	15%	5%	4.7	Q3	120	29	16%	6%	4.8	Q4	125	31	17%	7%	4.9	Q1	105	23	13%	3%	4.5	Q2	110	25	14%	4%	4.6	Q3	115	27	15%	5%	4.7	Q4	120	29	16%	6%	4.8	Q1	125	31	17%	7%	4.9	Q2	130	33	18%	8%	5.0	Q3	135	35	19%	9%	5.1	Q4	140	37	20%	10%	5.2
	Revenue	110	25	14%	4%	4.6	115	27	15%	5%	4.7	120	29	16%	6%	4.8	125	31	17%	7%	4.9	105	23	13%	3%	4.5	110	25	14%	4%	4.6	115	27	15%	5%	4.7	120	29	16%	6%	4.8	125	31	17%	7%	4.9	130	33	18%	8%	5.0	135	35	19%	9%	5.1	140	37	20%	10%	5.2											
	Profit	25	27	29	31	23	25	27	29	31	21	23	25	27	29	31	33	35	37	39	41	43	45	47	49	51	53	55	57	59	61	63	65	67	69	71	73	75	77	79	81	83	85	87	89	91	93	95																								
	Market Share	14%	15%	16%	17%	13%	14%	15%	16%	17%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%	26%	27%	28%	29%	30%	31%	32%	33%	34%	35%	36%	37%	38%	39%	40%	41%	42%	43%	44%	45%	46%	47%	48%	49%	50%	51%	52%	53%	54%	55%																		