



Amazon Sales

Analysis Analysis

INTRODUCTION:

This comprehensive analysis examines key performance indicators from Amazon's sales data, providing valuable insights to drive strategic decision-making operations.



About the Data

The dataset covers a wide range of Amazon product categories, providing a holistic view of the company's diverse sales activities.

The data includes granular information on individual product sales, allowing for in- depth analysis and identification of trends.



AMAZON SALES ANALYSIS

Sales projection

104M

Total Profit

33.82M

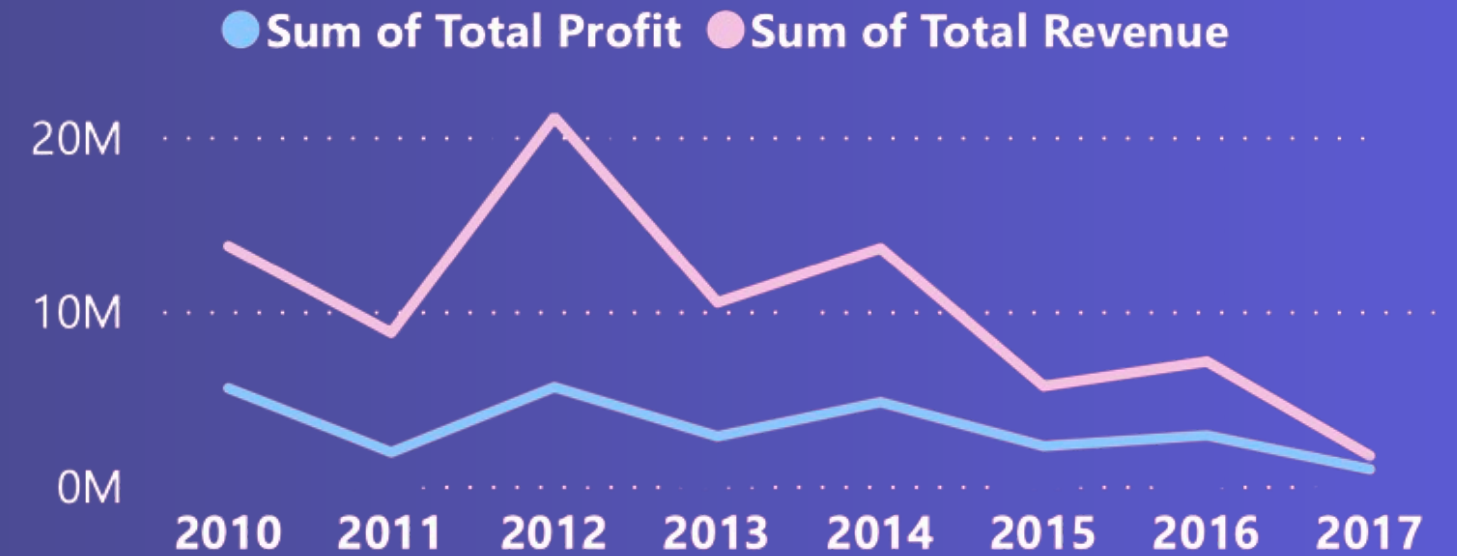
Product sold

450K

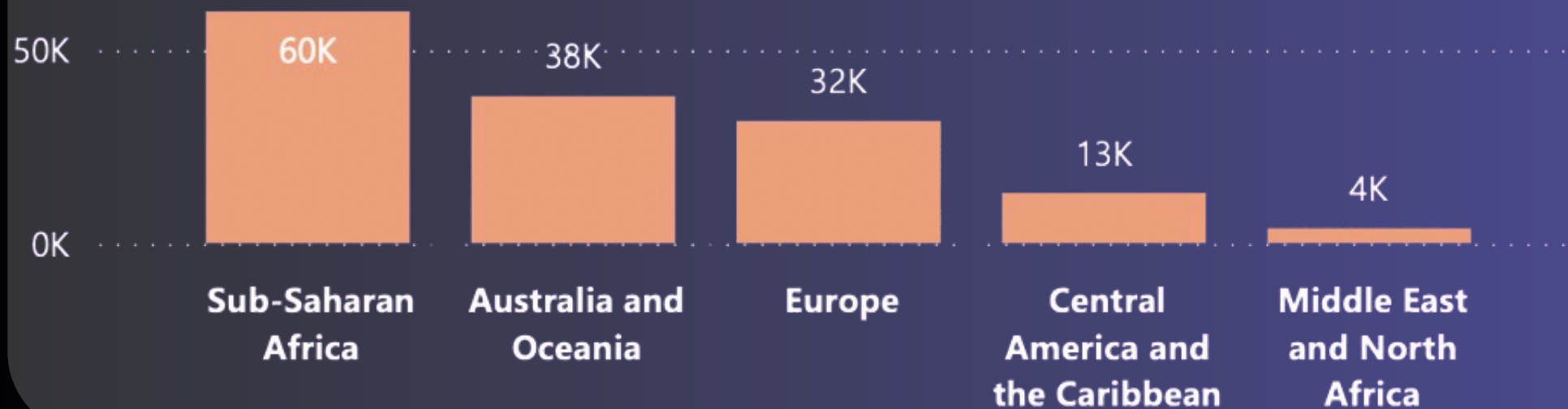
Profit and revenue to item type



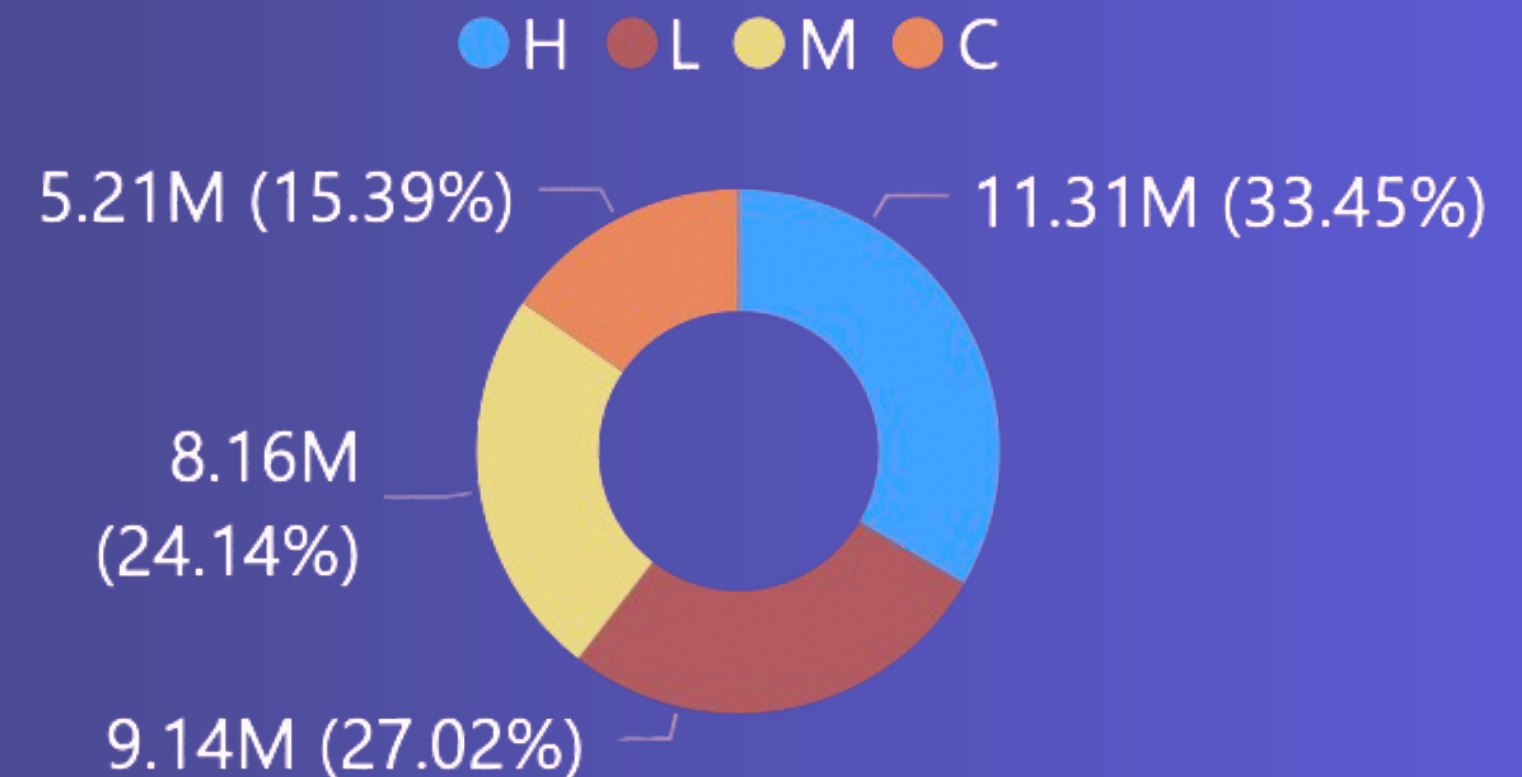
Year wise Profit and revenue



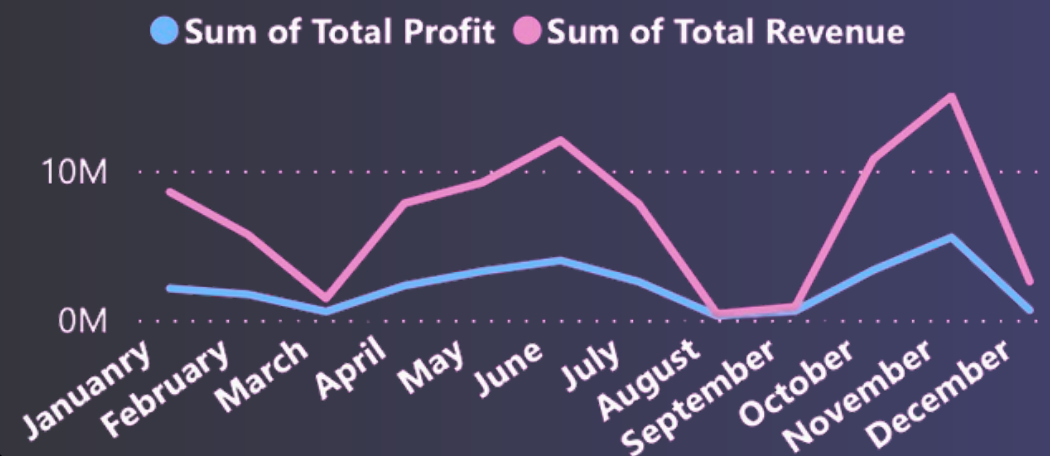
Unit sold to region



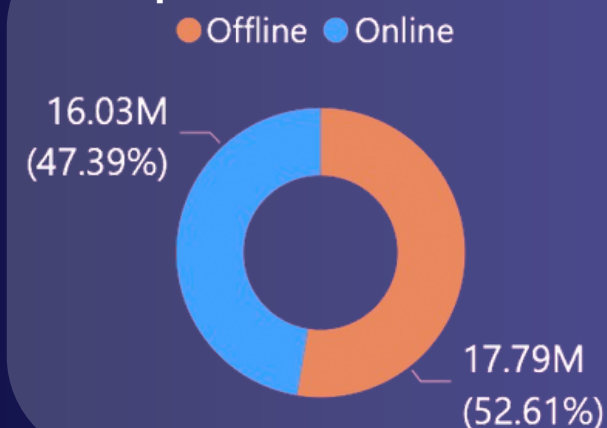
Total profit to order priority



Month wise Profit and revenue



Total profit to sales channel

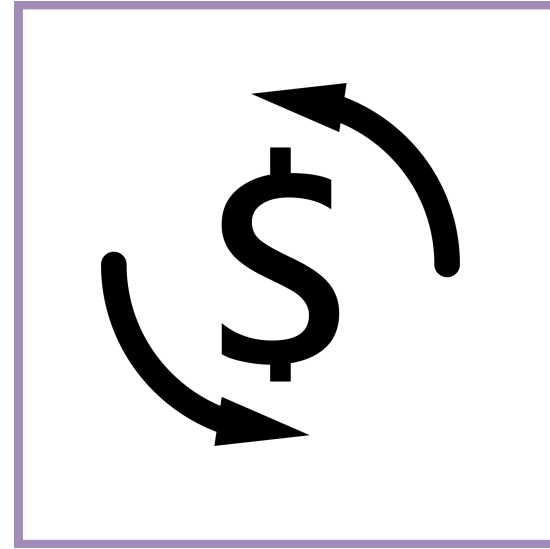


KEY PERFORMANCE INDICATORS



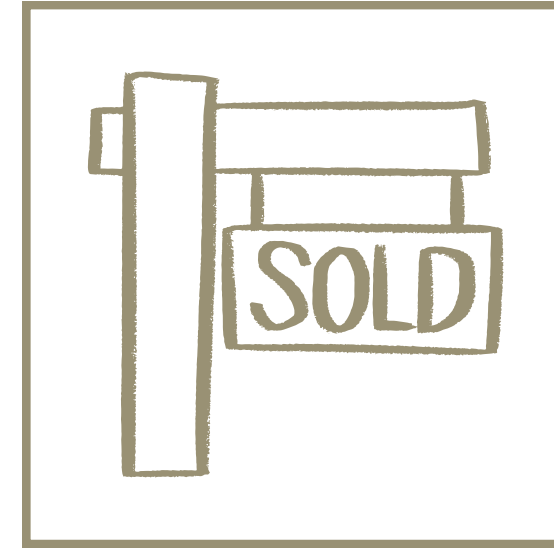
Revenue

Total sales revenue generated by Amazon, providing a high-level view of overall business performance.



Profit

The ratio of net profit to total revenue, indicating the company's financial efficiency and profitability.



No. of product sold

Tracking product sales provides valuable insights into demand, trends, and informs decisions on inventory, pricing, and marketing.

Analysis

Sub-Saharan Africa
has most the no. of
Unit sold Middle East
& Africa has least no.
of Unit sold

Cosmetics sector gave
us most profit where
as baby food sector
gave us least profit

Ordering online is
preferred sightly more
than the ordering
offline.

Few countries with
least profits: Russia,
UK, Portugal, The
Gambia, Albania.

Revenue generated
maximum for Office
Supplies and minimum
for Cloths sectors

The difference between
revenue generated and
profit is large for both
Office Supplies and
household items

The few countries with
the most profits: Iran,
Mexico, Azerbaijan,
Turkmenistan, Djibouti,
Romania, etc.

we see a seasonal
increase in profits in
May- July and
October-December.



THANK YOU

Anurag Raturi
anuragraturi114@gmail.com