



# **SALES ANALYSIS**

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# INTRODUCTION

Amazon is an American multinational technology company, engaged in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. Amazon.com is an e-commerce platform that sells many product lines, including media (books, movies, music, and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries etc. Amazon has a number of products and services available, including its digital assistant Alexa, Amazon Music, and Prime Video for music and videos respectively etc.

# Problem Statement:

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Sales management today is the most important function in a commercial and business enterprise.

To analyze the Sales-trend -> month-wise, year-wise,  
yearly\_\_month-wise

Find key metrics and factors and show the meaningful relationships between attributes

# Main KPIs:

## **TOTAL REVENUE -**

The total amount of money that the company earned.

## **TOTAL PROFIT-**

Total revenue less total expenses

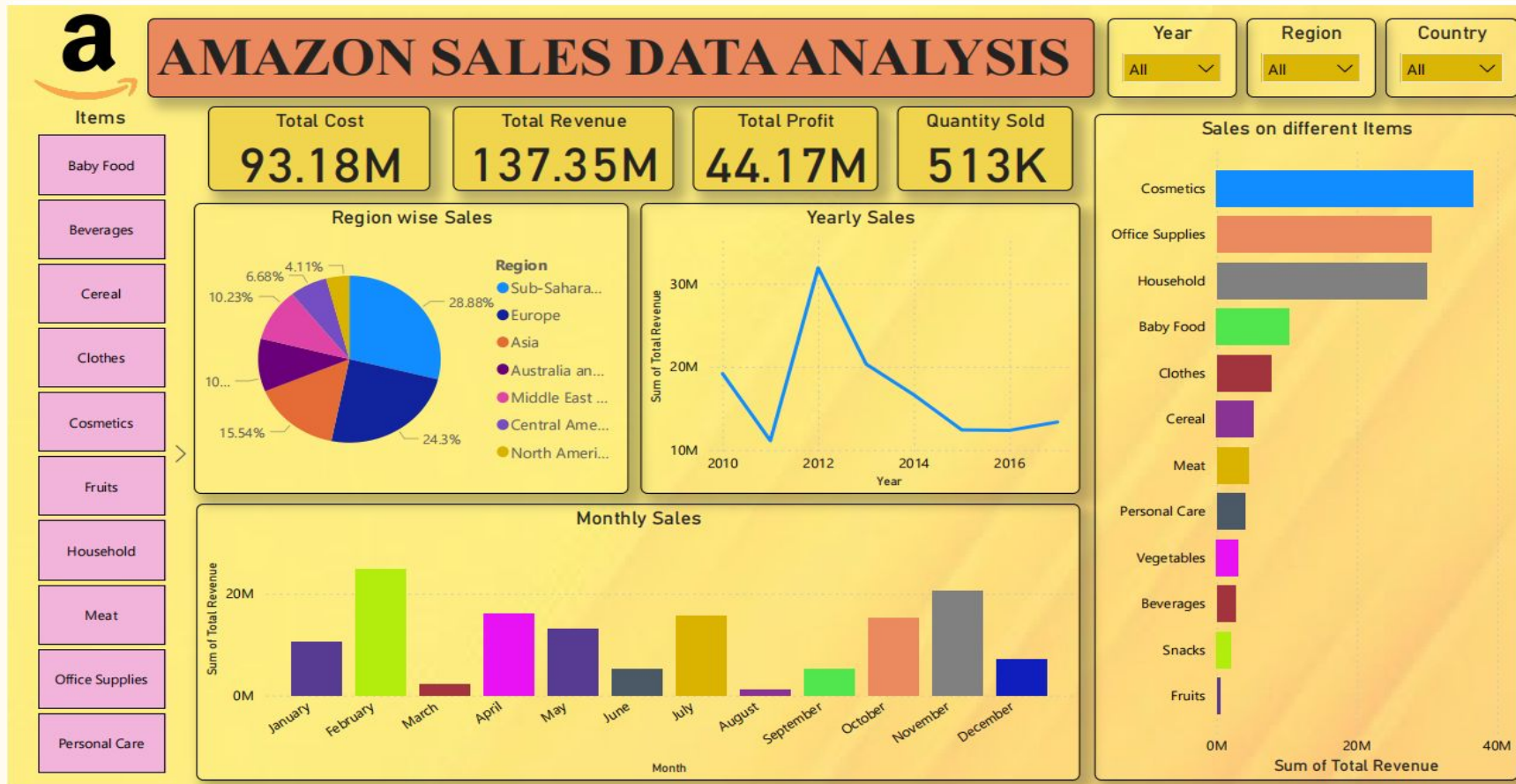
## **TOTAL REVENUE AND PROFIT BY SALES CHANNEL-**

Offline channel has larger revenue and profit.

## **COUNTRY WISE TOTAL PROFIT-**

The company has made large profit in the country Djibouti

# MOCK-UP DASHBOARD



# AMAZON SALES DATA ANALYSIS



Total Cost  
**93.18M**

Total Revenue  
**137.35M**

Total Profit  
**44.17M**

Quantity Sold  
**513K**

Year

All

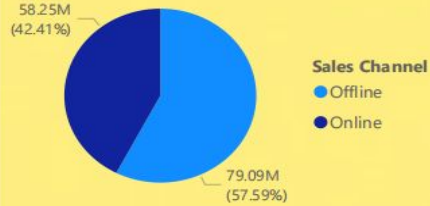
Region

All

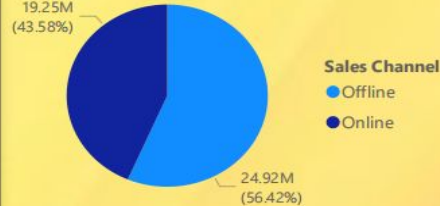
Country

All

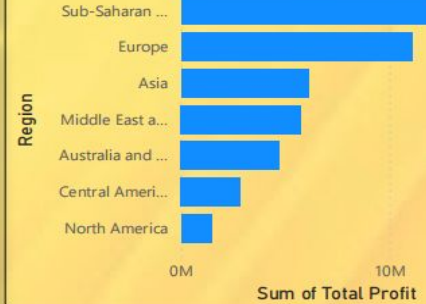
Total Revenue by Sales Channel



Total Profit by Sales Channel



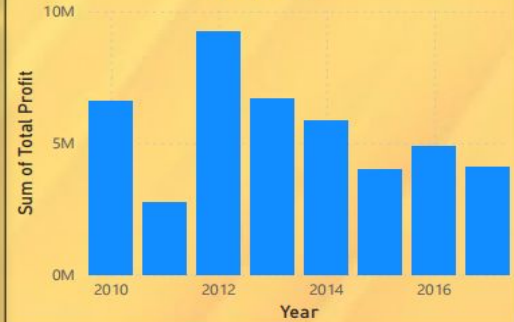
Region wise Profit



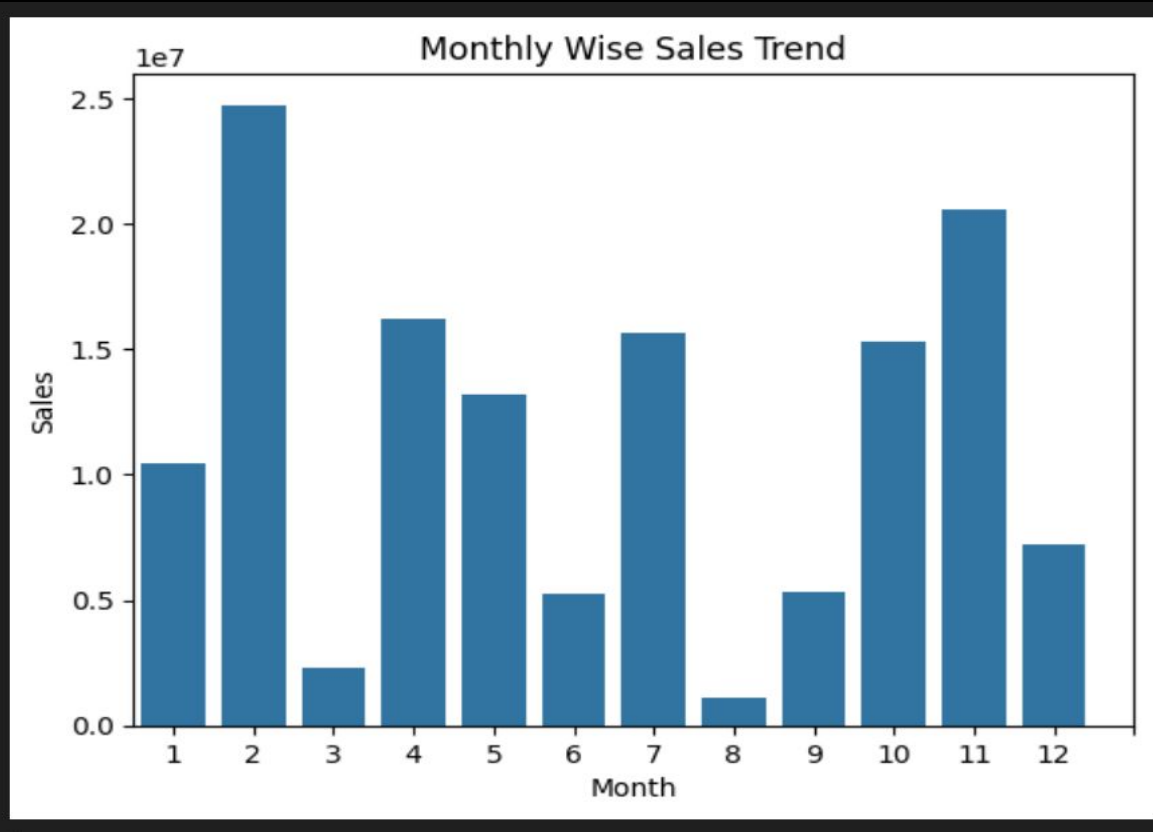
Monthly Sales



Yearly Sales

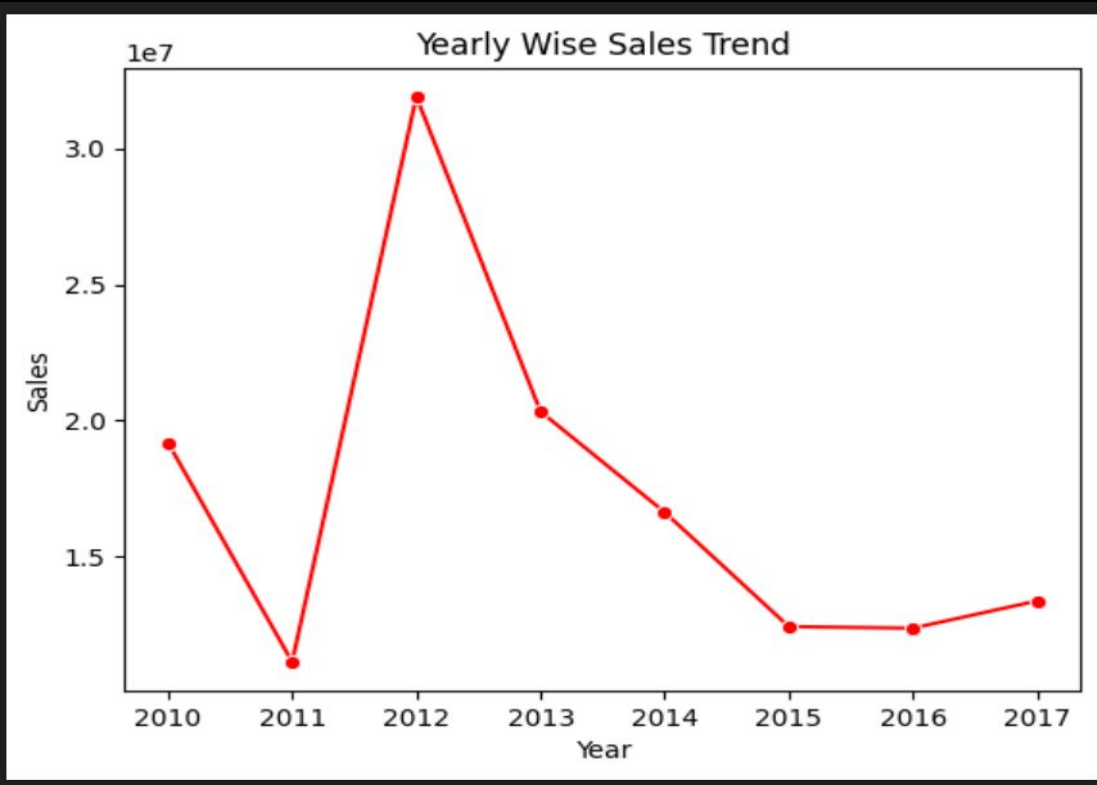


# MONTH-WISE SALES TREND:



**\* The company reaches the highest revenue in the month of February and the lowest in the month of August**

# YEAR-WISE SALES TREND:

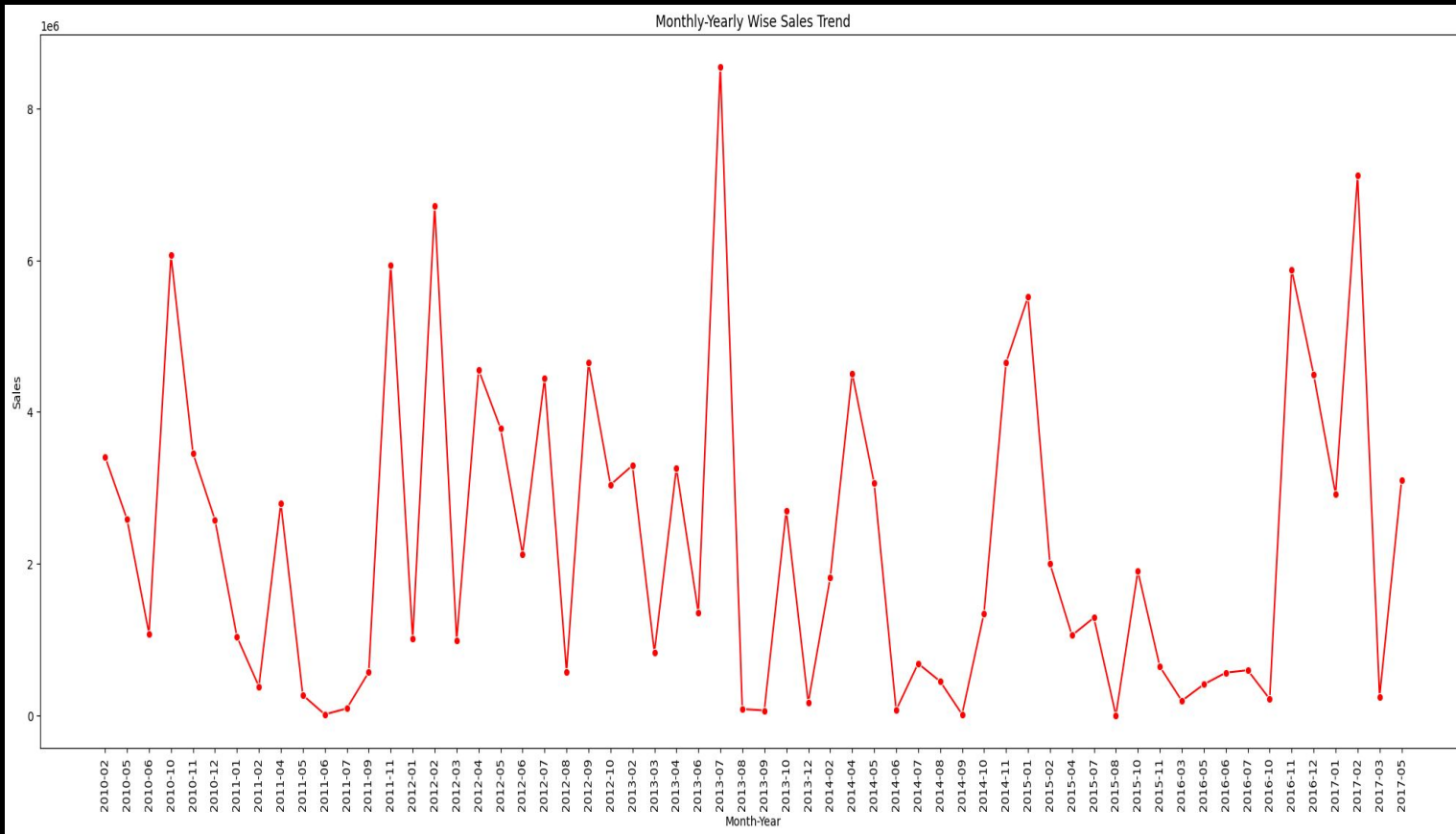


**\* the company made huge sales in the year 2012 and a comparatively less sales in the year 2011.**

**\* after the year 2012 the rate of sales decreased however there is a gradual increase in sales from 2015.**



# YEARLY-MONTH WISE SALES TREND:



\* The company collects the highest revenue in July, 2013  
\* And the lowest in 06-2011, 09-2014, 08-2015

# CONCLUSION

- \* Sub-Saharan Region has the highest revenue and the highest profit followed by Europe
- \* North America has the lowest revenue as well as profit
- \* Upon analyzing the above figure, it is evident that Amazon generates the highest revenue from the Cosmetics items followed by household and office supplies items
- \* Company made a large amount of profit on selling Cosmetics Items
- \* Offline channel has a large number of Revenue as well as Profit
- \* The company made a large number of profit in country Djibouti.

THANK YOU

