

REPORT ON

Amazon Sales Analysis



INTRODUCTION

Welcome to the Amazon Sales Analysis Dashboard created in Power BI. This interactive dashboard provides a comprehensive overview of key metrics and insights derived from Amazon sales data. By visualizing data trends and patterns, this dashboard empowers decision-makers to make informed choices and optimize sales strategies.

BRIEF OVERVIEW OF DATASET

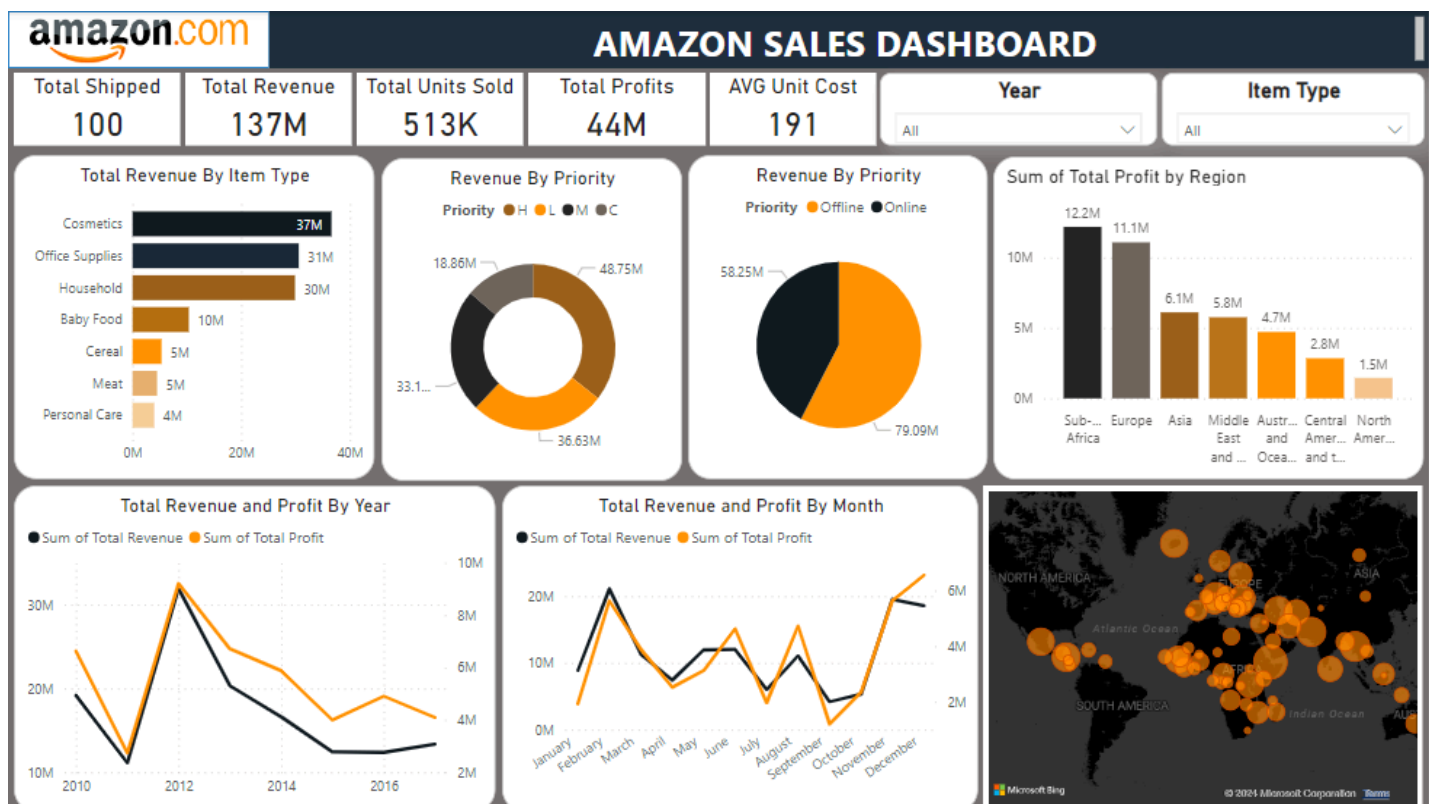
1. Comprehensive Scope: The dataset covers a wide range of Amazon product categories, providing a holistic view of the company's diverse sales activities.
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2. **Granular Details:** The data includes granular information on individual product sales, allowing for in-depth analysis and identification of trends.
3. **Timely Data:** The dataset is frequently updated, ensuring the analysis reflects the most current sales performance and market dynamics.
4. **Regional data:** This data set has information on what regions and countries the orders were taken, which provides us knowledge about Amazon outreach globally.

KEY PERFORMANCE INDICATORS

1. **Revenue Total:** sales revenue generated by Amazon, providing a high-level view of overall business performance.
2. **Profit Margin:** The ratio of net profit to total revenue, indicating the company's financial efficiency and profitability.
3. **No. of product sold:** Tracking product sales provides valuable insights into demand, trends, and informs decisions on inventory, pricing, and marketing

DASHBOARD



ANALYZING THE DATA

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- Sub-Saharan Africa has most the no. of Unit sold Middle East & Africa has least no. of Unit sold
 - Revenue generated maximum for Office Supplies and minimum for Cloths sectors
 - Cosmetics sector gave us the most profit whereas baby food sector gave us least profit
 - The difference between revenue generated and profit is large for both Office Supplies and household items.
 - Ordering online is preferred slightly more than ordering offline.
 - The few countries with the most profits: Iran, Mexico, Azerbaijan, Turkmenistan, Djibouti, Romania, etc.
 - Few countries with least profits: Russia, UK, Portugal, The Gambia, Albania.
 - We see a seasonal increase in profits in May, July and October-December.

DIFFERENCE IN YEARLY PROFIT

2012 is the most profitable year and 2017 is the least profitable year. We can see that there is a significant decrease in total profit in recent years.

DATA DRIVEN RECOMMENDATIONS

Enhance Customer Experience:

- Prioritize initiatives that improve customer satisfaction, such as faster delivery, easier returns, and personalized recommendations.

Optimize Operational Efficiency:

- Invest in technology and process improvements to streamline logistics, reduce costs, and improve overall operational efficiency.

Diversify Revenue Streams:

- Explore new product categories and business lines to reduce reliance on a single revenue source and drive long-term growth

CONCLUSION

Actionable Insights:

- The analysis provides a comprehensive understanding of Amazon's sales performance, enabling data-driven decision-making to drive business success.

Continuous Improvement:

- Ongoing monitoring and analysis of the data will be crucial to adapt to changing market conditions and capitalize on emerging opportunities.

Strategic Alignment:

- The findings from this analysis should be closely integrated with Amazon's overall business strategy to ensure alignment and maximize impact