



AMAZON SALES DASHBOARD

74.25%

Loss Margin

\$468.90

Average Discount Price

27M

Review

1464

Products

\$686.47K

Discounted Price

\$1.20M

Actual Price

\$5.85

Min of Actual Price

Primary Category

All

Secondary Categ...

All

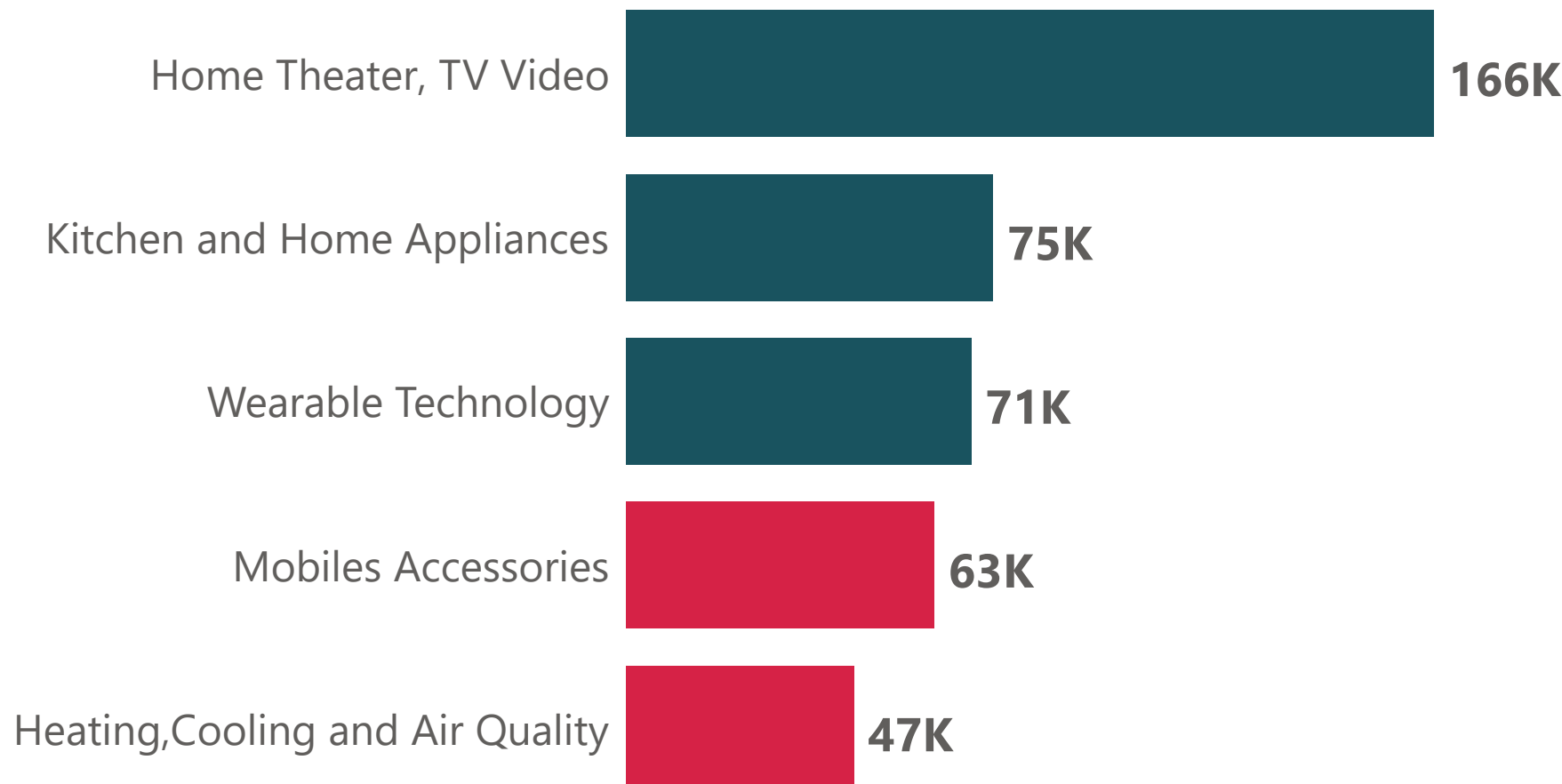
Rating Scale

All

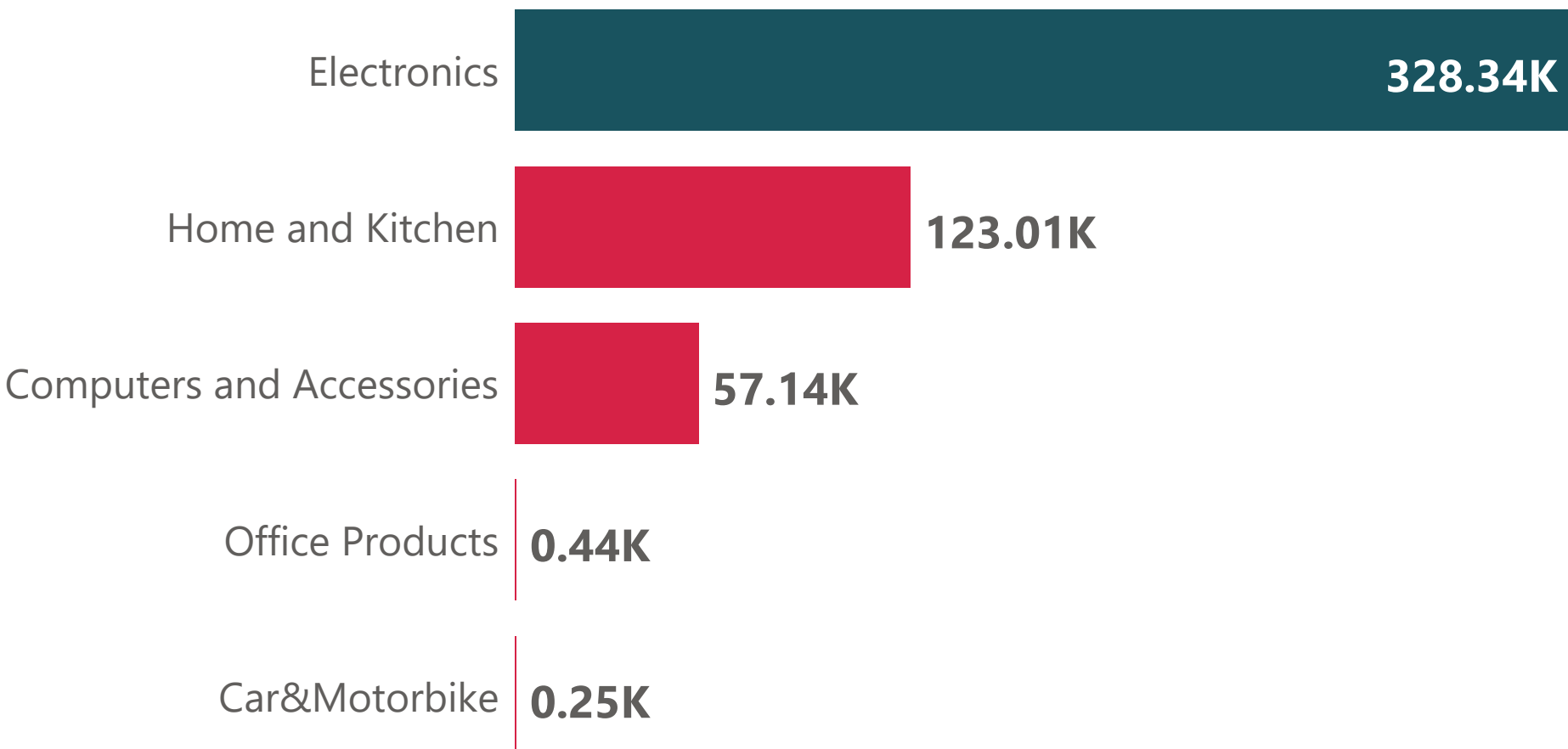
Product Name

All

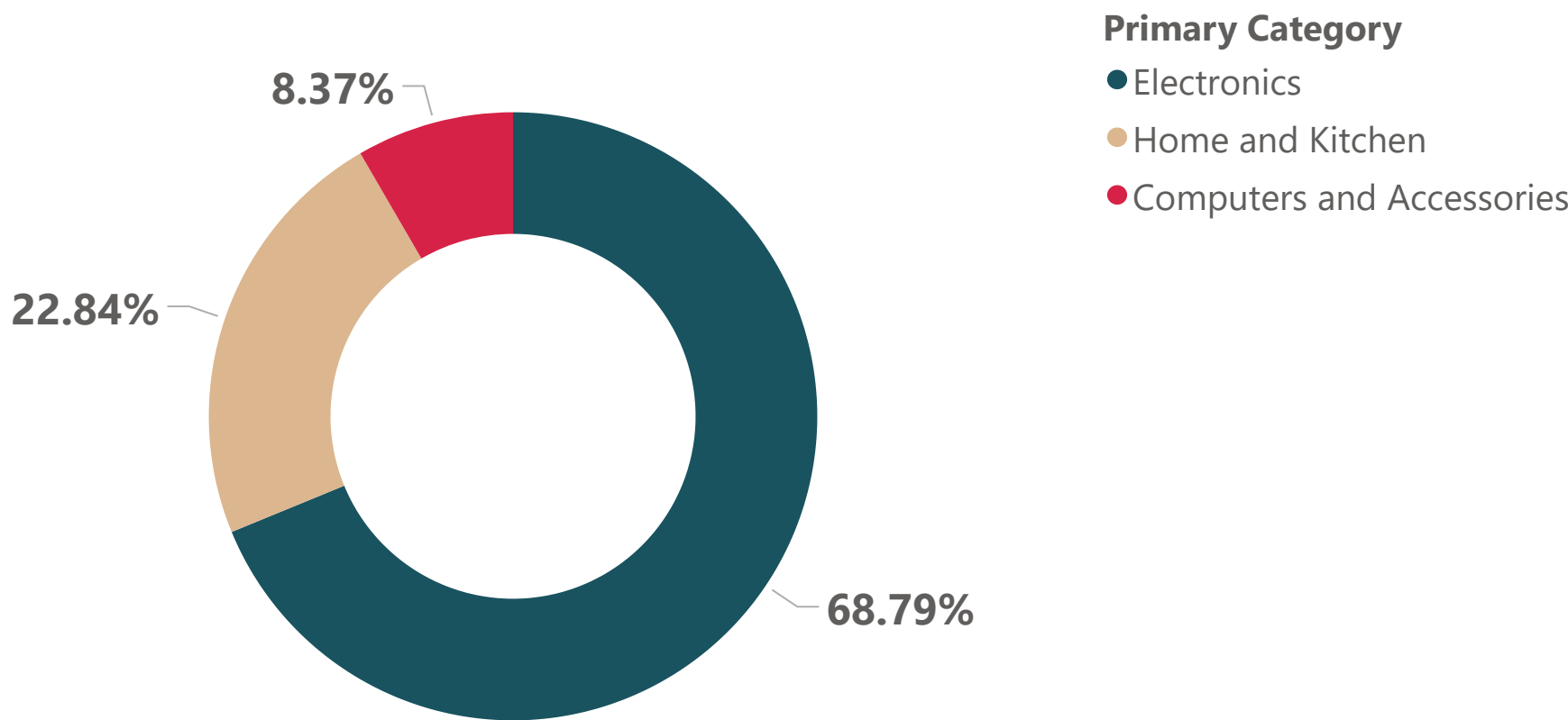
Loss by Secondary Category



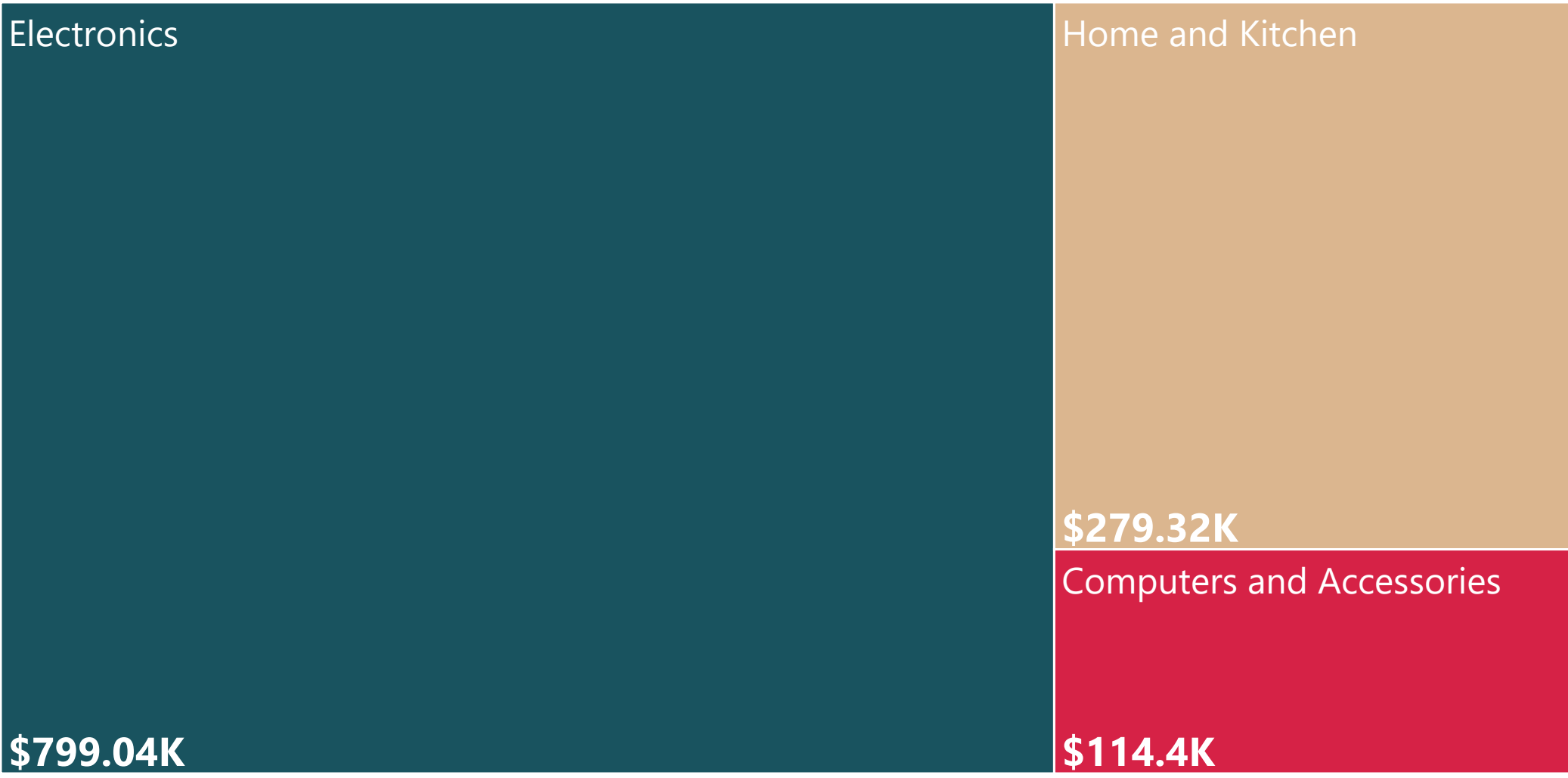
Loss by Primary Category



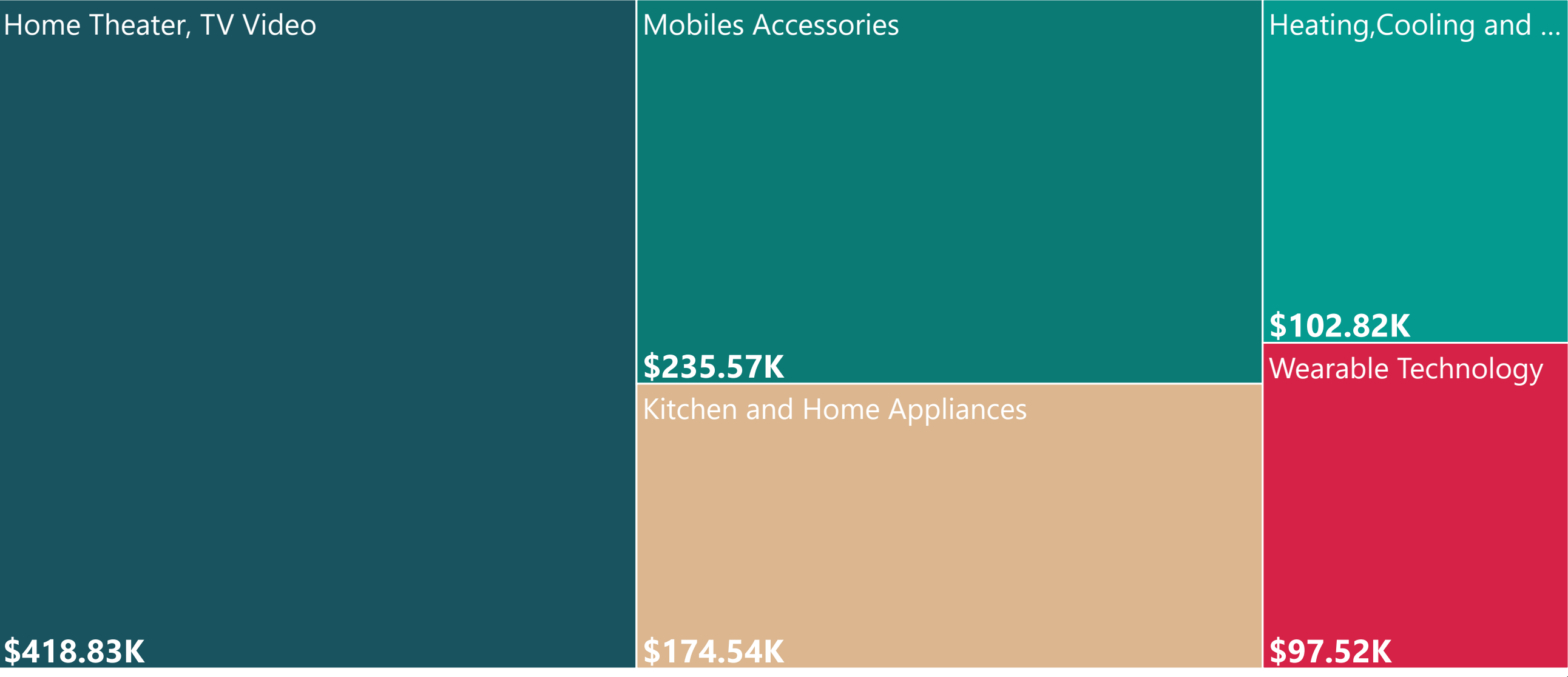
Top 3 Primary Category By Percentage of Discounted Price



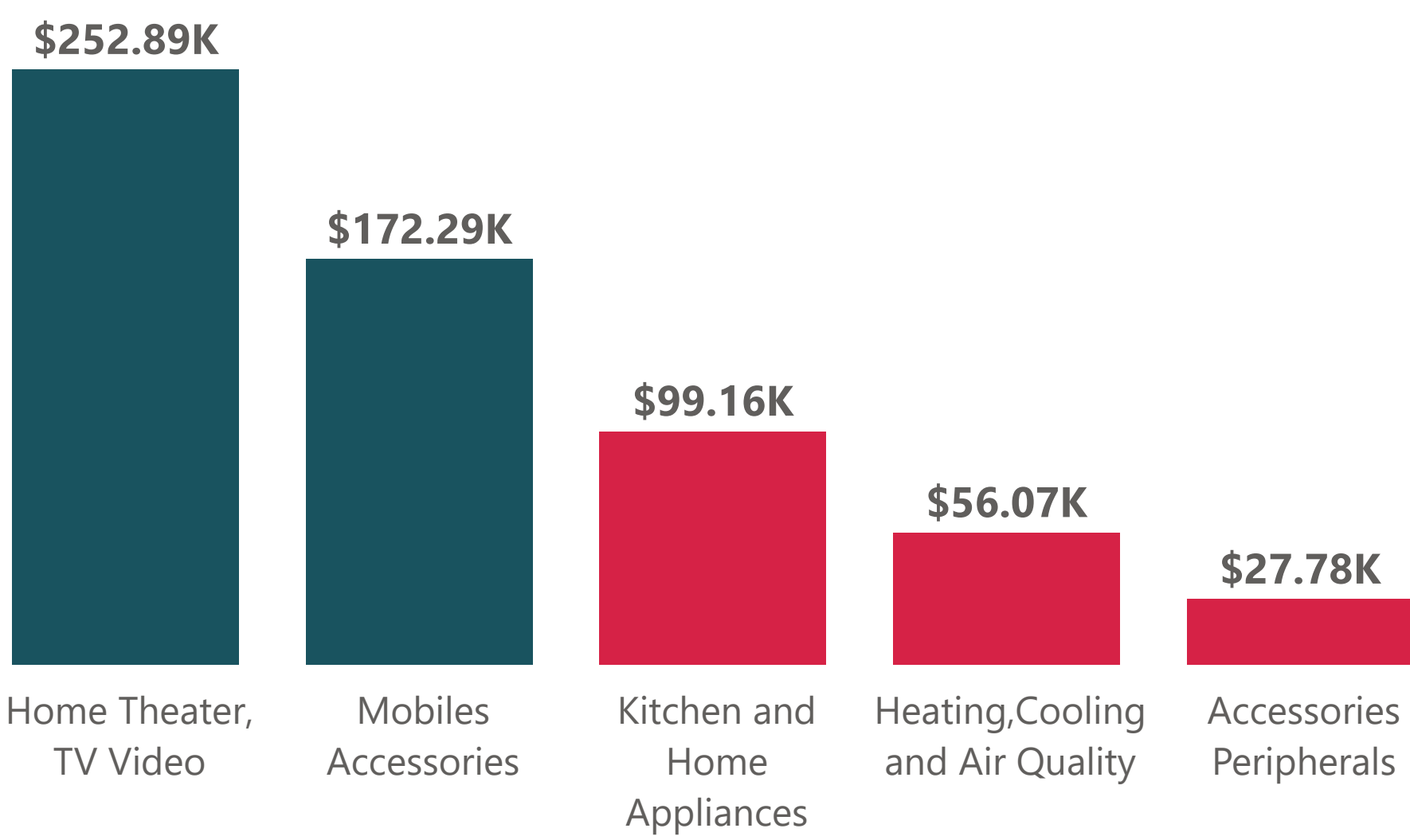
Top 3 Primary Category By Actual Price



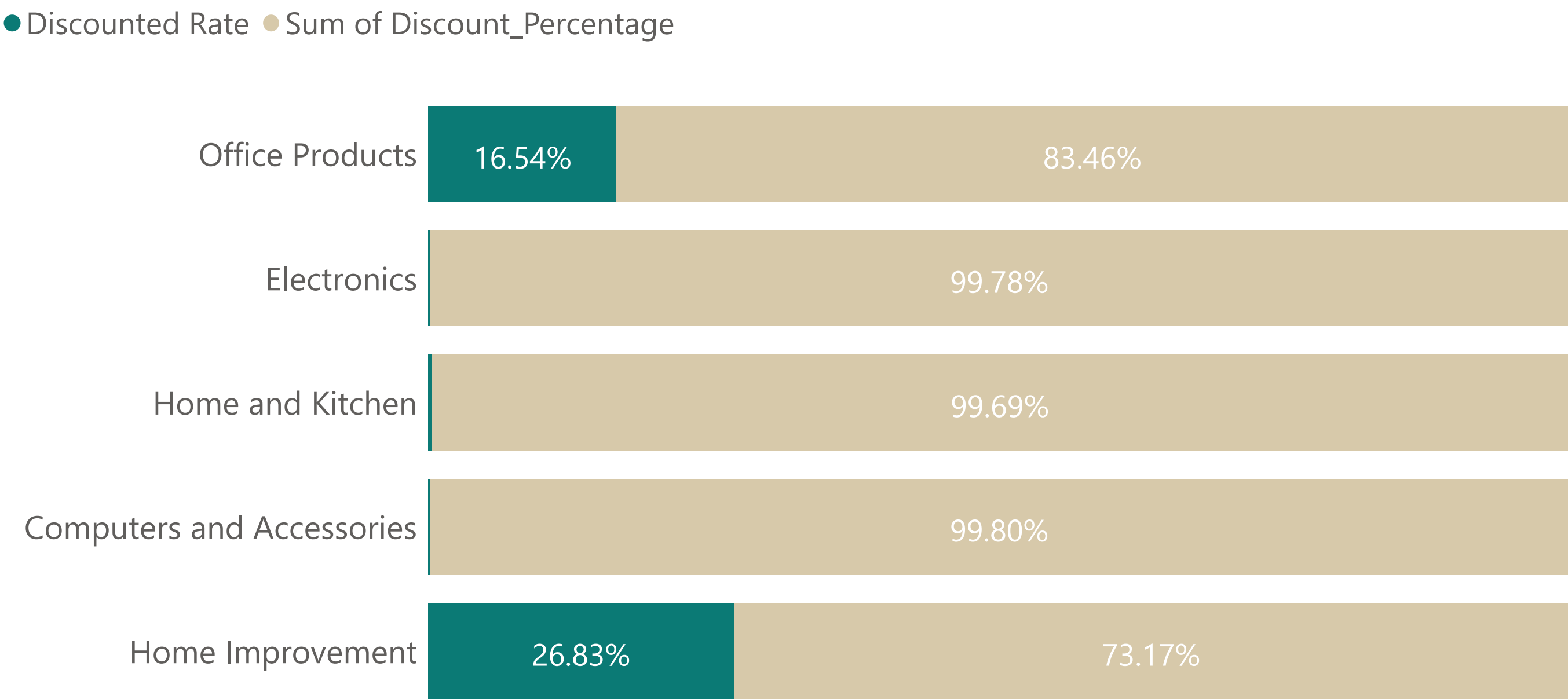
Top 5 Secondary Category By Actual Price



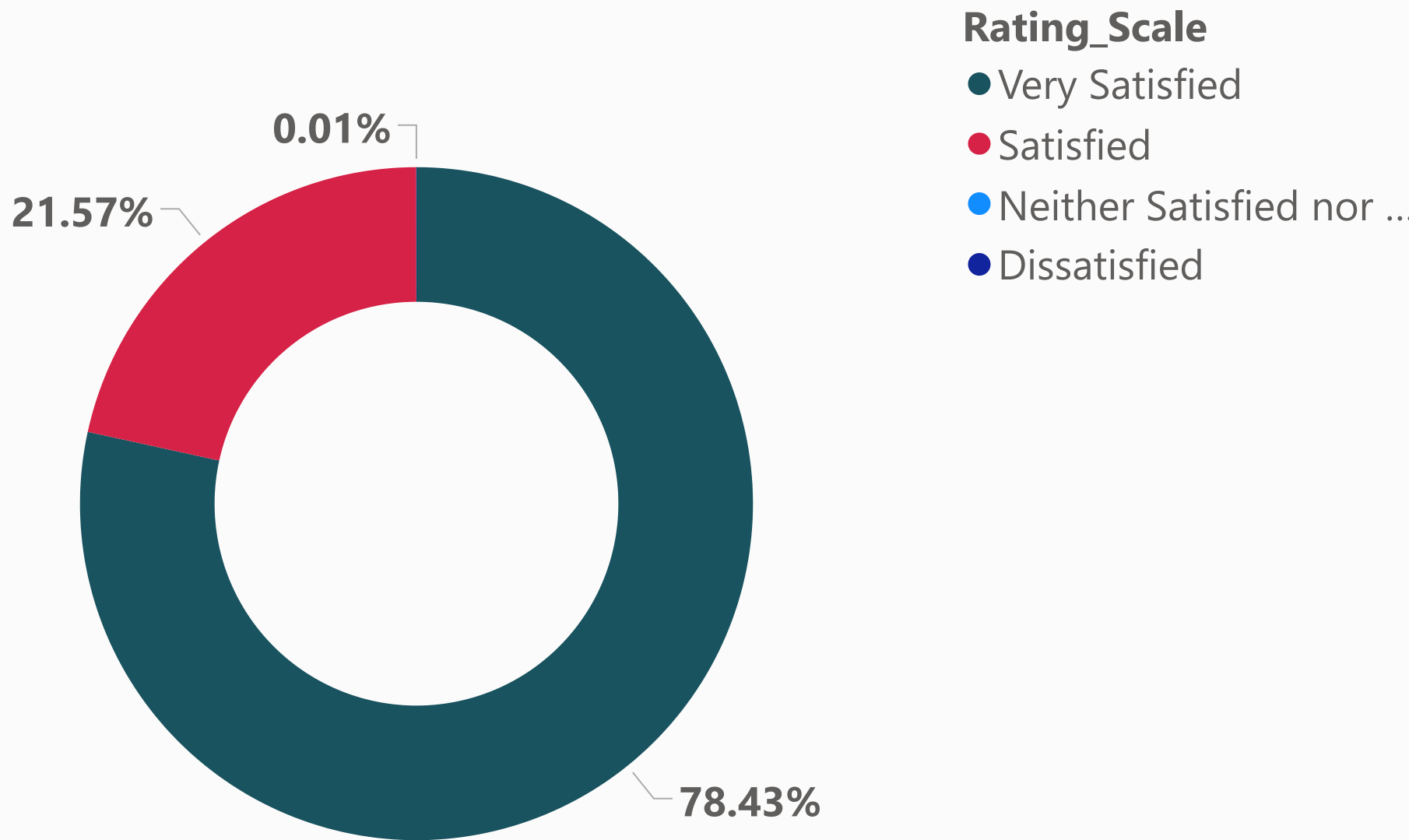
Discounted Price by Secondary Category



Top 5 Primary Category By Discounted Rate and Sum of Discount Percentage



Percentage of of Rating count by Rating Scale



INSIGHT

- For the secondary category, amazon incurred more losses from sales of home theatre and TV video because of it's discounts. The home theatre and TV video which also falls under electronics in primary category were mostly sold, hence making electronics to be product that the company incurred losses within this unspecified period.
- Considering the discount price by percentage in the primary category, **electronics** products enjoyed **68.79%** discount, followed by **home and kitchen** products which enjoyed **22.84%** discount and then **computer and accessories** products which enjoyed **8.37%** discount.
- In the secondary category products, **Home theatre and TV video** had a total discounted price of **252,890**, followed by **mobile accessories** with **172, 290**.
- According to the rating scale, **78.43%** of customers were **very satisfied** with their purchases, while **21.57%** of customers were **satisfied** and **0.01%** of customers were **neither satisfied nor dissatisfied** with their purchases. Which means no customer was dissatisfied. This also implies that amazon's of giving its customers satisfaction and value for their money has been achieved.
- Under the the primary category, the top three products that had most discounts are, **computer and accessories** having a discount of **99.80%**. followed by **electronics** having a discount of **99.78%**, **home and kitchen** having a discount of **99.69%**, **office product** having a discount of **83.46%** and **home improvement** having **73.17%** discount.