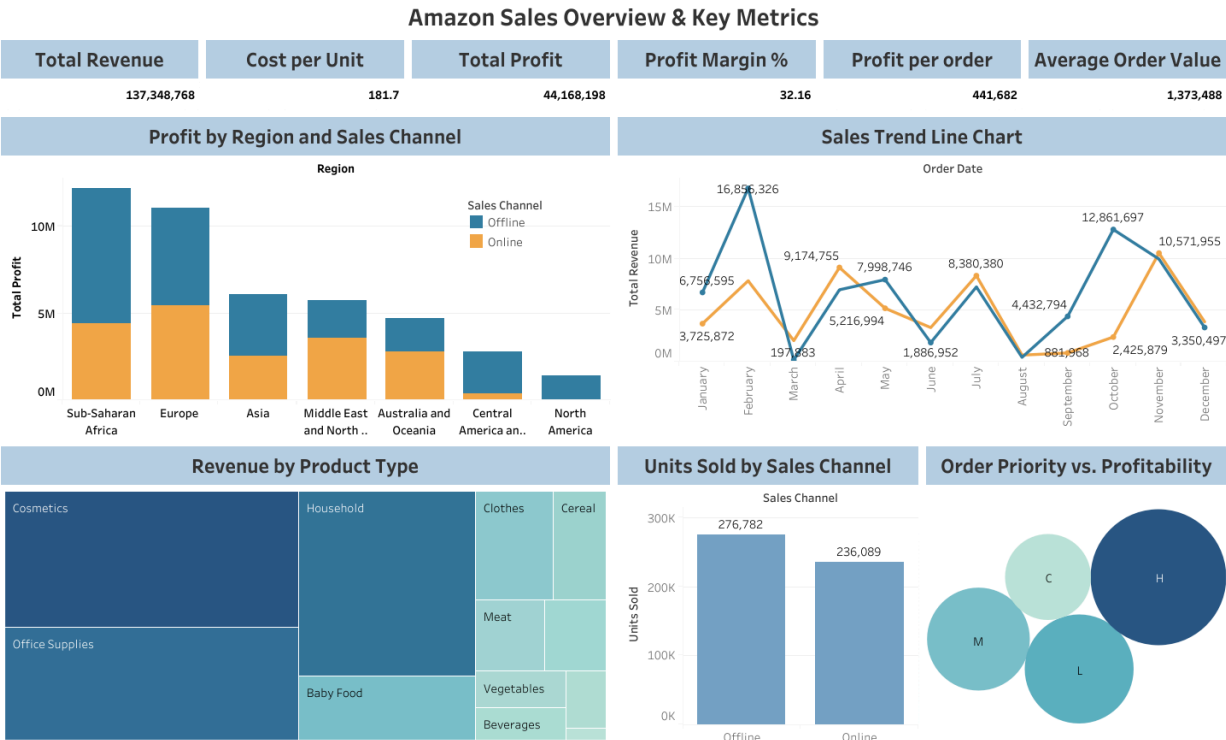


WIREFRAME - Amazon Sales

- KAINAT NAQVI



[LINK](#)

OR

https://public.tableau.com/views/AmazonSales_17287270337140/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Recommendations and Detailed Insights Based on the Dashboard

Sales management plays a pivotal role in driving profitability and addressing the challenges of increased competition and distribution optimization. Based on the dashboard, the following recommendations and insights can help refine sales strategies and improve overall performance:

1. Region-Specific Sales Strategies

Insight:

The **Profit by Region and Sales Channel** bar chart reveals that **Sub-Saharan Africa** and **Europe** are the most profitable regions, while **North America** lags behind in total profit.

Recommendation:

- **Sub-Saharan Africa & Europe:** Continue to focus and possibly increase efforts in these regions since they show high profitability. Consider increasing marketing efforts and expanding distribution channels to further capitalize on their growth potential.
- **North America:** Investigate the factors contributing to lower profitability. It may be due to high costs, low sales volume, or intense competition. Consider revisiting pricing strategies, reducing operational costs, or introducing targeted promotional campaigns.
- **Asia & Middle East/North Africa:** These regions show promising offline sales. Strengthen the **online channel** in these regions to diversify sales and capture more market share.

2. Sales Channel Optimization

Insight:

Offline sales outperform online sales in most regions, as shown by the **Units Sold by Sales Channel** bar chart.

Recommendation:

- **Offline Dominance:** Maintain the strength of the **offline channel**, especially in regions like **Sub-Saharan Africa, Europe, and Asia**, where it's the dominant revenue contributor.
- **Boost Online Sales:** While offline sales are strong, online channels still represent untapped potential. Consider improving online sales strategies by offering exclusive promotions, personalized recommendations, or optimized e-commerce platforms in regions where online sales lag.
- **Cost Efficiency:** Examine if online channels have higher distribution costs compared to offline. If so, optimize logistics and explore partnerships with third-party delivery services to reduce costs and make online sales more competitive.

3. Product Strategy & Revenue Diversification

Insight:

The **Revenue by Product Type** tree map shows that **Cosmetics** and **Office Supplies** are the top revenue drivers.

Recommendation:

- **Cosmetics & Office Supplies:** Focus on these high-performing categories by increasing inventory, refining marketing strategies, and expanding their reach into more regions where demand exists.
 - **Diversify Product Offering:** Other categories such as **Household items, Clothes, and Meat** also contribute significant revenue but have room for growth. Consider offering promotions or bundles to encourage higher sales.
 - **Seasonal Planning for Lower-performing Categories:** For categories like **Vegetables** and **Beverages**, identify any seasonality trends and adjust inventory accordingly to avoid overstocking or missing out on potential high-demand periods.
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4. Order Prioritization and Profitability

Insight:

The **Order Priority vs. Profitability** bubble chart indicates that **High-priority (H)** orders are significantly more profitable than medium or low-priority orders.

Recommendation:

- **Prioritize High-Profit Orders:** Focus on expediting **high-priority (H)** orders to maximize profitability. Ensure that sales management processes are optimized to prioritize these orders in production and distribution.
 - **Improve Efficiency for Low-Priority Orders:** For **low-priority (L)** orders, implement cost-cutting measures or explore ways to increase their average profit margin, such as through price adjustments, value-added services, or reduced shipping costs.
 - **Customer Segmentation:** Identify key customers placing **high-priority orders** and tailor promotions and loyalty programs to retain them.
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5. Sales Trend and Seasonality

Insight:

The **Sales Trend Line Chart** shows peaks in revenue during **February** and **October**, with noticeable drops in **March** and **August**.

Recommendation:

- **Capitalize on Peak Seasons:** The months of **February** and **October** represent high-revenue periods, likely driven by holidays, seasonal demand, or promotional campaigns. Plan product launches, promotions, and inventory stocking to fully exploit these sales peaks.
 - **Address Low Season:** **March** and **August** show dips in revenue. To mitigate the effects of these slow periods, consider running targeted marketing campaigns, offering limited-time discounts, or promoting products with lower seasonality. Consider adjusting labor and operational costs during this period to maintain profitability.
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6. Cost Control and Profitability Improvement

Insight:

The dashboard shows that the **Total Cost per Unit** is \$181.70, with a **Profit Margin of 32.16%**.

Recommendation:

- **Cost Management:** Review operational costs, particularly for high-cost regions or products. Focus on cost-reduction strategies such as optimizing supply chains, renegotiating supplier contracts, and reducing logistics costs for low-profit areas like **North America**.
 - **Increase Profit Margins:** Explore opportunities to increase the profit margin by either raising prices where the market can bear it or by reducing overhead and production costs. Consider value-based pricing for premium products or regions with high demand.
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7. Customer Insights and Distribution Adjustments

Insight:

The **Average Order Value** is high at \$1.37 million, and the **Profit per Order** is \$441,682.

Recommendation:

- **Focus on High-Value Orders:** Continue targeting customers with large order volumes, as they significantly contribute to overall profitability. Develop loyalty programs or offer incentives for high-volume customers to encourage repeat purchases.
- **Distribution Strategy:** Given the high average order value, review distribution channels to ensure they are cost-effective and capable of handling large orders efficiently. This can help reduce costs and increase customer satisfaction for large, profitable orders.

8. Adapt to Competition

Insight:

Sales management must also adapt to external competition. The data indicates strong regional performance in certain areas, while others lag.

Recommendation:

- **Competitive Benchmarking:** Compare sales data with competitors in the same regions to understand where the organization is leading or falling behind. Use competitive insights to adjust pricing, marketing, or distribution strategies.
- **Market Expansion:** Consider entering untapped regions or launching new products where demand and competition are favorable, especially based on the data from regions showing growth.

Conclusion:

By focusing on **region-specific strategies, optimizing sales channels, diversifying product offerings, prioritizing profitable orders**, and managing costs, your organization can drive **increased profitability and improved distribution methods**. Effective sales management based on data-driven insights will ensure the company remains competitive while maintaining high operational efficiency.