

The background features a light blue-to-white gradient on the left and a light pink-to-white gradient on the right. A large white circle is centered in the upper half of the image, containing the text. Below the circle, a dark blue curved shape forms a wide, shallow bowl-like shape.

# **AMAZON SALES ANALYSIS: DEEP DIVE INTO PERFORMANCE**

# INTRODUCTION:

Amazon (Amazon.com) is the world's largest online retailer and a prominent cloud service provider.

- This report provides a comprehensive analysis of Amazon's sales performance, highlighting key trends, regional variations, and product-specific insights.
- The data covers a specific period, encompassing total profit, units sold, regional distribution, item type performance, country-level sales breakdowns, and sales channel effectiveness.
- By examining these metrics, we aim to uncover opportunities for growth, identify areas for improvement, and inform strategic decision-making to optimize Amazon's overall sales strategy.

# **DATA INSIGHTS:**

**Uncovering trends and recommendations**

**Delve deeper into the data to analyze delivery time performance, identify key trends in sales channels, and understand the impact of various factors on country-specific sales. Gain actionable recommendations to optimize operations and drive profitability.**

# Key metrics and visualizations:

## 1. Total profit:

An overview of Amazon's overall profit and a detailed breakdown by item type.

## 2. Units sold by region:

Distribution of units sold across various geographical regions, highlighting regional performance.

## 3. Total profit by country:

Analysis of profit generated by each country, showcasing top-performing markets.

## 4. Total units sold:

Total number of units sold globally, providing a measure of market reach.

## 5. Units sold by sales channel:

Comparison of sales through online and offline channels to understand consumer preferences.

## 6. Average delivery time by order priority:

An examination of delivery efficiency based on the priority of orders.

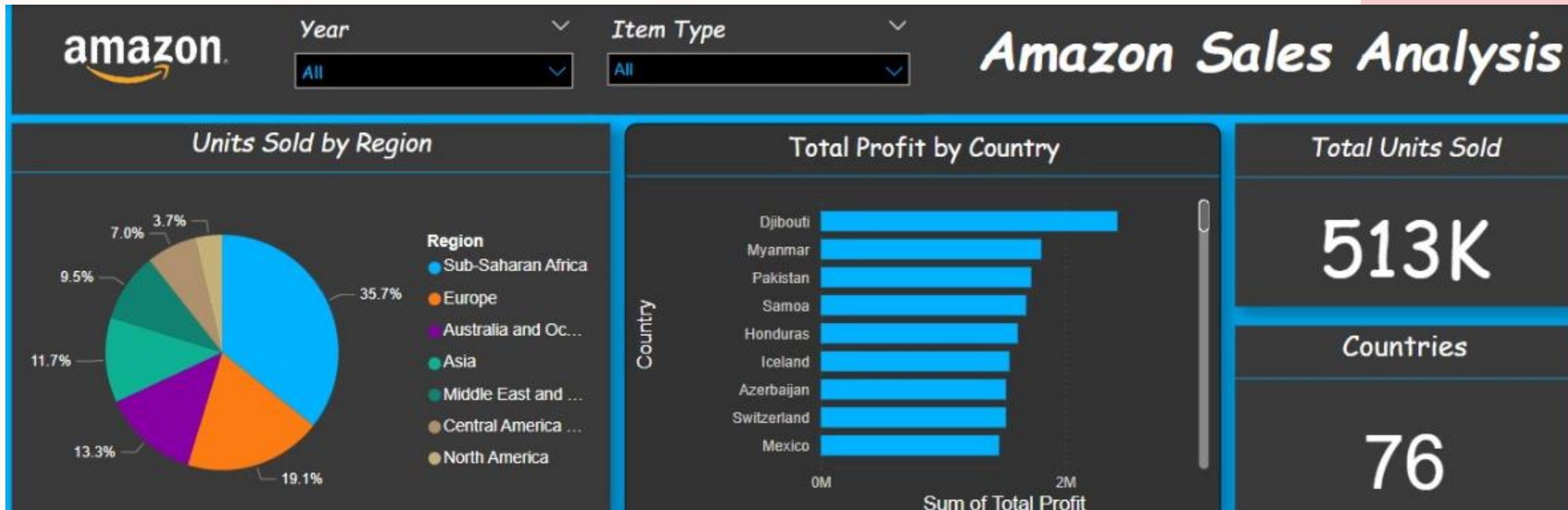
# COUNTRY SPECIFIC-SALES ANALYSIS

- ❑ **Djibouti** indicates strong market penetration and customer loyalty in Djibouti, suggesting opportunities for expansion and further investment.
- ❑ **Myanmar** highlights a growing market with a strong demand for Amazon products. Further market research and targeted marketing campaigns can capitalize on this potential.
- ❑ **Switzerland** exploring local preferences, adapting product offerings, and optimizing marketing strategies can lead to increased sales and profitability in Switzerland.
- ❑ **Mexico** represents a large and diverse market with significant potential for growth. Identifying regional variations, targeting specific customer segments, and implementing localized marketing campaigns can drive sales in Mexico.

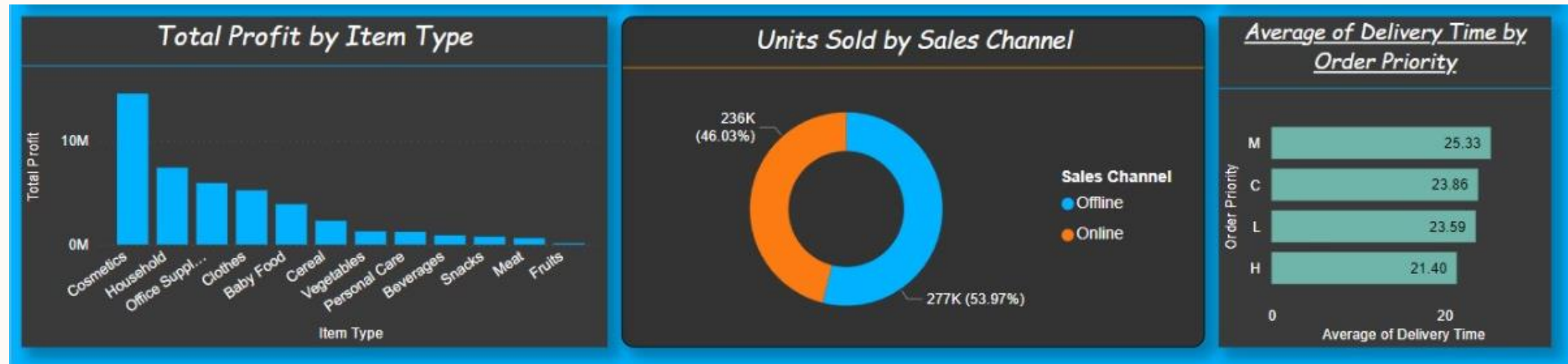
# DELIVERY TIME PERFORMANCE

- High-priority orders experience an average delivery time of 25.33 days indicating the need to improve delivery processes and consider faster shipping options to meet urgent customer demands.
- Standard orders have an average delivery time of 23.86 days, indicating a consistent delivery experience.
- Low-priority orders have an average delivery time of 21.40 days suggests a successful implementation of tiered delivery services, providing customers with options based on their needs and budget.

# MY DASHBOARDS:



# MY DASHBOARD:







**THANK YOU!**