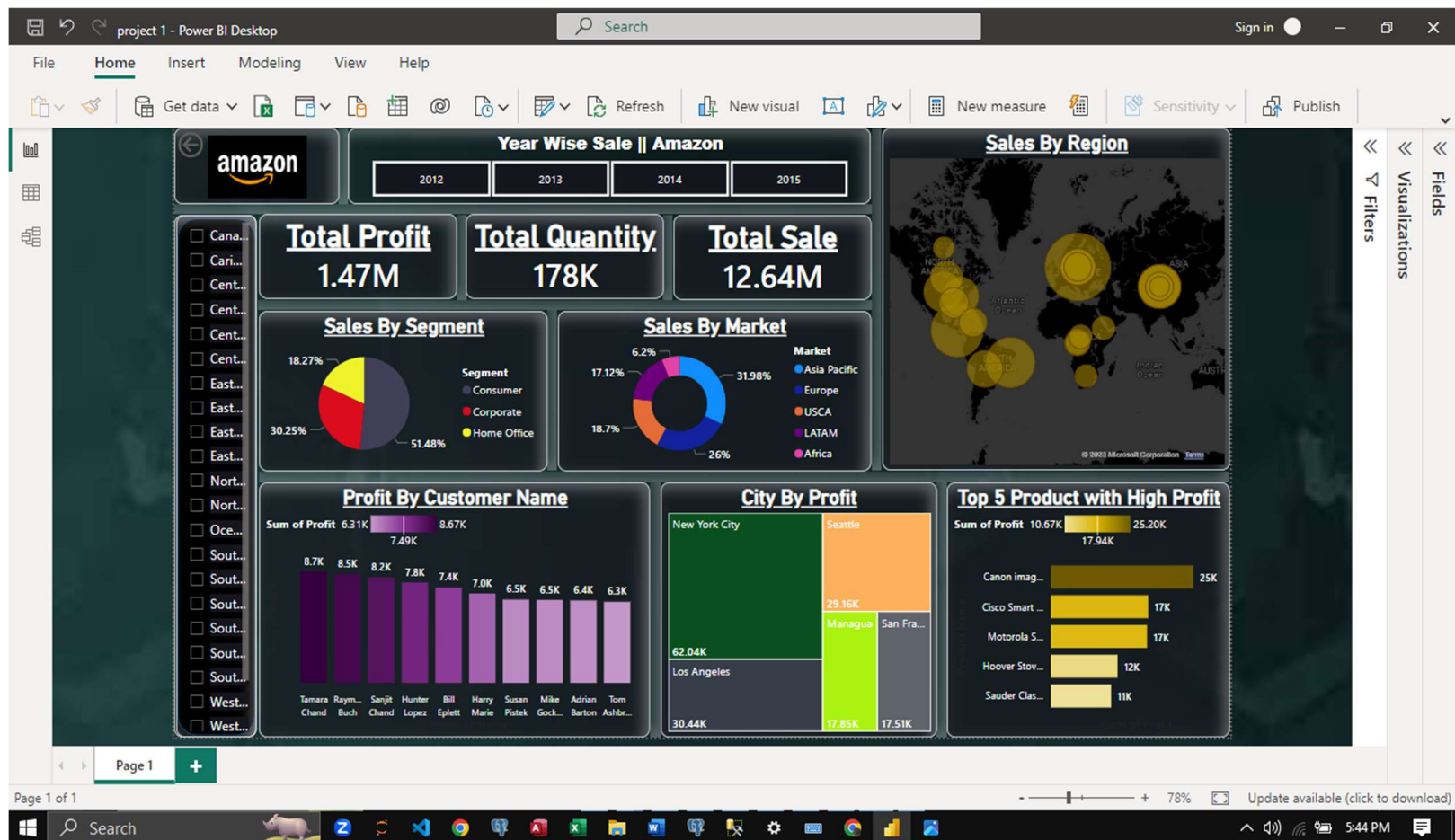


Amazon Global Store Data Analysis Report

Using Power Bi



Name: Chand Mohammad

Date: 24/09/2023

Date Range

The date range spans from 2012 to 2015.

Metrics Summary

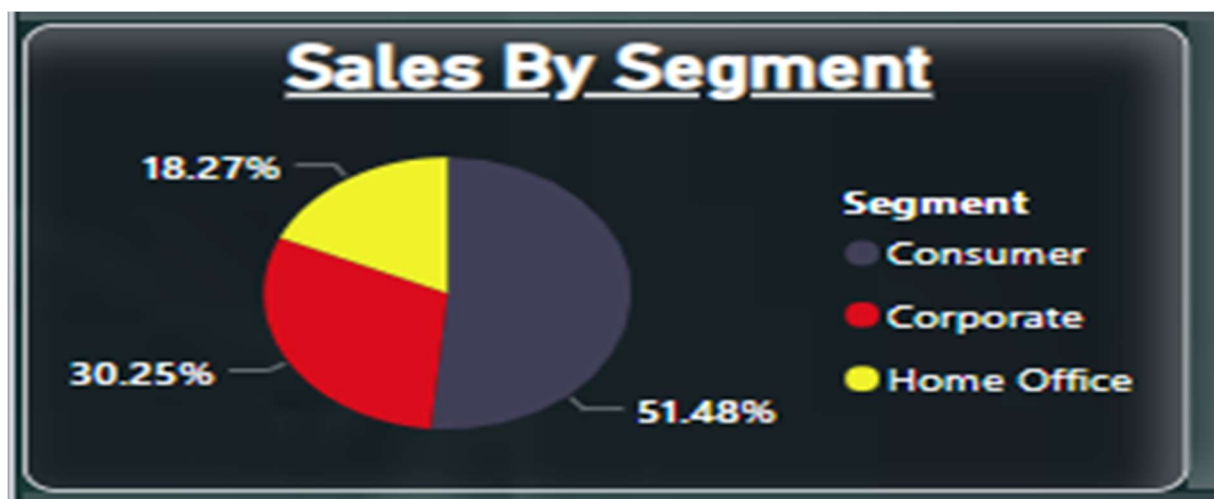
In the selected date range, the analysis of the Amazon Global Store data yielded the following key metrics:

- Total Sales: \$12.64M
- Total Profit: \$1.47M
- Total Quantity Sold: 178K units

Sales Analysis

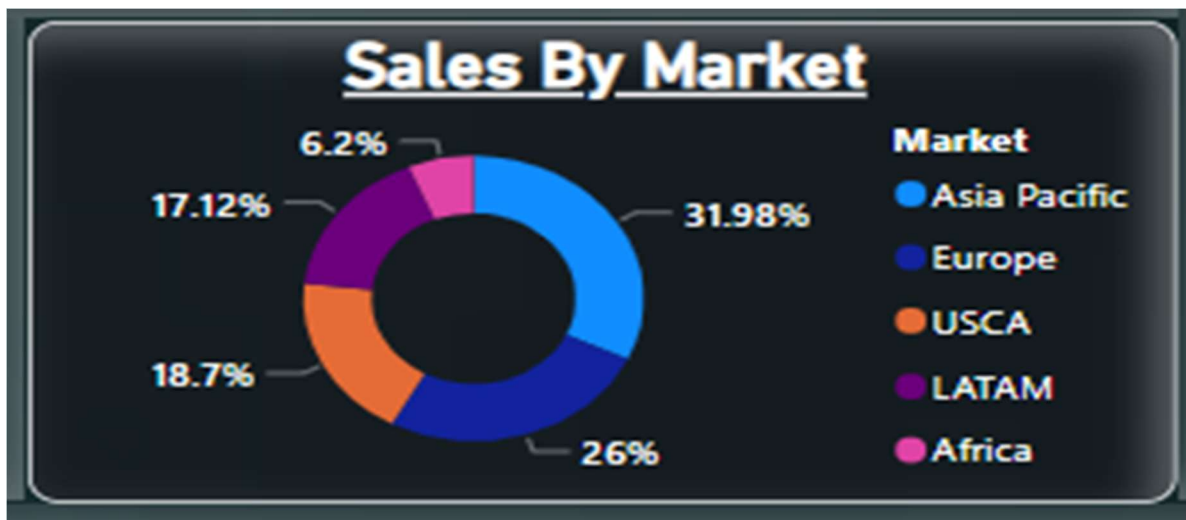
Sales by Segment

The sales by segment analysis indicates that the "Consumer" segment contributed the highest sales, accounting for 51.48% of the total sales. This is followed by "Corporate" with 30.25% and "Home office" with 18.27%.



Sales by Market

The analysis of sales by market highlights that the "Asia Pacific" market leads in sales, contributing 31.98% of the total sales. This is followed by "Europe" with 26% and "USCA" with 18.72% and "LATAM" with 17.12% and Africa with 6.2%.

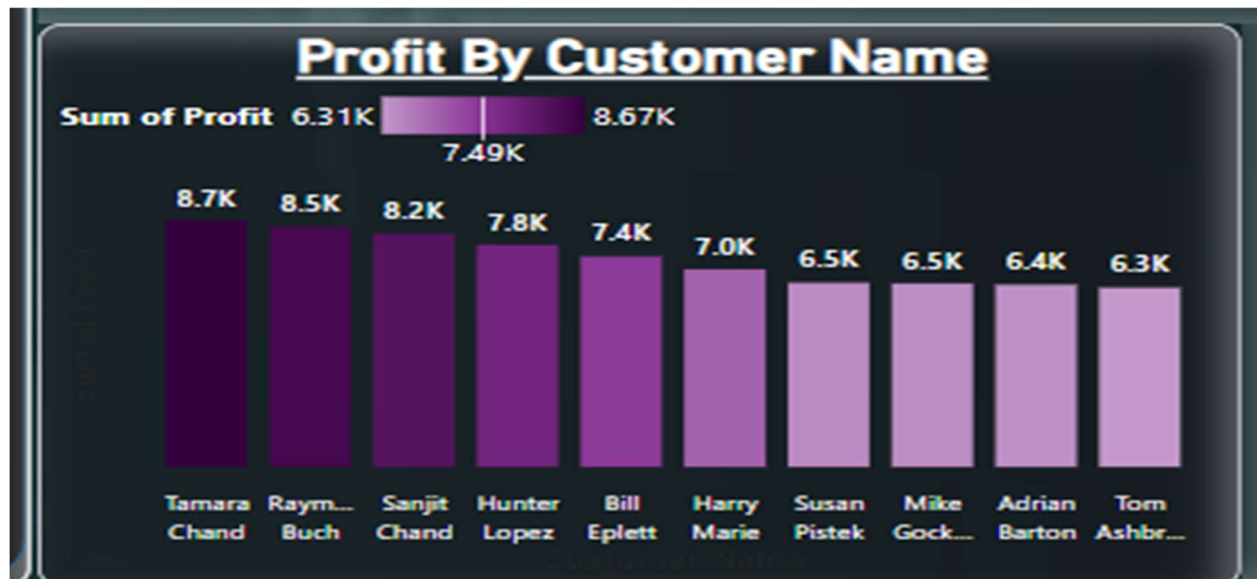


Profit Analysis

Profit by Customer Name

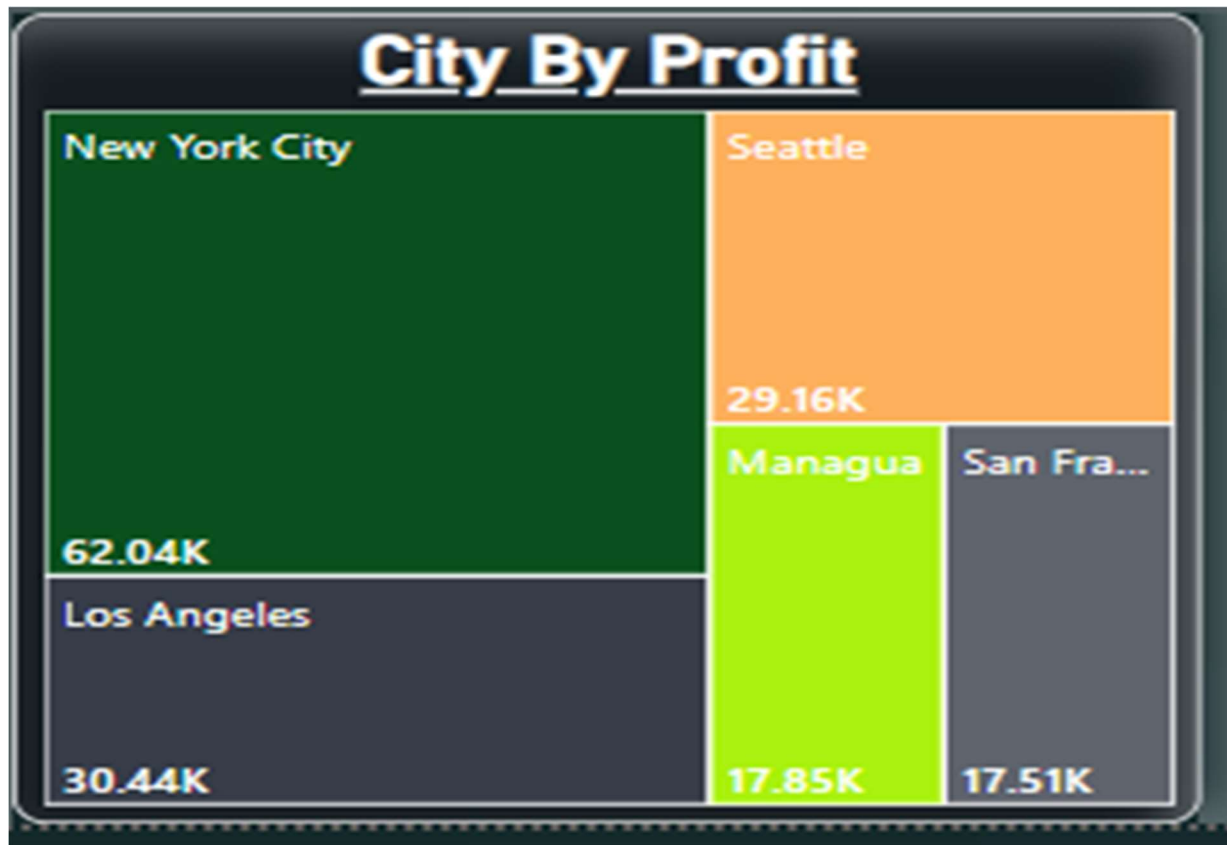
The analysis of profit by customer name shows that the top three customers generating the highest profit are:

1. Customer A: \$8.7K (TAMARA CHAND)
2. Customer B: \$8.5K (RAYMEN BUCH)
3. Customer C: \$8.2K (SANJIT CHAND)



City by Profit

Among the cities analyzed, "New York" emerges as the city with the highest profit, generating \$62.04K in profit. "Los Angeles" follows with \$30.44K, and "Seattle" with \$29.16K.

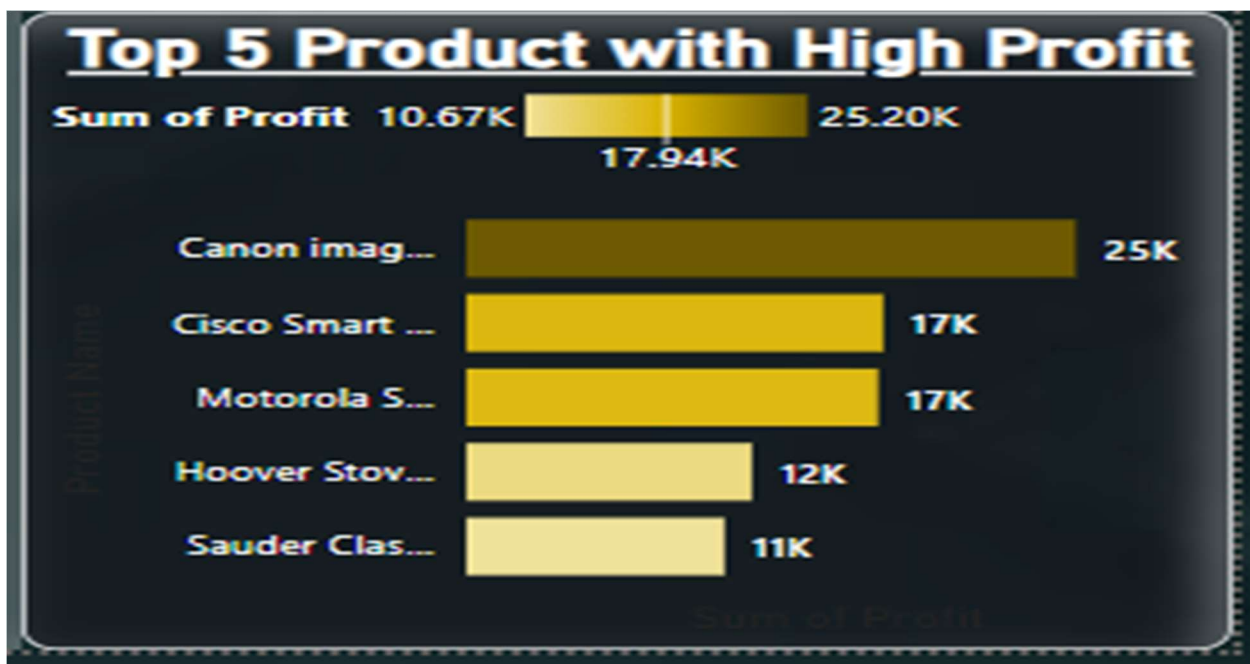


Top Performers

Top Five Products with High Profit

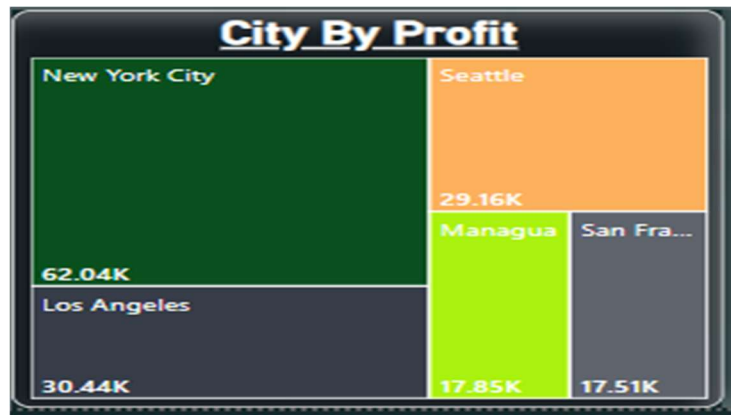
The top five products with the highest profit margins are:

1. Product Canon image: \$25K
2. Product Cisco Smart Phone: \$17K
3. Product Motorola: \$17K
4. Product Hoover Stove: \$12K
5. Product Sauder class: \$11K



City with Highest Profit

"New York" stands out as the city with the highest profit, contributing significantly to the overall profitability of the Amazon Global Store.



Conclusion

The analysis of the Amazon Global Store data for the selected date range provides valuable insights into sales and profit performance. The "Consumer" segment and the "Asia Pacific" market appear to be particularly strong contributors. Additionally, understanding customer preferences and focusing on high-profit products can further enhance profitability.

Recommendations

Based on the analysis, it is recommended to explore opportunities for expanding product offerings within the "Consumer" segment and to consider targeted marketing efforts in the "Asia Pacific" market.
