

Amazon Sales Data Analysis

Unified Mentor

Introduction

- Amazon.com, Inc., doing business as Amazon, is an American multinational technology company, engaged in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence.

Amazon Sales Data

Region	Country	Item Type	Sales Channel	Order Priority	Order Date	Order ID	Ship Date	Units Sold	Unit Price	Unit Cost	Total Re
Australia and Oceania	Tuvalu	Baby Food	Offline	H	28-05-2010	669165933	27-06-2010	9925	255.28	159.42	
Central America and the Caribbean	Grenada	Cereal	Online	C	22-08-2012	963881480	15-09-2012	2804	205.7	117.11	
Europe	Russia	Office Supplies	Offline	L	02-05-2014	341417157	08-05-2014	1779	651.21	524.96	1
Sub-Saharan Africa	Sao Tome and Principe	Fruits	Online	C	20-06-2014	514321792	05-07-2014	8102	9.33	6.92	
Sub-Saharan Africa	Rwanda	Office Supplies	Offline	L	01-02-2013	115456712	06-02-2013	5062	651.21	524.96	3
Australia and Oceania	Solomon Islands	Baby Food	Online	C	04-02-2015	547995746	21-02-2015	2974	255.28	159.42	
Sub-Saharan Africa	Angola	Household	Offline	M	23-04-2011	135425221	27-04-2011	4187	668.27	502.54	2
Sub-Saharan Africa	Burkina Faso	Vegetables	Online	H	17-07-2012	871543967	27-07-2012	8082	154.06	90.93	1
Sub-Saharan Africa	Republic of the Congo	Personal Care	Offline	M	14-07-2015	770463311	25-08-2015	6070	81.73	56.67	
Sub-Saharan Africa	Senegal	Cereal	Online	H	18-04-2014	616607081	30-05-2014	6593	205.7	117.11	
Asia	Kyrgyzstan	Vegetables	Online	H	24-06-2011	814711606	12-07-2011	124	154.06	90.93	
Sub-Saharan Africa	Cape Verde	Clothes	Offline	H	02-08-2014	939825713	19-08-2014	4168	109.28	35.84	
Asia	Bangladesh	Clothes	Online	L	13-01-2017	187310731	01-03-2017	8263	109.28	35.84	
Central America and the Caribbean	Honduras	Household	Offline	H	08-02-2017	522840487	13-02-2017	8974	668.27	502.54	5
Asia	Mongolia	Personal Care	Offline	C	19-02-2014	832401311	23-02-2014	4901	81.73	56.67	
Europe	Bulgaria	Clothes	Online	M	23-04-2012	972292029	03-06-2012	1673	109.28	35.84	
Asia	Sri Lanka	Cosmetics	Offline	M	19-11-2016	419123971	18-12-2016	6952	437.2	263.33	
Sub-Saharan Africa	Cameroon	Beverages	Offline	C	01-04-2015	519820964	18-04-2015	5430	47.45	31.79	
Asia	Turkmenistan	Household	Offline	L	30-12-2010	441619336	20-01-2011	3830	668.27	502.54	
Australia and Oceania	East Timor	Meat	Online	L	31-07-2012	322067916	11-09-2012	5908	421.89	364.69	2
Europe	Norway	Baby Food	Online	L	14-05-2014	819028031	28-06-2014	7450	255.28	159.42	
Europe	Portugal	Baby Food	Online	H	31-07-2015	860673511	03-09-2015	1273	255.28	159.42	
Central America and the Caribbean	Honduras	Snacks	Online	L	30-06-2016	795490682	26-07-2016	2225	152.58	97.44	
Australia and Oceania	New Zealand	Fruits	Online	H	08-09-2014	142278373	04-10-2014	2187	9.33	6.92	
Europe	Moldova	Personal Care	Online	L	07-05-2016	740147912	10-05-2016	5070	81.73	56.67	

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Pivot Tables

dashboard_amazon sales data - Excel

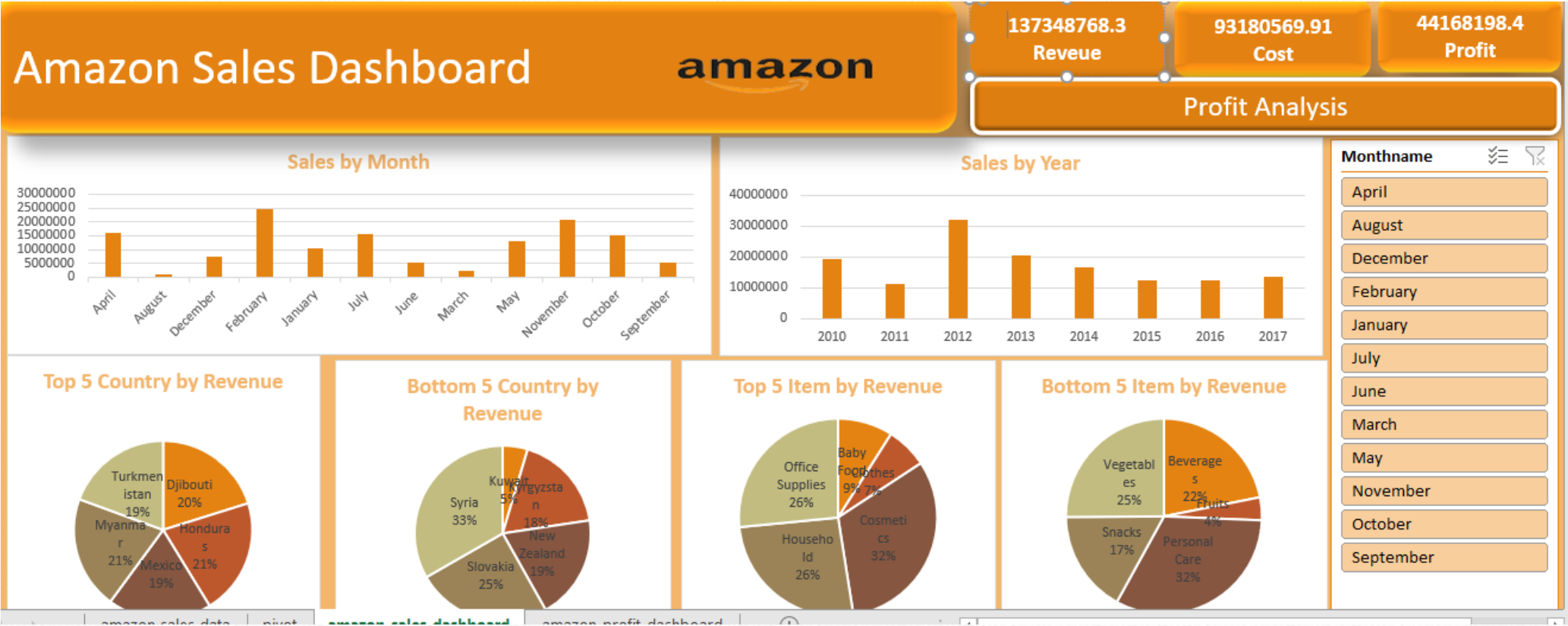
Sign in

J	Q	R	S	T	U	V	W	X	Y	Z
Country revenue top 5	Sum of Total Revenue		Item reveue top 5	Sum of Total Revenue		region revenue top 5	Sum of Total Revenue		item total cost	Sum of Total Cost
Djibouti	6052890.86	Baby Food	10350327.6	Asia	21347091.02	Baby Food				
Honduras	6336545.48	Clothes	7787292.8	Australia and Oceania	14094265.13	Beverages				
Mexico	5643356.55	Cosmetics	36601509.6	Europe	33368932.11	Cereal				
Myanmar	6161257.9	Household	29889712.29	Middle East and North Africa	14052706.58	Clothes				
Turkmenistan	5822036.2	Office Supplies	30585380.07	Sub-Saharan Africa	39672031.43	Cosmetics				
Grand Total	30016086.99	Grand Total	115214222.4	Grand Total	122535026.3	Fruits				
Kuwait	4870.26	Beverages	2690794.6	Asia	21347091.02	Personal Care				
Kyrgyzstan	19103.44	Fruits	466481.34	Australia and Oceania	14094265.13	Snacks				
New Zealand	20404.71	Personal Care	3980904.84	Central America and the Caribbean	9170385.49	Vegetables				
Slovakia	26344.26	Snacks	2080733.46	Middle East and North Africa	14052706.58	Grand Total				
Syria	35304.72	Vegetables	3089057.06	North America	5643356.55					
Grand Total	106027.39	Grand Total	12307971.3	Grand Total	64307804.77					

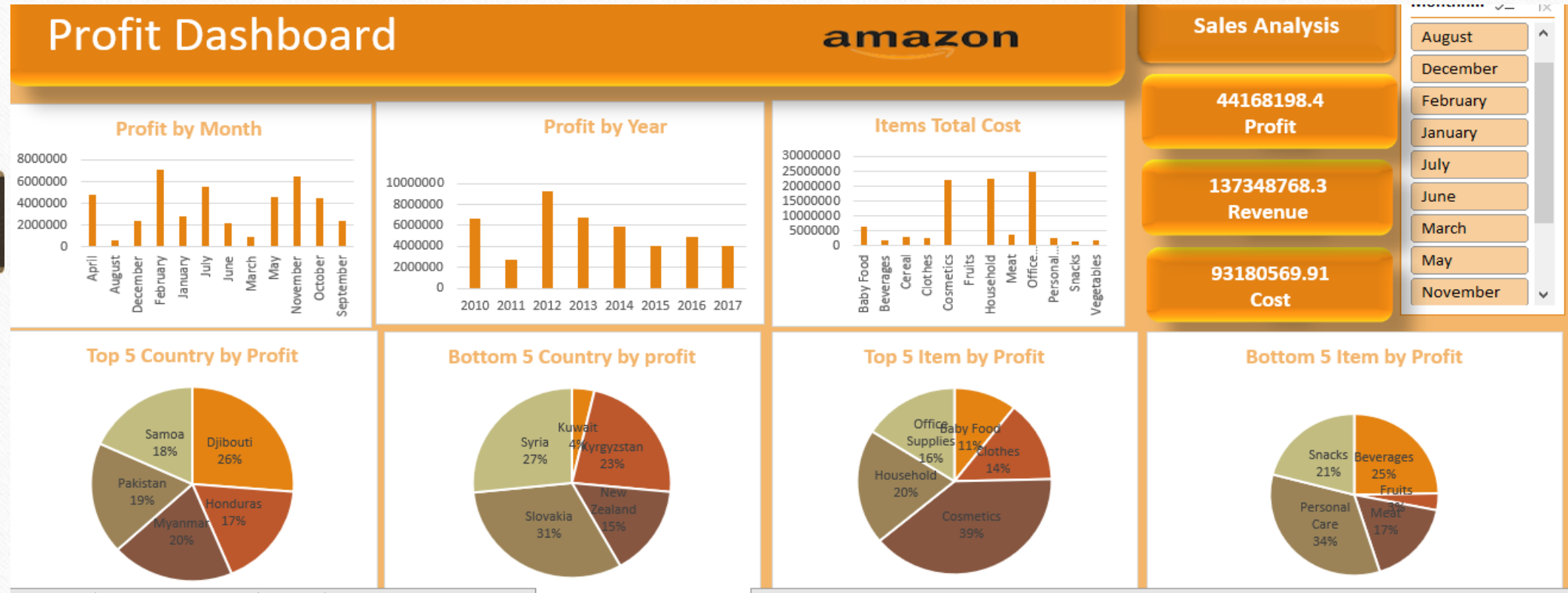
KPI :Key Performance Indicator

- Total Revenue: 137348768.3
 - Total Cost: 93180569.91
 - Total Profit: 44168198.4
 - Revenue per Product: 1373487.683
 - Profit per Product: 441681.98
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Sales View Dashboard



Profit View Dashboard



Suggestions and Findings

- February and November has highest profit, we can give discount and offers in other months also to increase the profit.
- Cosmetics, office supplies , and households has highest cost, so reduce cost and increase profit, we can buy these items in less amount and sell at high price.

Thank You!!!!!!
