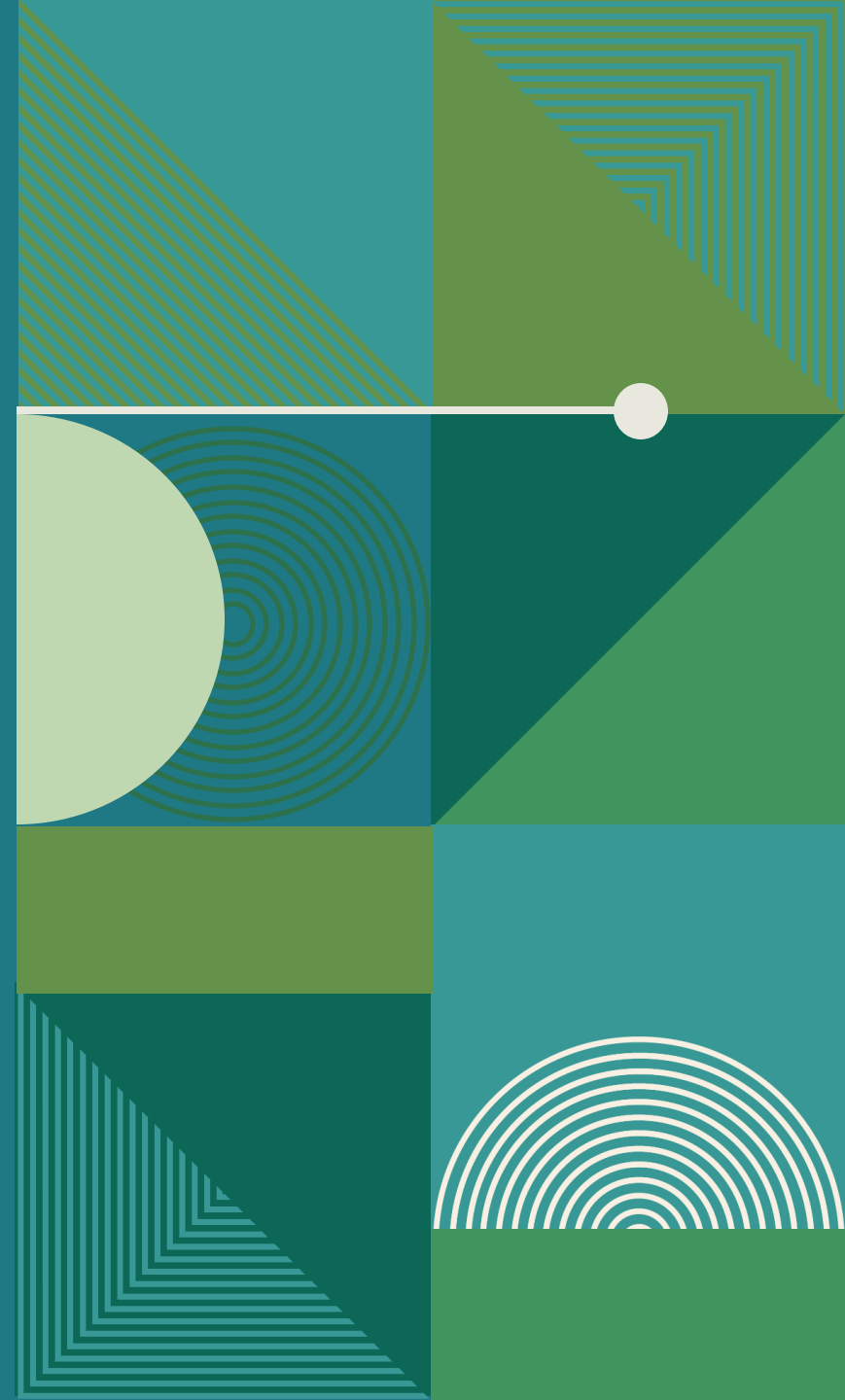


WELCOME TO AMAZONE SALE S ANALYSIS



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PRESENTATION OF DASH
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INTRODUCTION

IN THIS PROJECT, WE ANALYZED AMAZON'S SALES DATA TO UNDERSTAND THE DISTRIBUTION OF PROFITS AND PRODUCTS SOLD ACROSS DIFFERENT REGIONS. ADDITIONALLY, WE DEVELOPED A STATISTICAL MODEL TO PREDICT FUTURE PROFITS AND UNITS SOLD, AIMING TO PROVIDE ACTIONABLE INSIGHTS FOR STRATEGIC BUSINESS DECISIONS

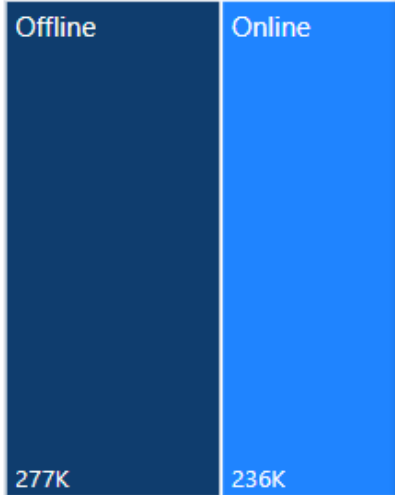
- 1. DATA ANALYSIS: EXAMINATION OF SALES DATA TO HIGHLIGHT KEY TRENDS AND REGIONAL PERFORMANCE.*
- 2. PREDICTIVE MODELING: EXPLANATION OF THE STATISTICAL TECHNIQUES USED TO FORECAST FUTURE SALES AND PROFITS.*
- 3. RESULTS AND INSIGHTS: PRESENTATION OF MODEL PREDICTIONS AND THEIR BUSINESS IMPLICATIONS.*
- 4. STRATEGIC RECOMMENDATION: SUGGESTIONS FOR LEVERAGING INSIGHTS TO ENHANCE BUSINESS STRATEGY AND PROFITABILITY.*

UNITS SOLD

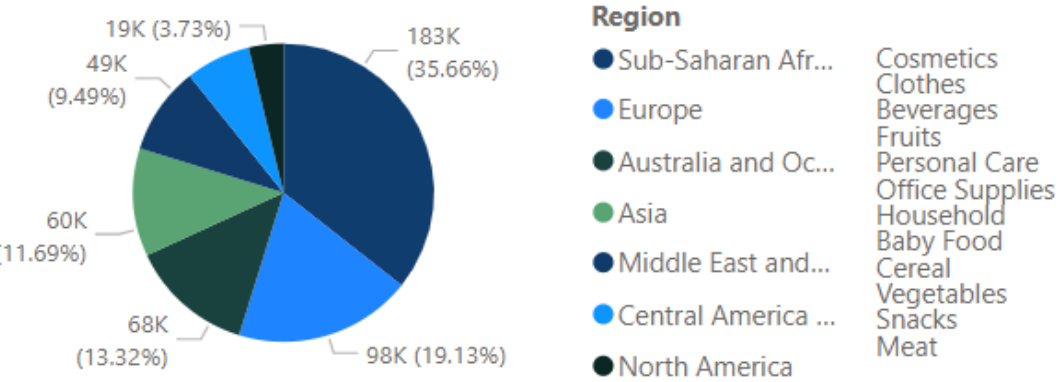
TOTAL UNITS SOLD

513K

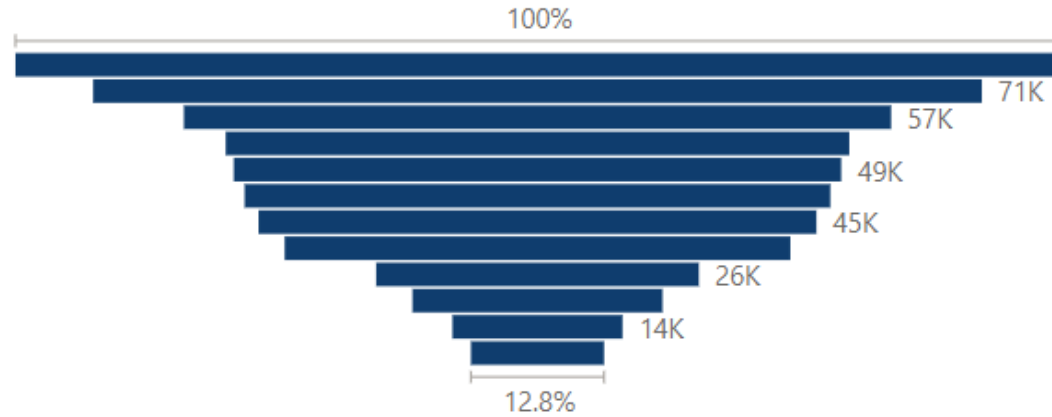
Units Sold by Sales Channel



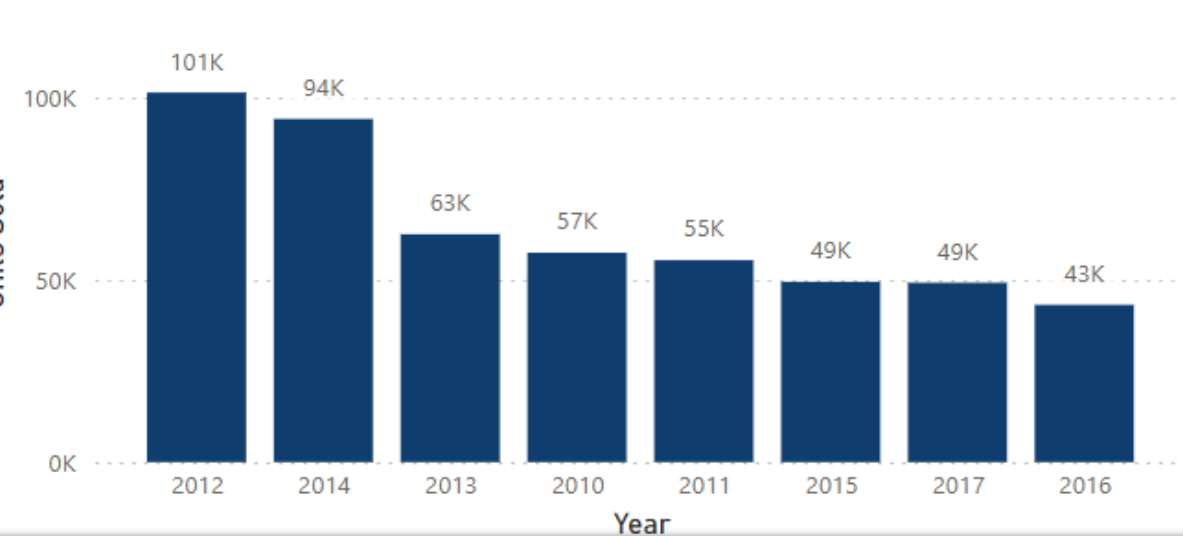
Units Sold by Region



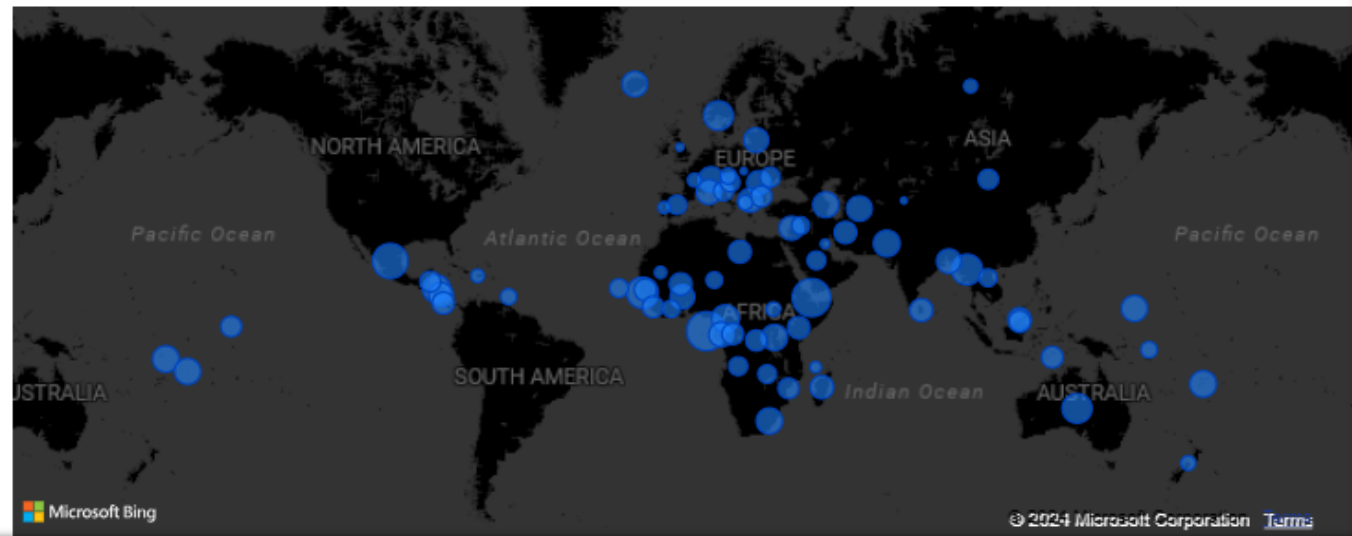
Units Sold by Item Type



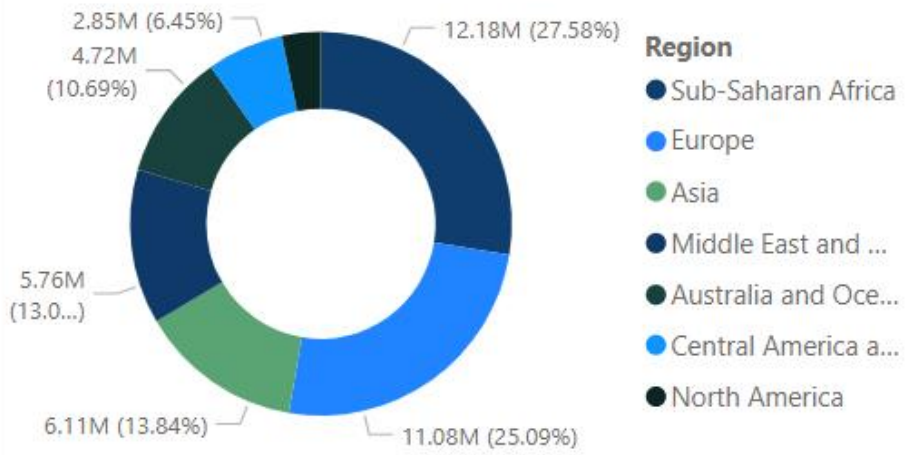
Units Sold by Year



Units Sold by Country



Sum of Total Profit by Region

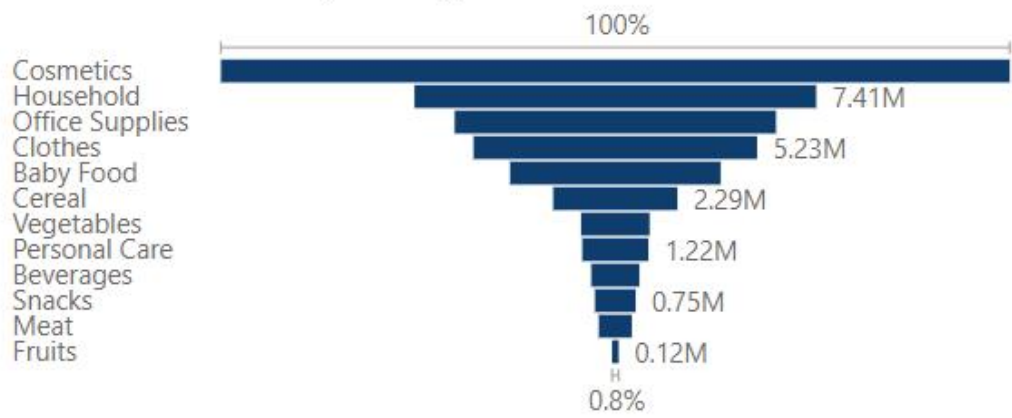


PROFIT

Sum of Total Profit

44.17M

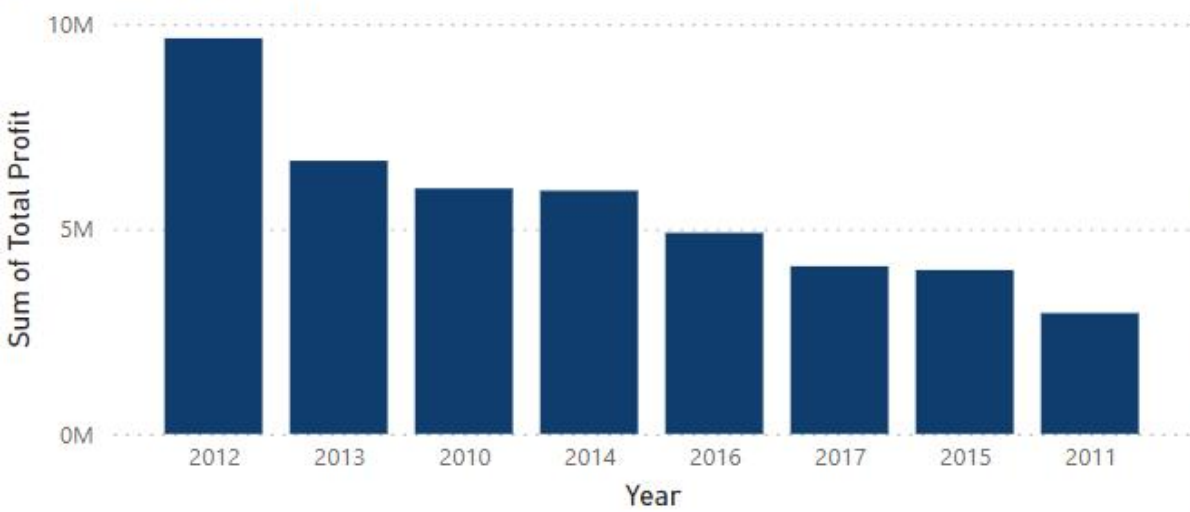
Sum of Total Profit by Item Type



Sum of Total Profit by Sales Channel



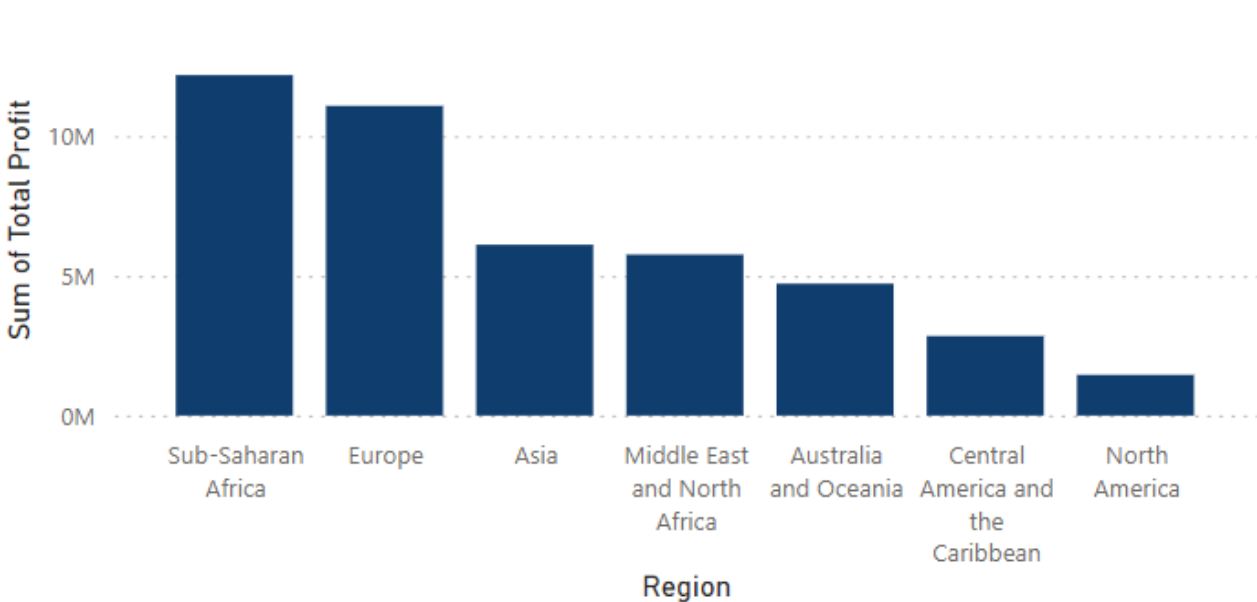
Sum of Total Profit by Year



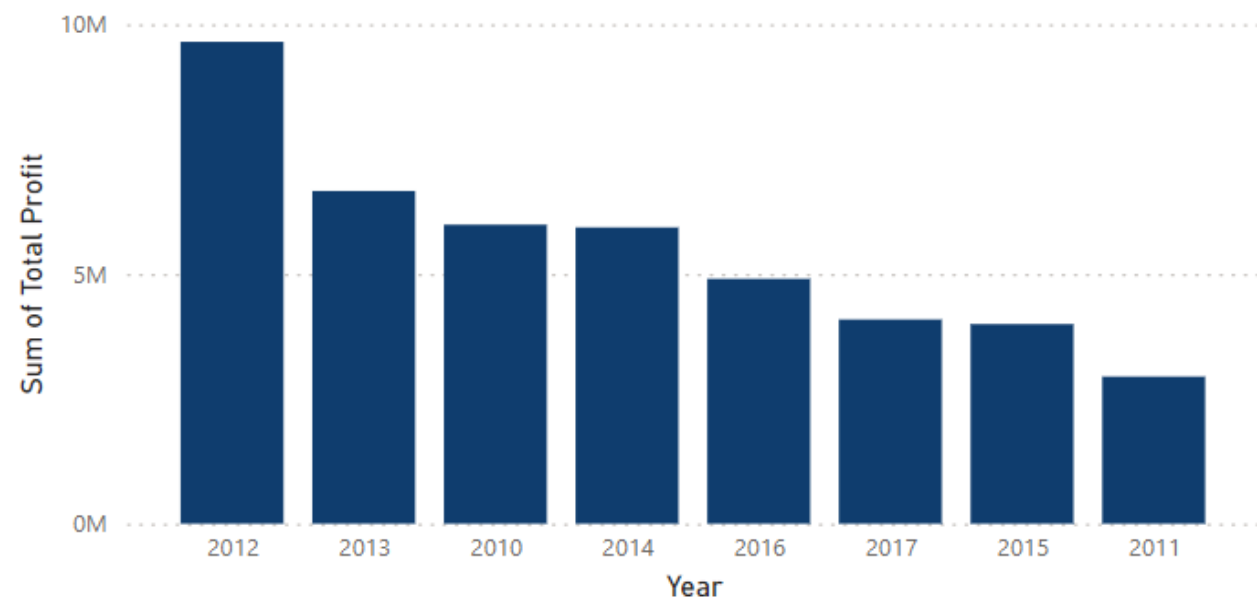
Sum of Total Profit by Country



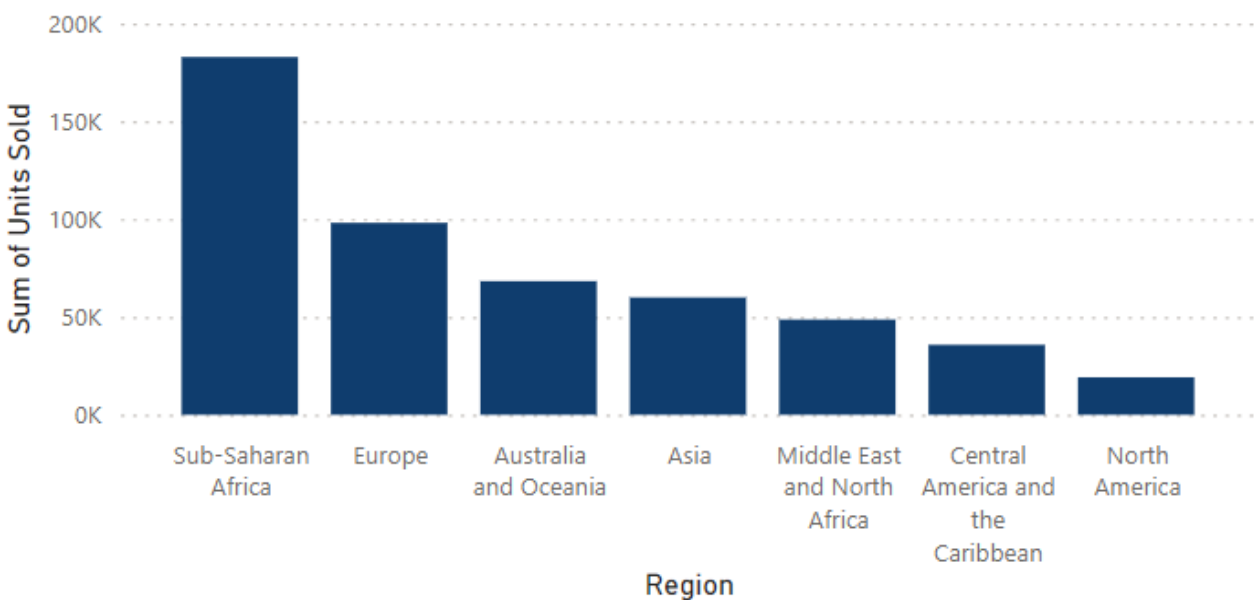
Sum of Total Profit by Region



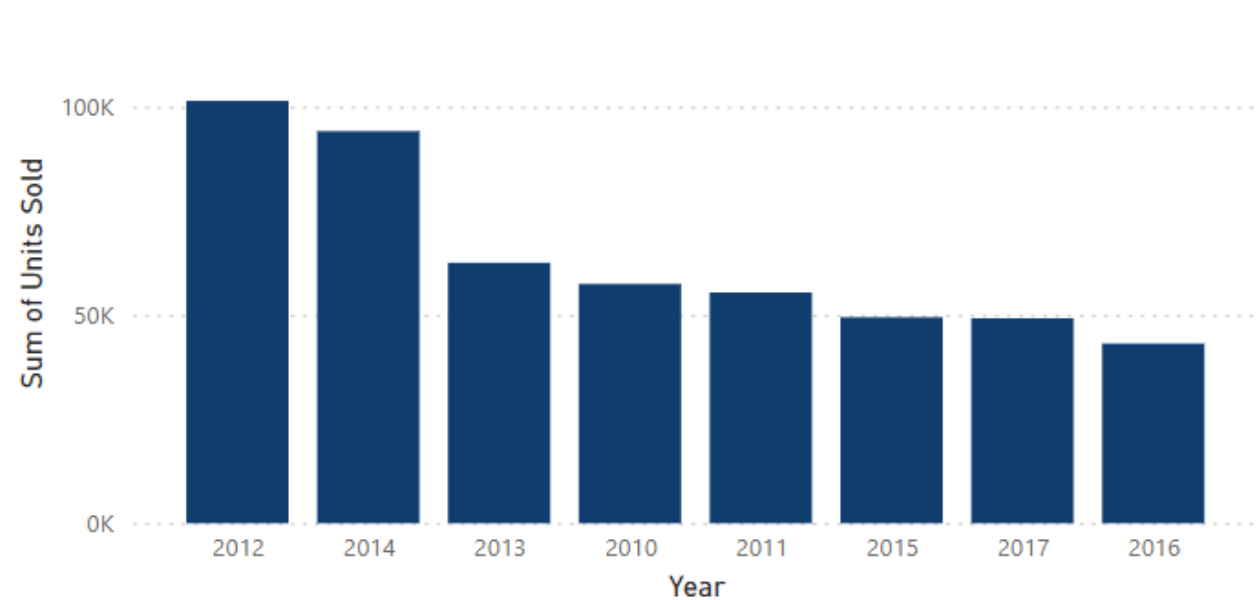
Sum of Total Profit by Year



Sum of Units Sold by Region



Sum of Units Sold by Year



Sales and Profit Predictor

Year

Region

Predict

Predicted units sold: 5919.5714285714785

Predicted profit: 1242922.2142857313



ABOUT THE PREDICTIVE SALES AND PROFIT MODEL

- This predictive model is designed to forecast sales and profit based on the input year and selected region. Utilizing simple linear regression, it provides a straightforward approach to predicting business performance trends. The model is deployed as a web application using Flask, making it accessible and easy to use from any device with an internet connection. Users can input a specific year and select a region to receive reliable predictions for sales and profit, aiding in strategic planning and decision-making.

DETAILED REPORT OF THE ANALYSIS FROM THE POWER BI DASHBOARDS AND THE PREDICTIVE MODEL REGION WISE

1.Sub-Saharan Africa Sales Performance:

Total Units Sold (2011-2018): 183,000 units Contribution to Total Sales: 35%

Profitability Analysis: Total Profit (2011-2018): \$12.18 million Profit Percentage: 27%

Item Type Analysis: Most Sold Item Type: Fruits Highest Profit Item Type: Household Items

Predictive Analysis for 2024: Projected Units Sold: 14,868 units Projected Profit: \$989,558

Recommendations: Expand Product Range: Focus on increasing the variety of fresh produce. Focus on Household Items: Capitalize on high-profit margins in this category. Optimize Supply Chain: Ensure robust logistics to meet demand.

2.Europe Sales Performance:

Total Units Sold (2011-2018): 98,000 units Contribution to Total Sales: 19%

Profitability Analysis: Total Profit (2011-2018): \$11.08 million Profit Percentage: 25.09%

Item Type Analysis: Most Sold Item Type: Cosmetics

Predictive Analysis for 2024: Projected Units Sold: 2,410 units Projected Profit: - \$556,263

Recommendations: Analyze Market Trends: Address reasons behind declining sales and profitability. Revamp Marketing Strategies: Target the cosmetics category more effectively. Cost Management: Implement strategies to reduce expenses and improve margins.

3. Australia and Oceania Sales Performance:

Total Units Sold (2011-2018): 68,325 units Contribution to Total Sales: 13.32%

Profitability Analysis: Total Profit (2011-2018): \$4.72 million Profit Percentage: 10%

Item Type Analysis: Most Sold Item Type: Beverages Highest Profit Item Type: Cosmetics

Predictive Analysis for 2024: Projected Units Sold: 3,385 units Projected Profit: - \$1,181,551

Recommendations: Market Trends Analysis: Investigate declining sales and profitability. Optimize Product Range: Introduce high-demand products to improve market performance. Customer Engagement: Boost loyalty and repeat purchases through enhanced engagement initiatives.

4.Asia Sales Performance:

Total Units Sold (2011-2018): 59,967 unitsContribution to Total Sales: 11.69%

Profitability Analysis:Total Profit (2011-2018): \$6.11 millionProfit Percentage:
13.84%

Item Type Analysis:Most Sold Item Type: ClothesHighest Profit Item Type:
Household Supplies

Predictive Analysis for 2024:Projected Units Sold: 5,919 unitsProjected Profit:
\$1,242,922

Recommendations:Expand Product Range: Focus on popular categories like clothes and household supplies.Supply Chain Optimization: Ensure product availability and minimize stockouts.

5. Middle East Sales Performance:

Total Units Sold (2011-2018): 49,000 units Contribution to Total Sales: 9.49%

Profitability Analysis: Total Profit (2011-2018): \$6.11 million Profit Percentage: 13%

Item Type Analysis: Most Sold and Most Profitable Item Type: Cosmetics

Predictive Analysis for 2024: Projected Units Sold: 2,410 units Projected Profit: - \$5,562

Recommendations: Market Analysis: Address declining sales and profitability.

Marketing Strategies: Reinvigorate sales in the cosmetics category. Cost

Management: Implement strategies to reduce expenses and improve margins.

6. Central America and Caribbean Sales Performance:

Total Units Sold (2011-2018): 35,771 units Contribution to Total Sales: 6.97%

Profitability Analysis: Total Profit (2011-2018): \$2.85 million Profit Percentage: 6.45%

Item Type Analysis: Most Sold and Most Profitable Item Type: Household Items

Predictive Analysis for 2024: Projected Units Sold: 21,224 units Projected Profit: \$2,620,602

Recommendations: Expand Product Range: Focus on household items to leverage high demand. Marketing Strategies: Develop targeted campaigns to boost sales.

Customer Engagement: Enhance initiatives to increase loyalty and repeat purchases.

7. North America Sales Performance

(2011-2018) Total Units Sold: 19,000 units
Contribution to Total Sales: 3.73%

Profitability Analysis Total Profit: \$1.46 million
Profit Percentage: 3.3%

Item Type Analysis
Most Sold and Most Profitable Item Type: Personal Care
Predictive Analysis for 2024
Projected Units Sold: 4,839 units
Projected Profit: \$1,169,379

Recommendations: Expand Product Range: Focus on personal care items to leverage high demand.
Marketing Strategies: Develop targeted campaigns to boost sales.
Customer Engagement: Enhance initiatives to increase loyalty and repeat purchases.

OVERALL SALES TRENDS

TOTAL UNITS SOLD (2011-2017): 494,063 UNITS

TOTAL PROFIT (2011-2017): \$43.05 MILLION

AVERAGE ANNUAL GROWTH RATE:

VARIED SIGNIFICANTLY BY REGION AND PRODUCT
CATEGORY.

SUB-SAHARAN AFRICA:

PERFORMANCE: STRONG SALES AND HIGH PROFITABILITY.

KEY INSIGHTS: HIGH DEMAND FOR FRUITS AND HOUSEHOLD ITEMS.

SIGNIFICANT CONTRIBUTION TO TOTAL SALES AND PROFITS.

STRATEGIC FOCUS: EXPANDING THE PRODUCT RANGE AND OPTIMIZING THE SUPPLY CHAIN COULD FURTHER ENHANCE GROWTH.

EUROPE:

PERFORMANCE: MODERATE SALES WITH DECLINING PROFITABILITY.

KEY INSIGHTS: HIGH SALES OF COSMETICS, BUT PROFITABILITY CHALLENGES INDICATE POSSIBLE MARKET SATURATION OR COST INEFFICIENCIES.

STRATEGIC FOCUS: ANALYZE MARKET TRENDS, REVAMP MARKETING STRATEGIES, AND IMPROVE COST MANAGEMENT TO REGAIN PROFITABILITY.

AUSTRALIA AND OCEANIA:

PERFORMANCE: MODERATE SALES WITH LOW PROFITABILITY.

KEY INSIGHTS: BEVERAGES SOLD WELL, BUT COSMETICS PROVIDED THE HIGHEST PROFIT MARGINS. STRATEGIC FOCUS: INVESTIGATE DECLINING SALES, OPTIMIZE THE PRODUCT RANGE, AND ENHANCE CUSTOMER ENGAGEMENT.

ASIA:

PERFORMANCE: MODERATE SALES WITH STABLE PROFITABILITY. KEY INSIGHTS: CLOTHES WERE THE MOST SOLD ITEMS, AND HOUSEHOLD SUPPLIES GENERATED SIGNIFICANT PROFITS. STRATEGIC FOCUS: FOCUS ON EXPANDING POPULAR CATEGORIES AND OPTIMIZING THE SUPPLY CHAIN FOR SUSTAINED

GROWTH.

MIDDLE EAST:

PERFORMANCE: LOW SALES WITH FLUCTUATING PROFITABILITY. KEY INSIGHTS: COSMETICS WERE THE MOST SOLD AND PROFITABLE, BUT RECENT TRENDS SHOW DECLINING PERFORMANCE. STRATEGIC FOCUS: CONDUCT MARKET ANALYSIS, REINVIGORATE SALES STRATEGIES, AND MANAGE COSTS TO IMPROVE MARGINS.

CENTRAL AMERICA AND THE CARIBBEAN: PERFORMANCE: LOW SALES BUT SIGNIFICANT PROFITABILITY FROM HOUSEHOLD ITEMS.

KEY INSIGHTS: HOUSEHOLD ITEMS WERE BOTH THE MOST SOLD AND THE MOST PROFITABLE. STRATEGIC FOCUS: EXPAND THE PRODUCT RANGE, DEVELOP TARGETED MARKETING CAMPAIGNS, AND ENHANCE CUSTOMER ENGAGEMENT TO INCREASE SALES.

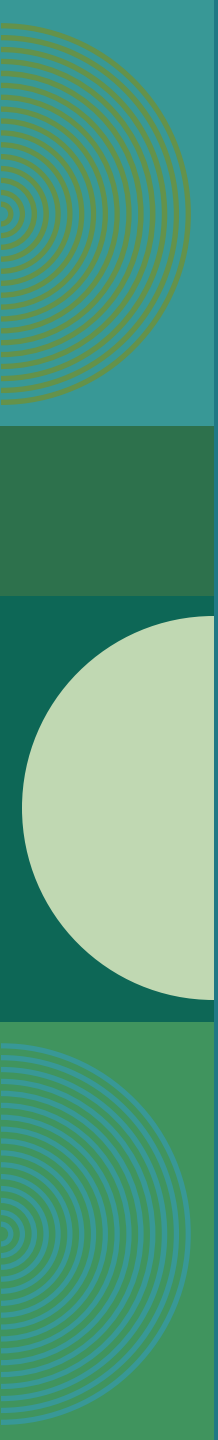
NORTH AMERICA: PERFORMANCE

LOW SALES BUT MODERATE PROFITABILITY FROM PERSONAL CARE ITEMS

KEY INSIGHTS: PERSONAL CARE ITEMS WERE BOTH THE MOST SOLD AND THE MOST PROFITABLE.

STRATEGIC FOCUS:

- EXPAND THE PRODUCT RANGE.**
- DEVELOP TARGETED MARKETING CAMPAIGNS.**
- ENHANCE CUSTOMER ENGAGEMENT TO INCREASE SALES.**



IN CONCLUSION, THIS SALES ANALYSIS PROVIDES VALUABLE INSIGHTS INTO REGIONAL PERFORMANCE, PROFITABILITY, AND FUTURE PROJECTIONS. BY EXAMINING KEY METRICS FROM 2011 TO 2018 AND LEVERAGING PREDICTIVE MODELS FOR 2024, WE'VE IDENTIFIED CRITICAL AREAS FOR IMPROVEMENT AND GROWTH OPPORTUNITIES. THE RECOMMENDATIONS—RANGING FROM MARKET TREND ANALYSIS AND PRODUCT RANGE OPTIMIZATION TO COST MANAGEMENT AND CUSTOMER ENGAGEMENT—OFFER ACTIONABLE STEPS TO ENHANCE SALES AND PROFITABILITY. IMPLEMENTING THESE STRATEGIES WILL POSITION THE BUSINESS FOR SUSTAINED SUCCESS AND COMPETITIVE ADVANTAGE IN DIVERSE MARKETS.

THANK YOU