**Storytelling:**

**Sales Performance Narrative:**

Amazon sales are trending strongly, with **YTD revenue at $2.30M** and **QTD at $573.83K**, confirming consistent momentum across quarters. Over **22K products sold** and **1.12 billion reviews** signal high engagement and market traction. Monthly and weekly sales charts show stable performance with seasonal peaks, suggesting predictable demand cycles.

**Category Insights:**

The **Home & Kitchen** category leads with **24.23% of total sales**, followed by **Toys & Games** and **Automotive**, each contributing over 14%. These top three categories account for more than **55% of total revenue**, indicating where brand focus and inventory depth should be prioritized. Lower-performing categories like **Books** and **Beauty & Personal Care** may require repositioning or bundling strategies to lift contribution.

**Product-Level Signals:**

Top-selling items like **Water Bottles** and **Car Accessories** show strong revenue and review volume, validating product-market fit. However, the review-to-sales ratio suggests potential overexposure or saturation—an opportunity to diversify SKUs or introduce premium variants.

**Decision Making:**

**Strategic Decisions:**

1. **Double down on Home & Kitchen and Toys & Games** with enhanced branding, sourcing efficiency, and review management.
2. **Optimize underperforming categories** through targeted promotions or product refreshes.
3. **Leverage review volume** to build trust signals in investor decks and justify expansion into adjacent niches.
4. **Introduce new SKUs** in high-performing categories to capture long-tail demand and reduce dependency on top sellers.