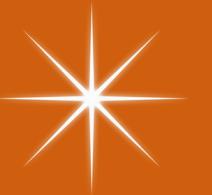




# amazon SALES REPORT

2010-  
2017

presented by  
**Fasil Feroz**





# INTRODUCTION

This report looks at Amazon sales data to understand how products are performing and what factors are influencing sales. By analyzing key details like total sales, popular products, customer preferences, and trends over time, the goal is to find insights that can help improve business decisions. The report will help identify opportunities to boost sales, manage inventory better, and improve marketing strategies, ultimately supporting Amazon's growth and success.



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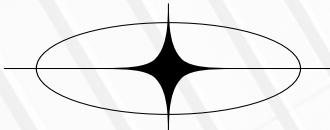
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# OBJECTIVE

The objective of the project is to analyze Amazon Sales data to uncover trends, assess product performance, and understand customer preferences. It will help to reveal flaws in the business model or in the way that one is going about conducting business. By evaluating key metrics like sales volume, pricing, and inventory levels, the goal is to optimize marketing, and drive profitability through data-driven decisions.





# PROBLEM STATEMENT



Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Sales management today is the most important function in a commercial and business enterprise. Do ETL: Extract-Transform-Load some Amazon dataset and find for me Sales-trend -> month-wise, year-wise, yearly\_month-wise. Find key metrics and factors and show the meaningful relationships between attributes.





# DETAILS OF DATA

## TOTAL REVENUE BASED ON YEAR

2010 is the year where total revenue generated the most. 2011 is the year with least total revenue.

## AVERAGE PROFIT IN REGION-WISE

'Middle East and North Africa' has the most profit compared to other regions.

## TOTAL PROFIT BASED ON YEAR

2012 is the best year among 2010-2017 in terms of total profit.



## TOTAL REVENUE BY MONTH

On the month of February, Total revenue of the company is the highest. August, March and June has the least revenue respectively in this timeframe (2010-2017).

## PROFIT PER YEAR

2010 has the highest profit and the profit margin suddenly went to the flop state on the year 2011. After that, the profit has been readjusted to built the decent ratio in the years 2012 and 2013 and stills faces a minor downfall in the next two years i.e, 2014 and 2015.

## TOTAL REVENUE BY SALES CHANNEL

Total Revenue is mostly acquired with the help of offline channel. Also, there is not that much variation between offline and online modes.

## TOTAL REVENUE BY ITEM TYPE

'Household' products generates more revenue. 'Cosmetics' products has also gives a tight competition to the 'Household' products. 'Fruits' category is on the bottom of list. 'Personal Care' and 'Beverages' has also has the least amount of total revenue generated, but comparatively higher than the 'Fruits' category.

## UNITS SOLD BY YEAR AND MONTH

July 2012 and October 2014 are the highest among the list as these are the only two points which crosses the checkpoint of 20,000 units sold. May 2010, November 2011, February 2012, September 2012, July 2013, February 2017, May 2017 : These are the values which performs decent in this time range which lies in between the range of 15,000 and 20,000 units sold. June 2011 is the least performed month and year on the basis of units sold.

## UNITS SOLD BY REGIONS

By considering all the 7 regions, 'Sub-Saharan Africa' lonely makes a huge superiority than others which sold 35.7% of total units. 'Europe' is the second most among the list which comprises of 19.1% of total units sold. 'Australia and Oceania' and 'Asia' is the next on the list where they sold 13.3% and 11.7% of units respectively. 'North America' is the region where the units are sold least. Only 3.7% of total units are sold in this region.

## TOTAL PROFIT BY SALES CHANNEL

Total Profit is mostly acquired with the help of offline mode (56.4%) and the other profit has acquired through online sales channel (43.6%).

# MAIN KPI'S



**TOTAL REVENUE - 137.35M**

**TOTAL ITEMS SOLD - 12**

**MOST SOLD ITEMS BY SALES CHANNEL (OFFLINE) - HOUSEHOLD**

**MOST SOLD ITEMS BY SALES CHANNEL (ONLINE)- COSMETICS**

**LEAST SOLD ITEMS BY SALES MODE (OFFLINE) - CEREAL**

**LEAST SOLD ITEMS BY SALES MODE (ONLINE)- HOUSEHOLD**

**MOST EXPENSIVE ITEM - HOUSEHOLD**

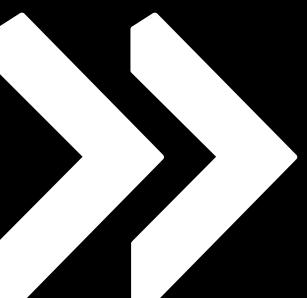
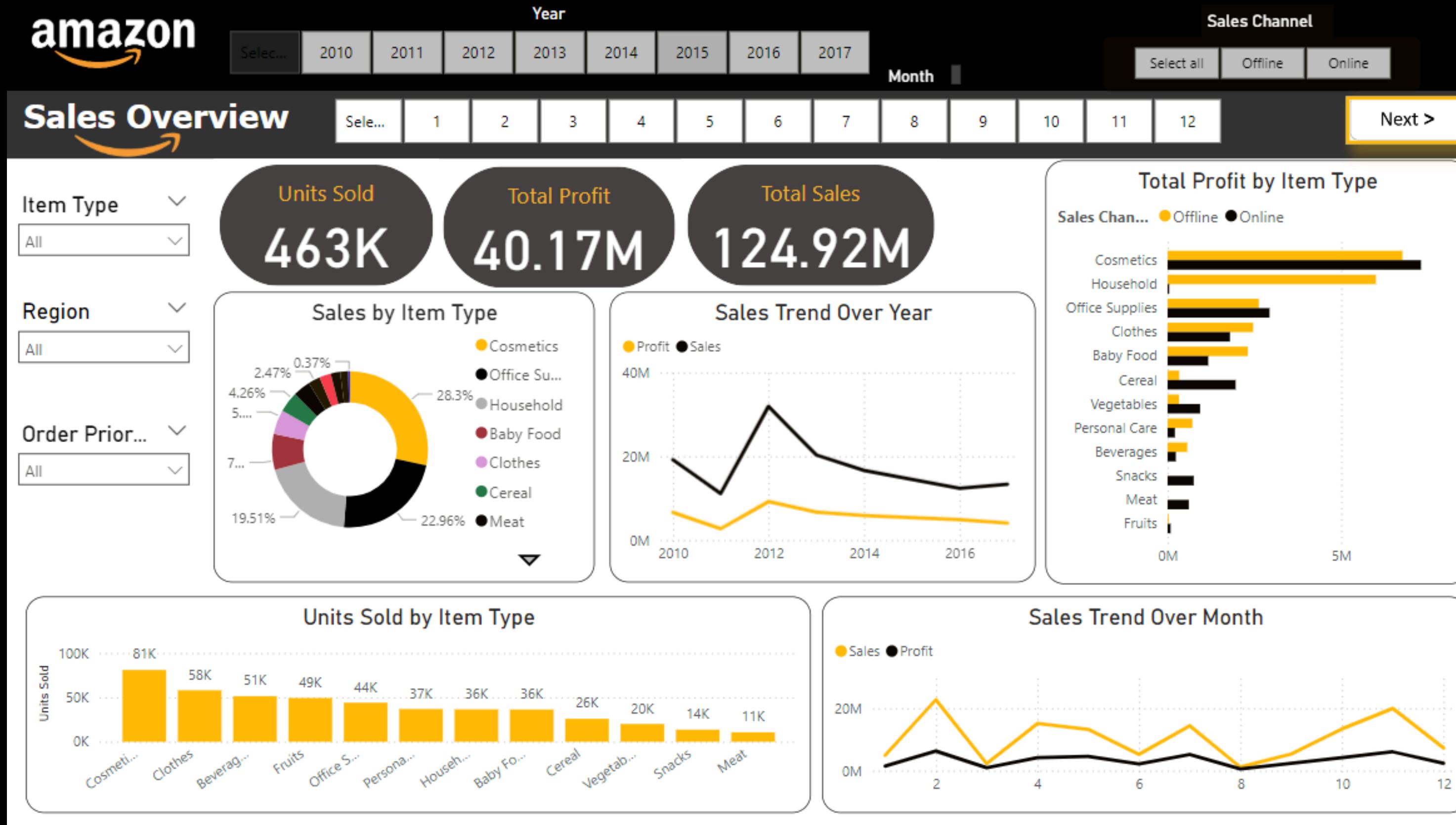
**CHEAPEST ITEM - FRUITS**

**MOST GROSS PROFIT MARGIN ITEM - COSMETICS**

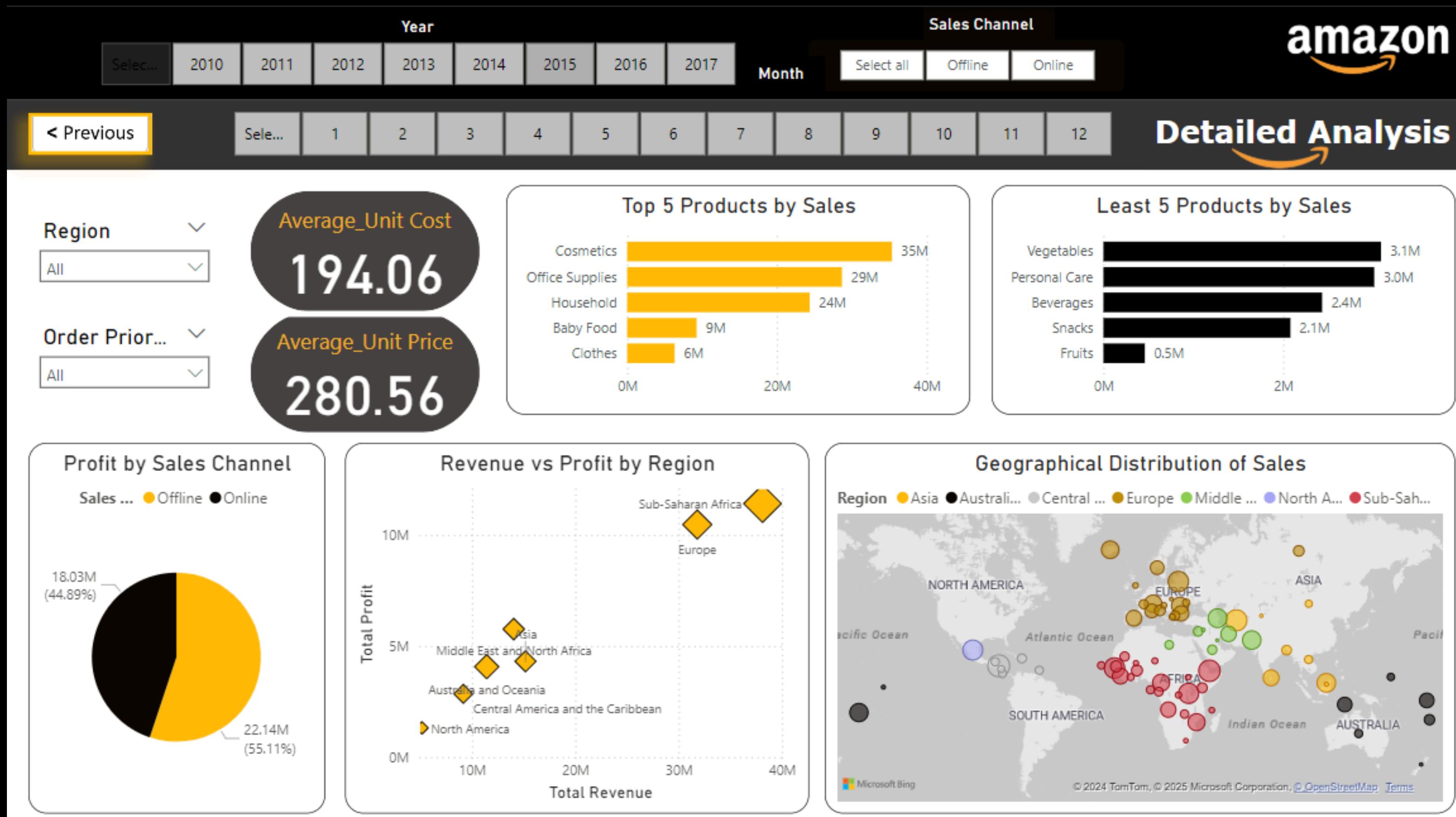
**LEAST GROSS PROFIT MARGIN ITEM - FRUITS**

# MY DESIGN - DASHBOARD

amazon



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# THANK YOU!