AMAZON SALES AND INSIGHT REPORT

FROM
2010
TO
2017
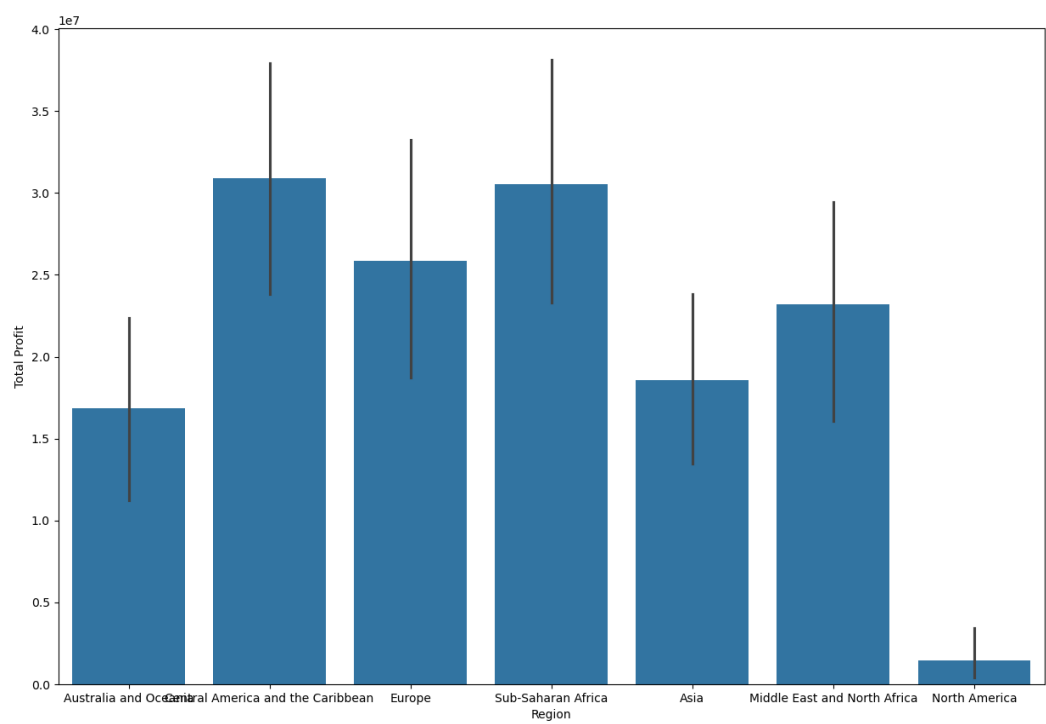
REGIONAL SALES PERFORMANCE OVERVIEW

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Region
Central America and the Caribbean        30919794.25
Sub-Saharan Africa                       30523195.40
Europe                                   25859336.63
Middle East and North Africa             23217315.74
Asia                                     18563244.91
Australia and Oceania                    16836309.61
North America                             1457942.76
```


1. **Central America and the Caribbean** lead the sales figures with a total profit of $30,919,794.25, reflecting strong market demand and sales strategies in the region.

2. **Sub-Saharan Africa** follows closely, generating $30,523,195.40 in sales. This highlights the region's growing market potential and expanding customer base.

3. **Europe** ranks third with $25,859,336.63 in sales, benefiting from a well-established market infrastructure and high consumer spending.

4. **Middle East and North Africa** have shown robust sales, totalling $23,217,315.74, indicating a solid presence and potential for further growth.

5. **Asia**, with sales of $18,563,244.91, shows promising developments, though it lags behind larger markets, which may suggest opportunities for increased market penetration.

6. **Australia and Oceania** report sales of $16,836,309.61, reflecting a moderate market size but consistent performance.

7. **North America**, despite being a significant economic region, reports a surprisingly low sales total of $1,457,942.76, suggesting a need for strategic re-evaluation and potential market challenges.

UNITS SOLD BY REGION AND SALES CHANNEL

```
Region
Sub-Saharan Africa                 263670
Europe                             163217
Central America and the Caribbean  159451
Middle East and North Africa       125584
Australia and Oceania              121696
Asia                               114815
North America                       19143
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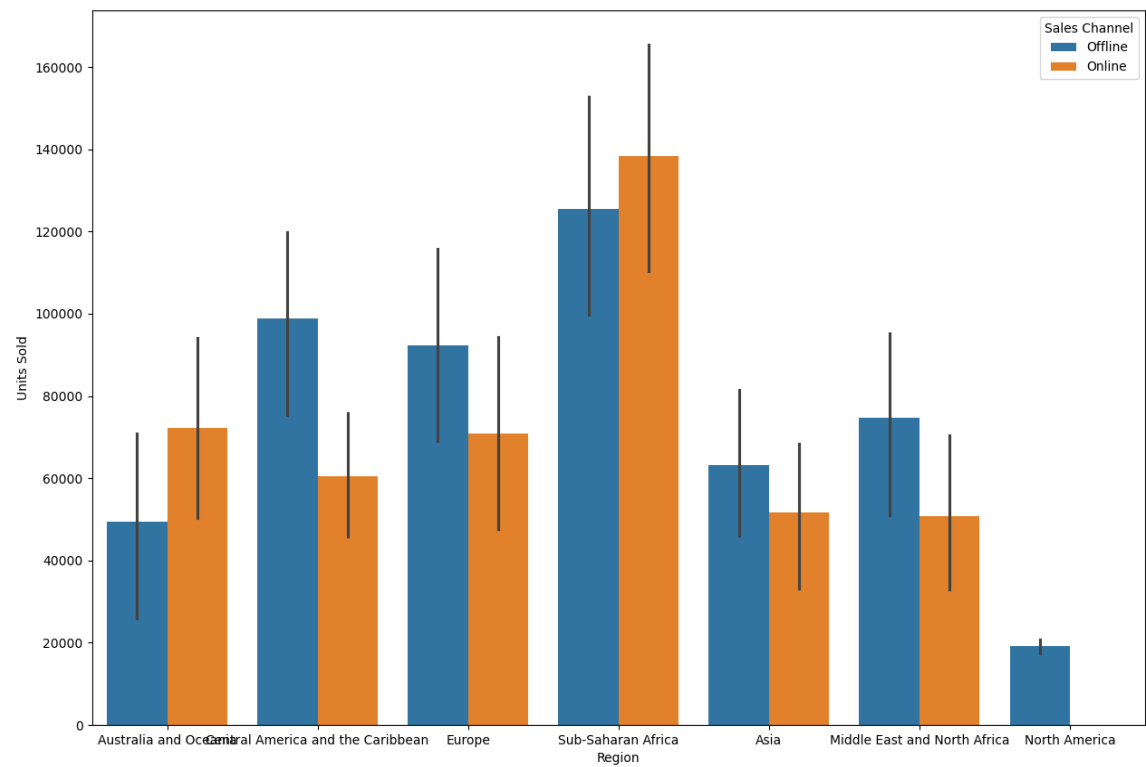

1. **Sub-Saharan Africa** tops the list with **263,670 units sold**, reflecting the region's strong consumer demand. This may

indicate the success of both online and offline sales channels in penetrating the market.

2. **Europe** follows with **163,217 units sold**, showcasing a stable market. The region's well-established e-commerce infrastructure and retail network likely contribute to these solid sales figures.

3. Central America and the Caribbean report **159,451 units sold**, a close third. The region's sales are likely driven by a mix of direct and distribution channels, highlighting the importance of local partnerships.

4. Middle East and North Africa show **125,584 units sold**, signalling growth in consumer purchasing power and a steady increase in market demand. Both online and traditional retail channels are critical for reaching this diverse market.

5. Australia and Oceania report **121,696 units sold**, reflecting a consistent market performance. This region likely benefits from a strong direct-to-consumer approach, with online sales playing a key role.

6. Asia, with **114,815 units sold**, indicates a large but competitive market. The region's growth potential is significant, though success may depend heavily on the adoption of new sales channels and technology-driven marketing strategies.

7. **North America**, with only **19,143 units sold**, presents a challenge. The low sales figures suggest that current sales channels may need re-evaluation or improvement. A deeper analysis of consumer behaviour and market preferences is necessary to identify the right strategies for growth.

SALES CHANNELS:

1. **Online Sales Channels**: Regions like Europe, Asia, and Australia and Oceania likely benefit from the widespread adoption of online sales. Investing further in e-commerce could lead to growth in unit sales.

2. **Traditional Retail**: Sub-Saharan Africa and Central America and the Caribbean might still rely heavily on traditional retail networks, indicating the potential for growth in digital channels as internet penetration increases.

3. **Direct Sales and Partnerships**: In regions like the Middle East and North Africa, a combination of direct sales and partnerships with local distributors appears to be working well. Expanding partnerships may further boost unit sales in these regions.

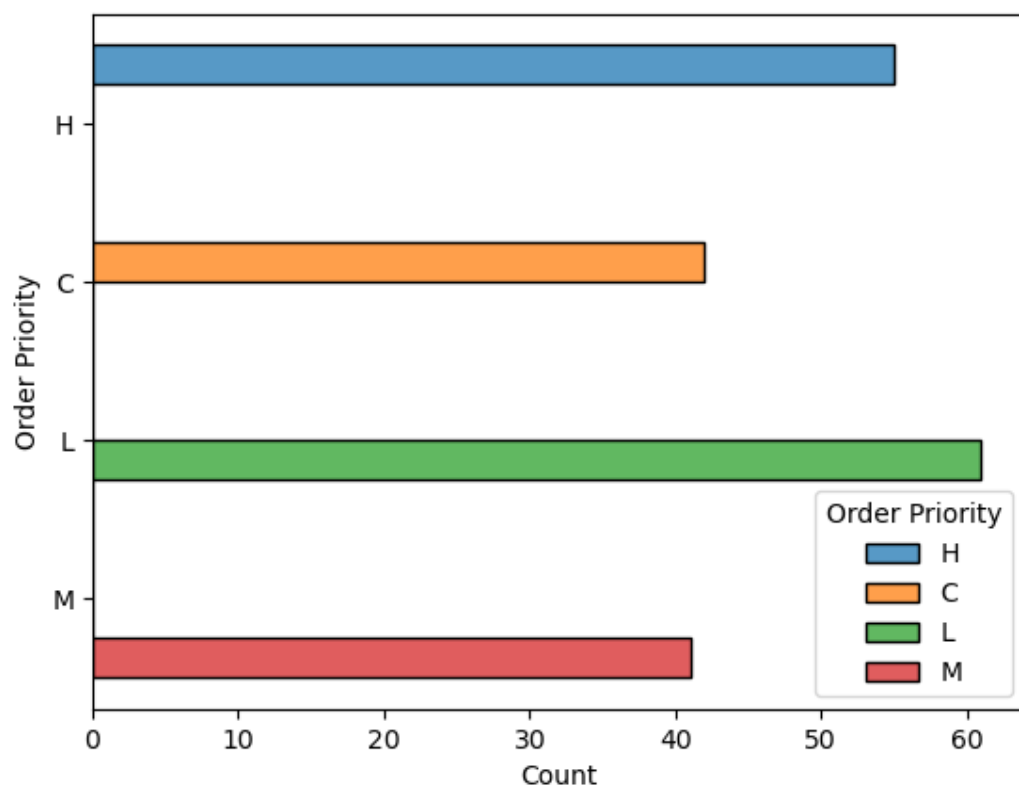# Distribution of Order Priorities with Categorical Differentiation

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Order Priority
L      61
H      55
C      42
M      41
```


1. **Supply Chain Efficiency**: The relatively high numbers of low and medium-priority orders suggest that most clients plan ahead

and can rely on regular delivery schedules, minimizing the need for expedited shipments.

2. **Operational Focus**: The significant presence of high and critical priority orders indicates that a portion of the business is driven by urgent needs. Prioritizing resources towards fulfilling these orders swiftly is essential to maintaining customer satisfaction and trust.

3. **Customer Segmentation**: Understanding the different priority categories also reveals potential customer segments. Customers with critical or high-priority orders may require special attention or tailored services, while those with low or medium priorities may benefit from standard offerings.

REGIONAL DISTRIBUTION OF ORDER PRIORITIES

The table below highlights the distribution of order priorities—Critical (C), High (H), Low (L), and Medium (M)—across different regions, providing insight into the operational focus and demand urgency in each region.

Order Priority	C	H	L	M
Region				
Asia	17420.0	22911.0	41287.0	33197.0
Australia and Oceania	53123.0	48767.0	12390.0	7416.0
Central America and the Caribbean	58661.0	23563.0	56122.0	21105.0
Europe	52489.0	40976.0	39744.0	30008.0
Middle East and North Africa	5731.0	35024.0	58221.0	26608.0
North America	6954.0	NaN	6422.0	5767.0
Sub-Saharan Africa	43581.0	77936.0	89961.0	52192.0

Total Units Sold by Region and Order Priority (Stacked)
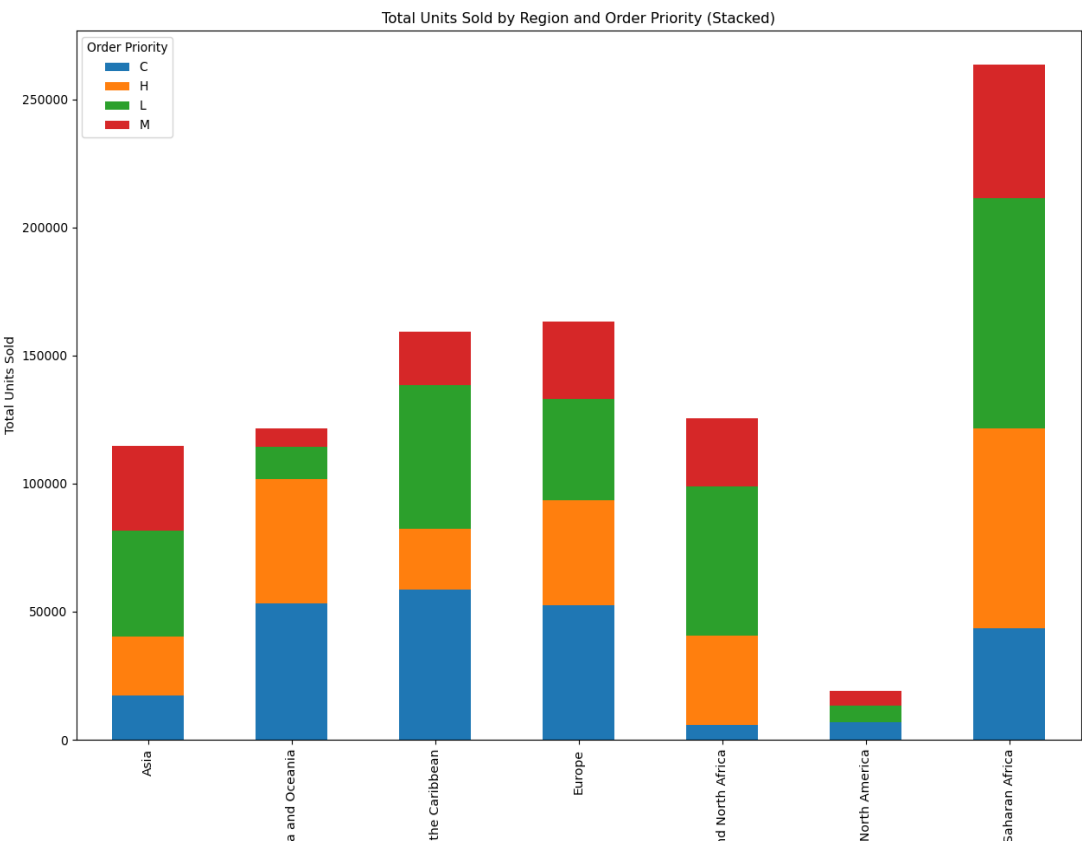
<u>Insights from the above data:</u>

1. **Sub-Saharan Africa** shows a significant demand for both routine and urgent deliveries, suggesting a need for flexible fulfilment strategies.

2. **Asia and Europe** tend to rely more on low and medium-priority orders, which may reflect more predictable consumer demand and stable logistics.

3. **Australia and Oceania and Central America and the Caribbean** lean heavily on critical and high-priority orders, requiring a focus on faster processing times.

DISTRIBUTION OF ITEM TYPES

Distribution of Item Types
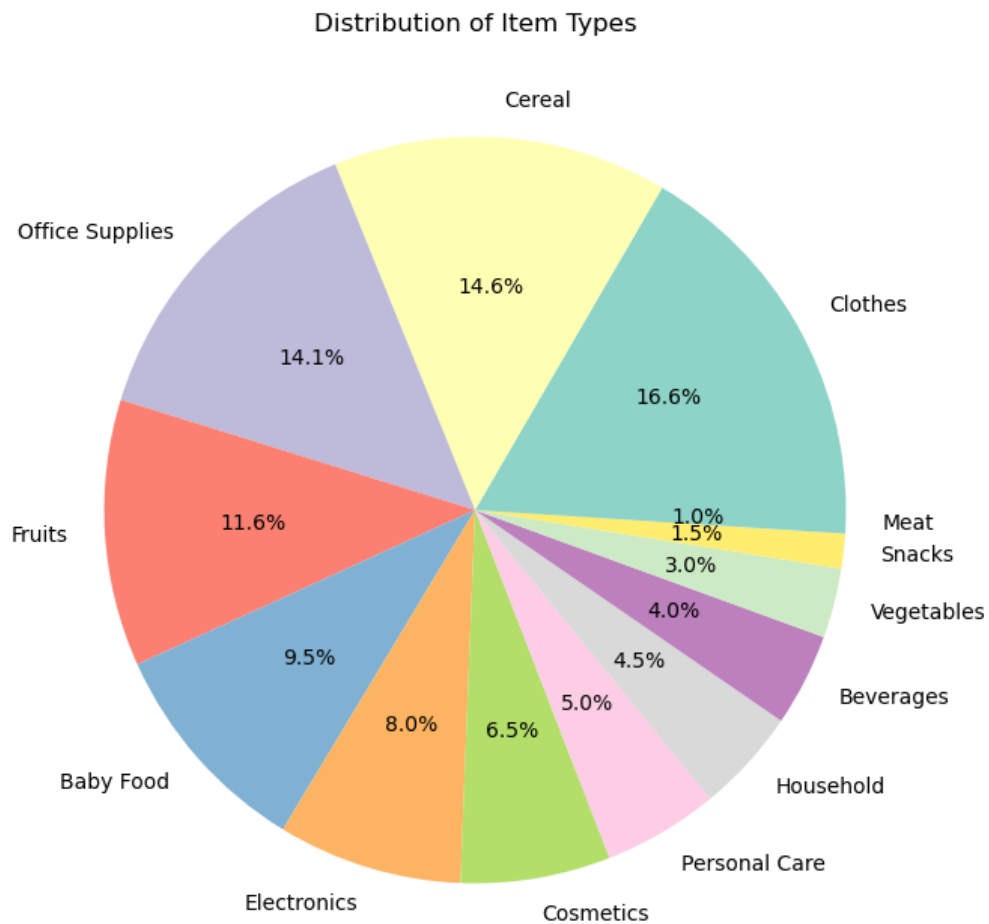
The distribution of item types shows a diverse range of consumer preferences, with clothes and essential items like cereal and office supplies being the most prominent categories. Products like baby food and electronics maintain a solid market presence, while items like meat and snacks represent smaller, more specific consumer needs.

This data helps businesses identify high-demand products and adjust inventory or marketing efforts accordingly.

REGION VS SALES CHANNEL

Sales Channel	Asia	Australia and Oceania	Central America and the Caribbean	Europe	Middle East and North Africa	North America	Sub-Saharan Africa
Offline	14	10	16	18	14	3.0	29
Online	11	16	12	16	13	NaN	27

Digital Transformation:

While Offline channels remain dominant, the increasing parity between Online and Offline sales in several regions suggests that companies should invest in digital transformation to further grow their Online presence, especially in emerging markets like Asia and Central America and the Caribbean.

Focus on North America:

The absence of Online sales data in North America could represent an untapped opportunity. Companies should explore why Online sales lag and work on enhancing their e-commerce platforms in this region.

Targeted Offline Strategies:

In regions like Sub-Saharan Africa, where Offline sales dominate, businesses should continue investing in traditional retail infrastructure while simultaneously planning for gradual digital integration to capture both market segments.

Balanced Approach in Europe and Middle East:

Given the balanced distribution of sales channels in Europe and Middle East, companies should maintain a dual-channel strategy, focusing on improving customer experience in both physical stores and online platforms to cater to diverse consumer preferences.

TOP 5 COUNTRIES WITH HIGHEST PROFITS

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Country
Rwanda                    17196689.13
Brazil                    14481097.02
Sao Tome and Principe     13978619.95
France                    12243146.07
Egypt                     11485188.00
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TOP COUNTRY IN EACH REGION BY TOTAL PROFITS

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Asia                               | Top Country: France                | Total Profit: $2,662,021.44
Australia and Oceania              | Top Country: Rwanda                | Total Profit: $6,936,054.84
Central America and the Caribbean  | Top Country: Sao Tome and Principe | Total Profit: $5,589,382.50
Europe                             | Top Country: India                 | Total Profit: $3,920,398.56
Central America and the Caribbean  | Top Country: Sao Tome and Principe | Total Profit: $5,589,382.50
North America                      | Top Country: Mexico                | Total Profit: $1,457,942.76
Sub-Saharan Africa                 | Top Country: Brazil                | Total Profit: $5,372,616.60
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COUNTRIES IN EACH REGION WITH LEAST TOTAL PROFITS

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Asia                               | Country: Kyrgyzstan   | Total Profit: $7,828.12
Australia and Oceania              | Country: New Zealand  | Total Profit: $5,270.67
Central America and the Caribbean  | Country: Nicaragua    | Total Profit: $127,722.96
Europe                             | Country: Slovakia     | Total Profit: $10,795.23
Central America and the Caribbean  | Country: Nicaragua    | Total Profit: $127,722.96
North America                      | Country: Mexico       | Total Profit: $1,457,942.76
Sub-Saharan Africa                 | Country: Lesotho      | Total Profit: $23,150.46
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Item Type / Region	Baby Food	Beverages	Cereal	Clothes	Cosmetics	Electronics	Fruits	Household	Meat	Office Supplies	Personal Care	Snacks	Vegetables
Asia	6568.500000	0.000000	4378.833333	4551.000000	6952.000000	2353.000000	4218.50	6040.000000	0.0	5859.000000	4901.0	0.0	1928.000000
Australia and Oceania	6006.000000	9384.000000	2643.500000	5961.500000	9654.000000	3029.666667	4734.20	0.000000	5908.0	2818.200000	0.0	0.0	0.000000
Central America and the Caribbean	6934.500000	8156.000000	5707.000000	7117.666667	1705.000000	4354.600000	6231.50	8974.000000	0.0	4585.750000	6409.0	2225.0	0.000000
Europe	5662.166667	4892.000000	0.000000	4824.700000	6020.000000	1141.000000	7328.00	2397.500000	0.0	5583.750000	2671.5	0.0	171.000000
Middle East and North Africa	4545.333333	0.000000	6516.333333	5129.750000	7871.666667	3670.666667	2154.00	0.000000	0.0	2311.333333	0.0	0.0	0.000000
North America	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.00	6954.000000	0.0	0.000000	6094.5	0.0	0.000000
Sub-Saharan Africa	5645.000000	6666.666667	3591.222222	3982.000000	5846.000000	3306.500000	5606.75	3974.666667	4767.0	4337.000000	4966.5	5706.0	5341.333333

1. Diversity of Product Demand Across Regions:

Asia:

High demand for cosmetics and baby food, with a noticeable absence of demand for beverages and meat.

Australia and Oceania:

A balanced demand across various categories with a strong preference for cosmetics and beverages.

Central America and the Caribbean:

High demand for household items and beverages, indicating a focus on daily necessities.

Europe:

Significant demand for fruits and cosmetics, suggesting a preference for personal care and health-related products.

Middle East and North Africa:

Strong demand for cosmetics and cereal, with no recorded demand for beverages, meat, or snacks.

North America:

An outlier with limited demand spread, showing only notable demand for household items and personal care products.

Sub-Saharan Africa:

Broad demand across multiple categories, with notable interest in snacks, vegetables, and beverages.

2. **Product Category Insights**:

Cosmetics:

High demand across most regions, especially in Australia, Oceania, and the Middle East and North Africa. This could indicate a growing market for beauty and personal care products in these regions.

Household Items:

Consistently in demand across regions, particularly in Central America, the Caribbean, and Asia, indicating that these regions may prioritize home-related purchases.

Beverages and Meat:

Demand varies significantly, with some regions like Asia and the Middle East having no recorded demand. This could reflect cultural differences or regional availability of these products.

Electronics:

Demand is present but not dominant, with Central America, the Caribbean, and the Middle East showing relatively higher interest compared to other regions.

3. Regional Focus and Potential Market Strategies:

North America:

The lack of diversity in product demand suggests a market that might be highly specialized or saturated, with fewer opportunities for new product categories.

Sub-Saharan Africa:

The wide range of product demand indicates a versatile market with potential growth opportunities across various sectors, especially in food, household, and personal care products.

Asia and Europe:

Both regions show strong and diverse demand, making them strategic markets for expanding product lines, particularly in cosmetics, household, and food categories.

4. Market Gaps and Opportunities:

Middle East and North Africa:

The absence of demand in certain categories like beverages and snacks could suggest either a market gap or a cultural preference that could be explored further.

Europe's Lack of Cereal Demand:

The absence of demand for cereals in Europe might indicate dietary preferences or the dominance of other breakfast foods.

5. Cultural Influences:

The variation in demand for specific products such as meat and vegetables across regions could be influenced by cultural, dietary, and economic factors, which should be considered when planning market strategies.

ASIA

ASIAN COUNTRIES

Country	Total Profit	Units Sold
Brazil	2144734.02	9449.0
Egypt	2060297.46	9077.0
France	1331010.72	5864.0
Sri Lanka	1208744.24	6952.0
Germany	939470.22	4139.0
Myanmar	901385.85	7090.0
Brunei	846885.00	6708.0
Rwanda	748012.59	3295.5
Turkmenistan	633629.20	4420.0
Bangladesh	606834.72	8263.0
Russia	582657.66	2567.0
Tuvalu	498675.06	2197.0
Sao Tome and Principe	470983.50	2075.0
Grenada	312437.97	1376.5
Laos	235601.16	3732.0
Mongolia	122819.06	4901.0
Malaysia	15103.47	6267.0
Kyrgyzstan	7828.12	124.0

Item Type Country	Baby Food	Cereal	Clothes	Cosmetics	Electronics	Fruits	Household	Office Supplies	Personal Care	Vegetables
Bangladesh	0.00	0.00	606834.72	0.00	0.00	0.00	0.0	0.0	0.00	0.00
Brazil	0.00	2144734.02	0.00	0.00	0.00	0.00	0.0	0.0	0.00	0.00
Brunei	0.00	0.00	0.00	0.00	0.00	0.00	0.0	846885.0	0.00	0.00
Egypt	2060297.46	0.00	0.00	0.00	0.00	0.00	0.0	0.0	0.00	0.00
France	0.00	1419986.88	1242034.56	0.00	0.00	0.00	0.0	0.0	0.00	0.00
Germany	0.00	939470.22	0.00	0.00	0.00	0.00	0.0	0.0	0.00	0.00
Grenada	0.00	372928.14	251947.80	0.00	0.00	0.00	0.0	0.0	0.00	0.00
Kyrgyzstan	0.00	0.00	0.00	0.00	0.00	0.00	0.0	0.0	0.00	7828.12
Laos	0.00	0.00	0.00	0.00	0.00	0.00	0.0	0.0	0.00	235601.16
Malaysia	0.00	0.00	0.00	0.00	0.00	15103.47	0.0	0.0	0.00	0.00
Mongolia	0.00	0.00	0.00	0.00	0.00	0.00	0.0	0.0	122819.06	0.00
Myanmar	0.00	0.00	435499.20	0.00	0.00	0.00	1367272.5	0.0	0.00	0.00
Russia	0.00	582657.66	0.00	0.00	0.00	0.00	0.0	0.0	0.00	0.00
Rwanda	921538.80	0.00	0.00	0.00	574486.38	0.00	0.0	0.0	0.00	0.00
Sao Tome and Principe	0.00	0.00	449420.40	0.00	0.00	492546.60	0.0	0.0	0.00	0.00
Sri Lanka	0.00	0.00	0.00	1208744.24	0.00	0.00	0.0	0.0	0.00	0.00
Turkmenistan	0.00	0.00	0.00	0.00	0.00	0.00	634745.9	632512.5	0.00	0.00
Tuvalu	0.00	503668.62	0.00	0.00	493681.50	0.00	0.0	0.0	0.00	0.00

Dominant Product Categories by Country:

Egypt:

Significant demand for baby food, indicating a large market for infant nutrition products.

Brazil and France:

High demand for cereal, which could suggest a preference for grain-based products in these regions.

France:

Additionally shows a substantial demand for clothes, highlighting a strong textile and apparel market.

Rwanda:

Notable demand for baby food, similar to Egypt, suggesting a focus on young demographics.

### Sao Tome and Principe:

High demand for clothes and office supplies, indicating a market driven by apparel and business-related products.

Market Prioritization:

France and Brazil show diverse product demand, making them key markets for companies looking to expand across multiple product categories.

Countries like Kyrgyzstan, Laos, and Turkmenistan exhibit focused demand in specific categories, offering opportunities for targeted marketing and product development.

# AVERAGE SHIPPING TIME IN ASIA OVER THE YEARS

Average Shipping Time by Year in Asia Region
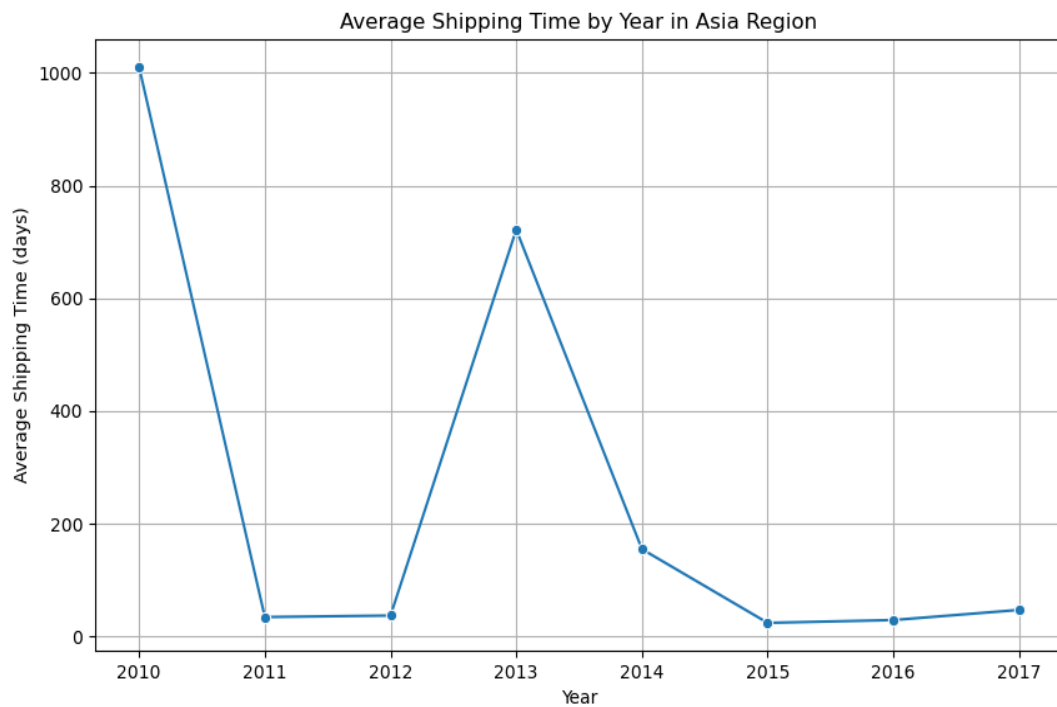
INSIGHT:

It is clear that the average shipping time has been decreasing over the years. In 2010, the average shipping time was over 1000 days, and it has decreased to around 30 days in 2017. This suggests that shipping times have become much faster and more efficient over time.

TOTAL PROFITS IN EACH REGION OVER THE YEARS
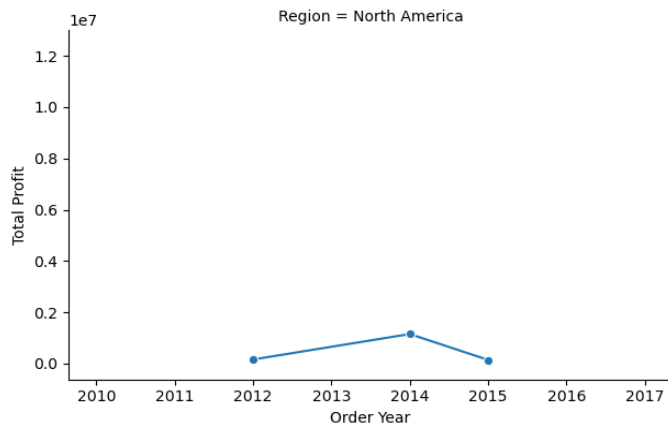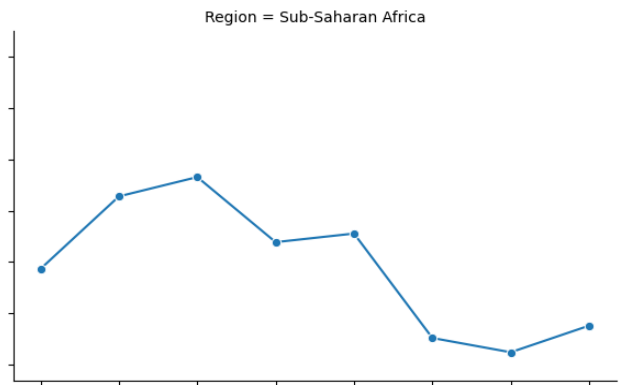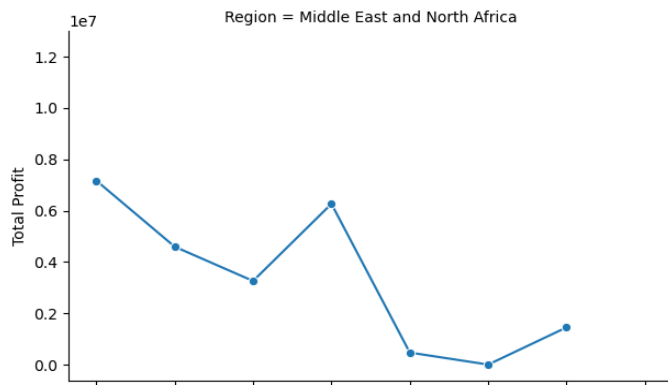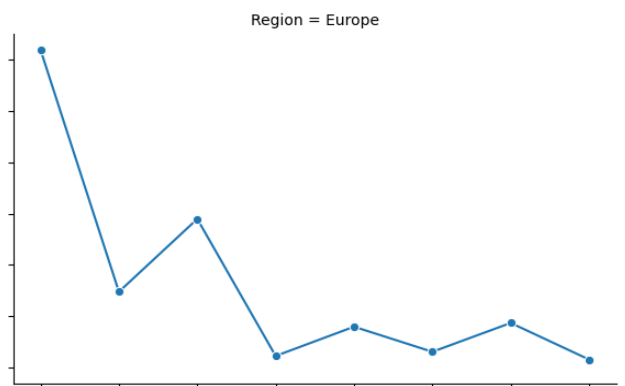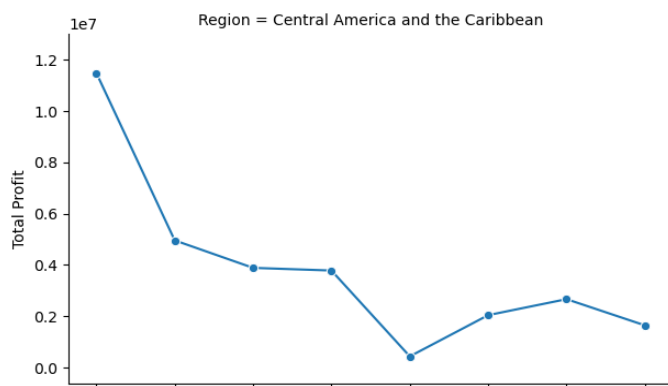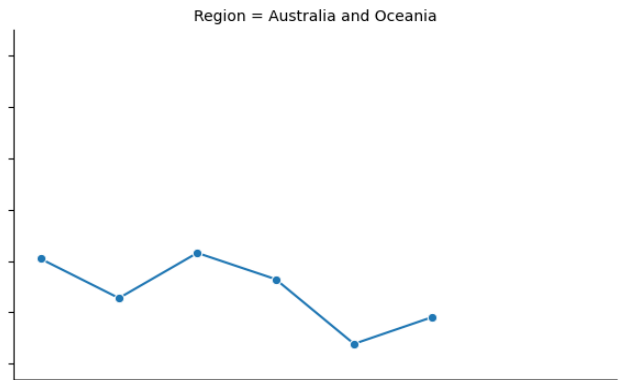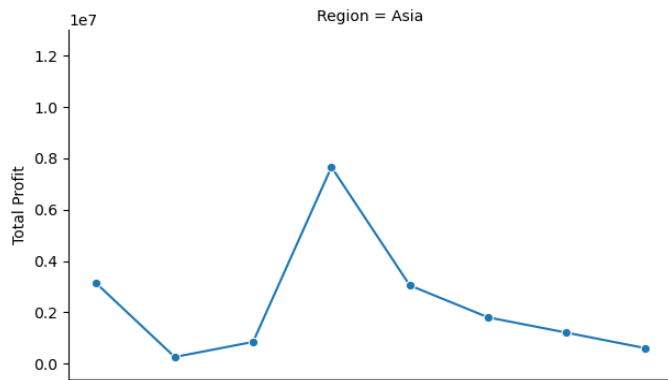
Overall Trends:

Declining Profits: Most regions experienced a general decline in total profits over this period, suggesting a potential downturn in the overall market or difficulties in specific regional markets.

Regional Variation: The extent of the decline and the overall profit levels differ significantly between regions, indicating varying market dynamics and economic conditions.

Notable Patterns by Region:

Asia: Strong early performance followed by a steady decline.

Australia and Oceania: Fluctuations, with a peak in 2012 and a relatively low point in 2014.

Central America and the Caribbean: A sharp decline from 2010 to 2013, followed by a slow rebound.

Europe: A significant drop in 2011, followed by a recovery and then another downturn.

Middle East and North Africa: A peak in 2012 followed by a steep decline.

Sub-Saharan Africa: A gradual increase from 2010 to 2012, then a decline and a final rise in 2017.

North America: A slight increase from 2012 to 2014, followed by a sharp decline.

Potential Areas for Investigation:

Specific Factors for Declines: Investigate why certain regions experienced such pronounced profit decreases. Economic recessions, political instability, changes in consumer behaviour, or competitive pressures could be factors.


Relative Resilience: Explore why some regions (like Sub-Saharan Africa in the latter half of the period) were more resilient in maintaining or even increasing their profits. This might point to emerging markets or industry sectors showing growth.

Comparative Analysis: Compare these trends with overall economic data for each region to identify correlations and determine if the profit patterns are influenced by larger macroeconomic factors.

Industry-Specific Insights: Focus on specific industries within each region to understand if there are sectors driving profit growth or decline.

Future Projections: Analyse the available data to create potential future projections for each region, considering historical trends, current market conditions, and anticipated economic shifts.

TOTAL REVENUE OVER THE YEARS
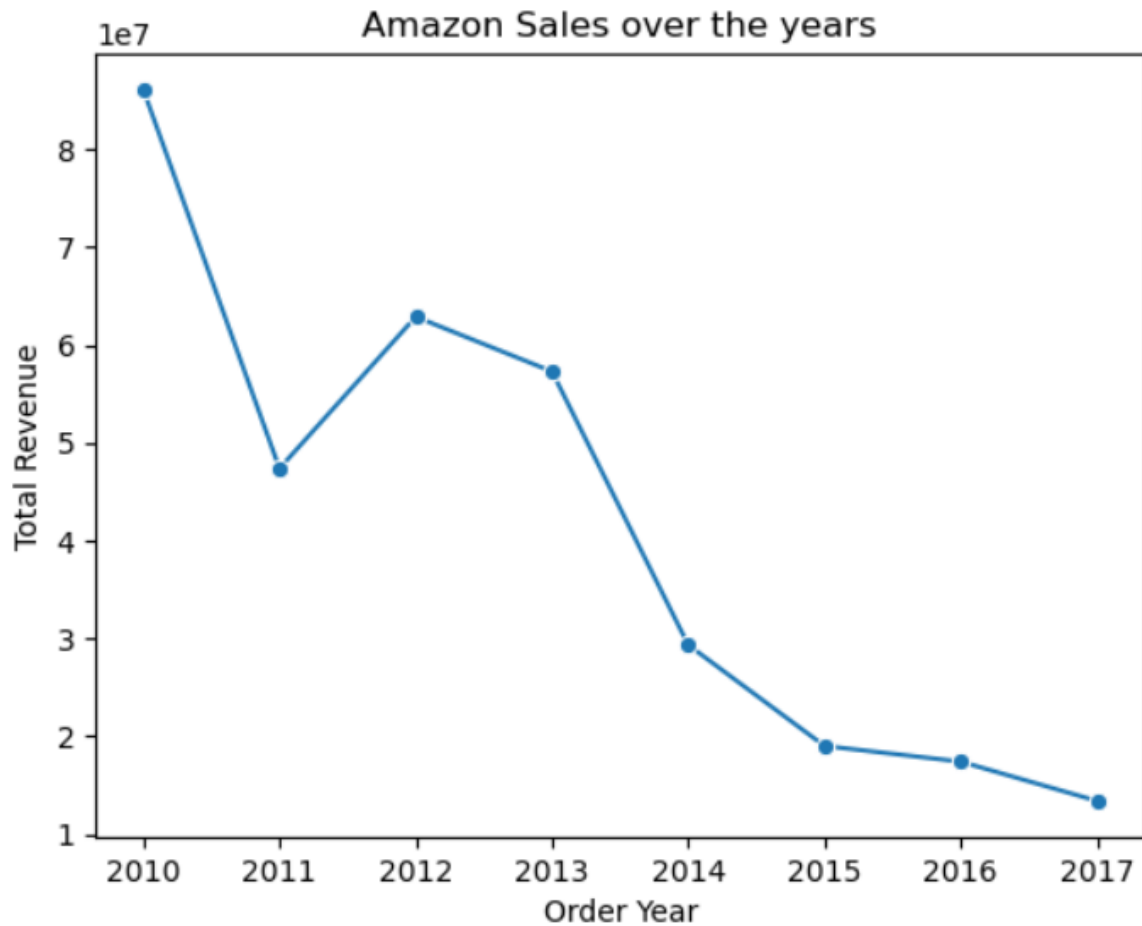
The sales were highest in 2010 and then declined steadily over the years. This indicates a trend of decreasing sales for Amazon over the period. The possible reasons for this decline could be many, including:

Increased competition: Amazon faces intense competition from other online retailers, as well as from traditional brick-and-mortar stores.

Shifting consumer preferences: Consumers are increasingly shopping online, but they are also becoming more discerning about where they

buy their goods. This means that Amazon needs to work harder to attract and retain customers.