

Amazon Sales Dashboard – Insights



Summary

- The Amazon Sales dashboard provides a comprehensive overview of sales performance across time, product categories, and customer engagement.
- Total year-to-date (YTD) sales amount to **\$2.18M**, with **QTD sales of \$811K**, reflecting strong revenue generation.
- A total of **27.75K products sold** and **19.42M customer reviews** indicate high demand and strong customer interaction.
- Sales trends show noticeable growth during festive and year-end months, highlighting seasonal buying behavior.

Key Business Insights

Product Performance

Sales by Product category			
Product Category	QTD Sales	YTD Sales	% YTD Sales
Camera	\$188,381	\$492,521	22.62%
Car Accessories	\$91,359	\$237,290	10.90%
Men Clothes	\$136,700	\$357,644	16.42%
Men Shoes	\$325,090	\$940,266	43.18%
Mobile & Accessories	\$39,178	\$39,178	1.80%
Toys	\$30,382	\$110,839	5.09%
Total	\$811,090	\$2,177,738	100.00%

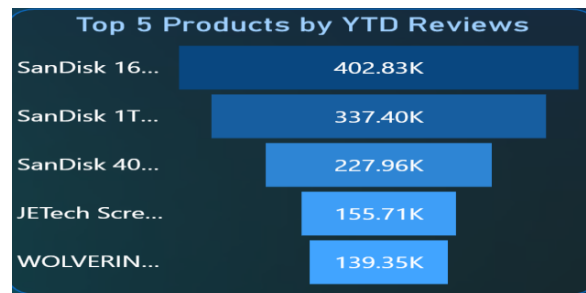
- **Men Shoes** is the top-performing category, contributing **43.18% of total YTD sales**, making it the primary revenue driver.
 - **Camera products** contribute **22.62% of YTD sales**, indicating strong demand for electronics.
 - **Men Clothes** and **Car Accessories** show moderate but consistent sales contribution.
 - **Mobile & Accessories** have the lowest sales share, suggesting limited demand or high competition.
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Sales Trend Analysis



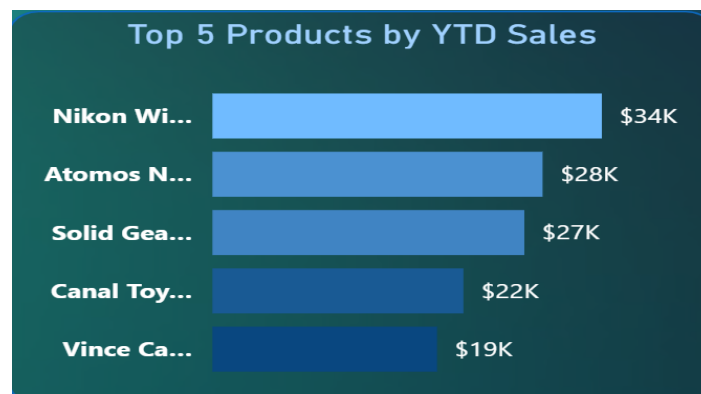
- Monthly sales remain stable during the first half of the year, followed by sharp growth from **September to December**.
 - Peak sales in **November and December** indicate strong festive and year-end shopping impact.
 - Weekly sales show higher fluctuations toward later weeks, suggesting the influence of promotions and discount campaigns.
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☆ Customer Engagement & Reviews



- Total YTD reviews stand at **19.42M**, reflecting strong customer engagement and platform trust.
- **SanDisk products** dominate customer reviews, indicating high popularity and frequent purchases.
- Products with high reviews do not always generate the highest revenue, suggesting volume-driven sales.

🏆 Top Products Performance



- Nikon and Atomos products lead in **YTD sales value**, making them premium revenue contributors.
 - SanDisk products dominate **YTD reviews**, highlighting strong brand presence and customer trust.
 - Review-heavy products indicate repeat purchases and strong brand loyalty.
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Business Recommendations

- Focus marketing and inventory on **Men Shoes and Camera categories** to maximize revenue.
 - Leverage festive and seasonal trends with targeted campaigns during **Q3 and Q4**.
 - Improve visibility and promotions for underperforming categories like **Mobile & Accessories**.
 - Use customer review data to identify high-volume products and cross-sell premium items.
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Executive Summary & Business KPIs



- **Total YTD Sales:** \$2.18M
- **QTD Sales:** \$811K
- **Products Sold:** 27.75K
- **Customer Reviews:** 19.42M
- **Top Category:** Men Shoes
- **Peak Sales Period:** November–December