



Sales Data Analysis



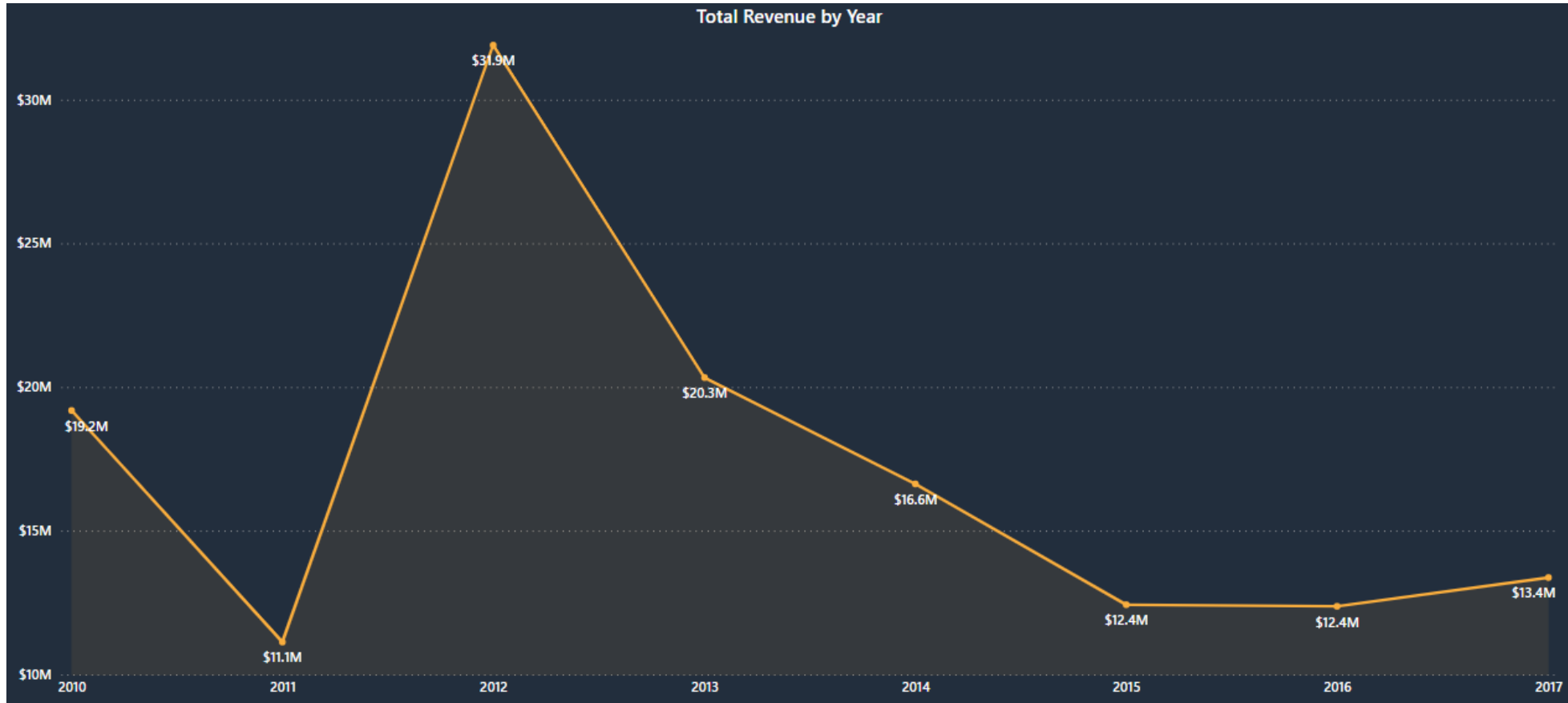
Problem Statement

Sales management has gained importance to meet increasing competition and the need for improved distribution methods to reduce costs and increase profits. Sales management today is the most important function in a commercial and business enterprise.



Revenue and Profit Analysis (2012 vs. 2016)

As observed from the graph, the revenue in the year 2012 was \$31.90 million, and the profit was \$9.21 million. By 2016, both metrics had significantly decreased. The revenue dropped to \$12.37 million, and the profit decreased to \$4.90 million. This represents a substantial decline of 62.5% in both revenue and profit over the four-year period.



Key Metrics

\$137m+

Total Revenue

Overall income generated from the sale of various products and services on the Amazon platform. This includes the sales of physical goods and digital products

\$44m+

Total Profit

Net earnings after all expenses have been deducted from the total revenue. This includes the costs associated with manufacturing, purchasing, etc.

\$440m+

Average Profit/Order

represents the average amount of profit earned from each customer order after all costs and expenses have been accounted for.

510K+

Units Sold

Provides insight that indicates how many units of each product have been purchased by customers. It evaluates the popularity of products and sales trends.

10+

Products

Denotes the specific nature or genre of the product, such as Baby Food, Cereal, Office Supplies, Fruits, Vegetable, Household, or Clothes, etc.

100

Total Orders

Insight into sales activity helps assess customer engagement, track sales trends, and evaluate marketing and sales strategies.

Total Profit by Region

Sub-Saharan Africa:

- Total Profit: **\$12.2 million.**
- **Highest** contributing region to total profit.

Europe:

- Total Profit: **\$11.1 million.**
- **Second highest** contributing region to total profit.

North America:

- Total Profit: **\$1.5 million.**
- **Lowest** contributing region to total profit.

Total Profit by Priority

High Priority:

- Total Profit: **\$16.9 million.**
- **Highest** contributing priority level.

Low Priority:

- Total Profit: **\$10.9 million.**
- **Second highest** contributing priority level.

Critical Priority:

- Total Profit: **\$6.7 million.**
- **Lowest** contributing priority level.

Total Profit by Sales Channel

Offline Sales:

- Contribute **56.42%** of total profit.
- Total Profit: **\$24.92 million.**

Online Sales:

- Contribute **43.58%** of total profit.
- Total Profit: **\$19.25 million.**



Amazon Sales Analysis

513K

Total Units Sold

\$137.35M

Total Revenue

\$44.17M

Total Profit

\$441.68K

Average Profit per Order

12

Total item type

100

Total Orders

Region

All

Country

All

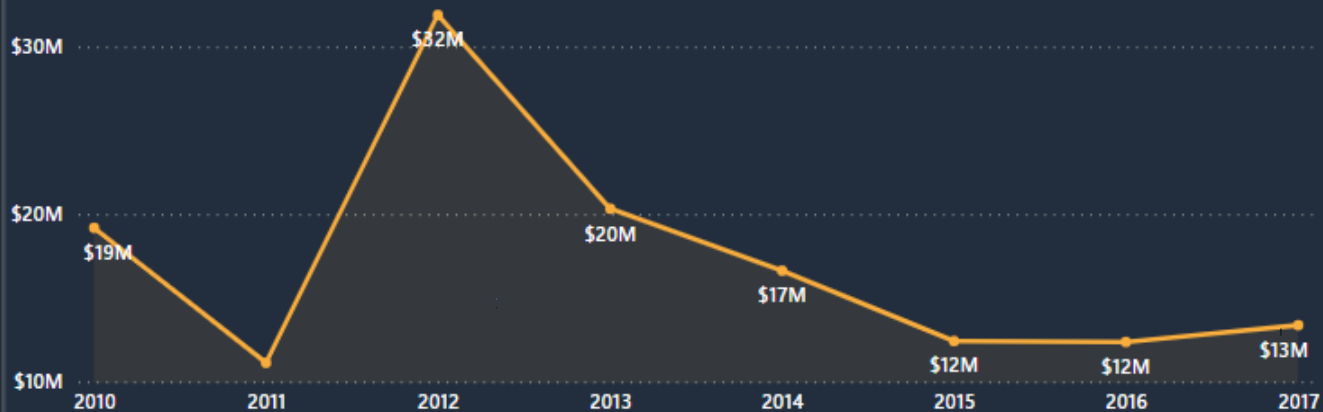
Sales Channel

All

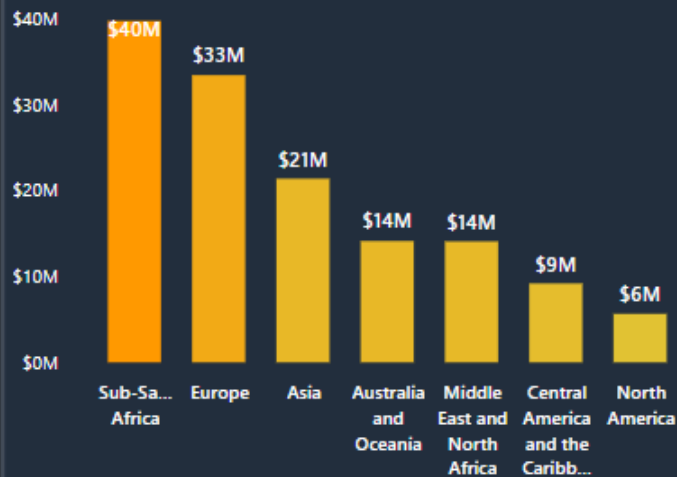
Order Date

All

Total Revenue by Year



Revenue by Region



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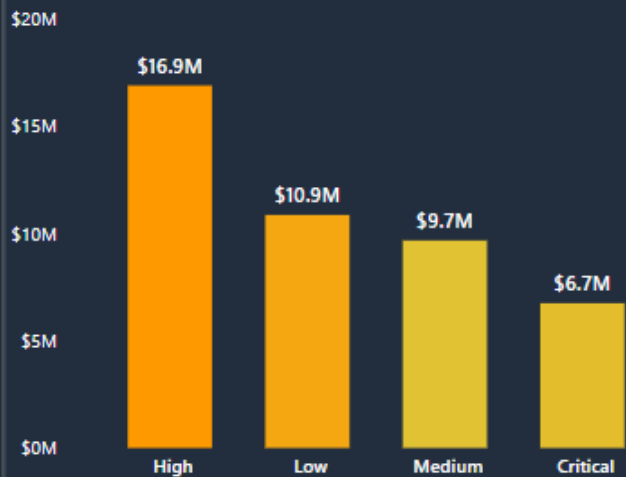


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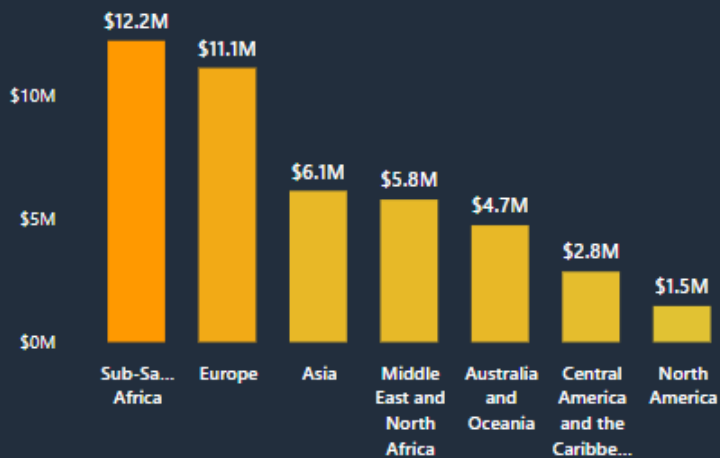


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Total Profit by Priority



Total Profit by Region



Total Profit by Sales Channel

Offline Online



Revenue by Country

Honduras:

- Revenue: **\$6.3 million**
- **Highest** revenue - generating country

Myanmar:

- Revenue: **\$6.1 million**
- **Second highest** revenue - generating country

Iran:

- Revenue: **\$2.8 million**
- **Lowest** revenue - generating country

Profit by Country

Djibouti:

- Total Profit: **\$2.4 million**
- **Highest** profit - generating country

Myanmar:

- Total Profit: **\$1.8 million**
- **Second highest** profit-generating country

Norway:

- Total Profit: **\$0.79 million**
- **Lowest** profit - generating country

Profit by Item Types

Cosmetics:

- Total Profit: **\$15 million**
- **Highest** profit-generating item type

Household:

- Total Profit: **\$7 million**
- **Second highest** profit-generating item type

Fruits:

- Total Profit: **\$0.12 million**
- **Lowest** profit-generating item type

Region

All

Country

All

Sales Channel

All

Order Date

All



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Amazon Sales Analysis

513K

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Average Profit per Order

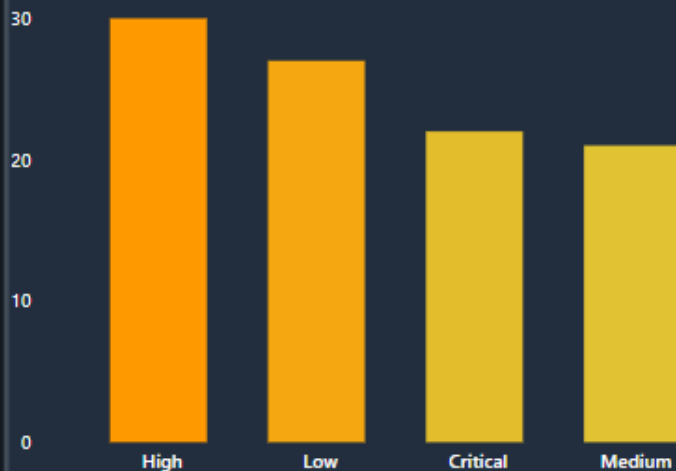
12

Total item type

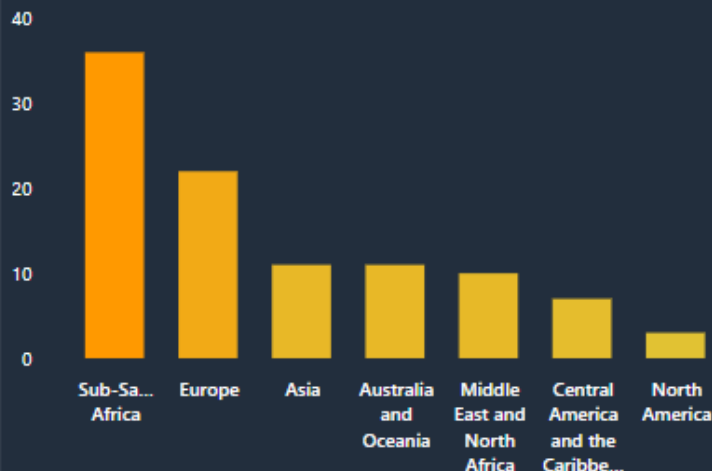
100

Total Orders

Orders by Priority



Orders by Region

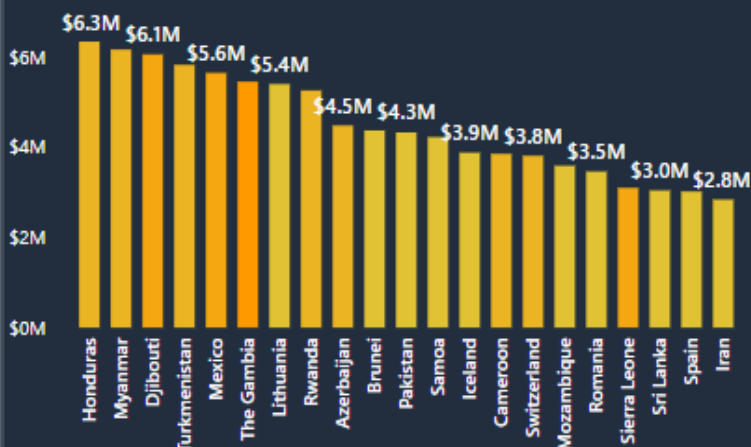


Orders by Sales Channel

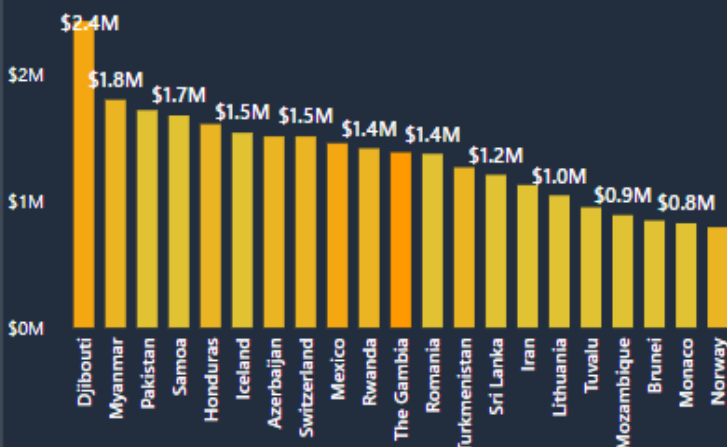
Offline Online



Revenue by Country



Profit by Country



Profit by Item Types





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513K

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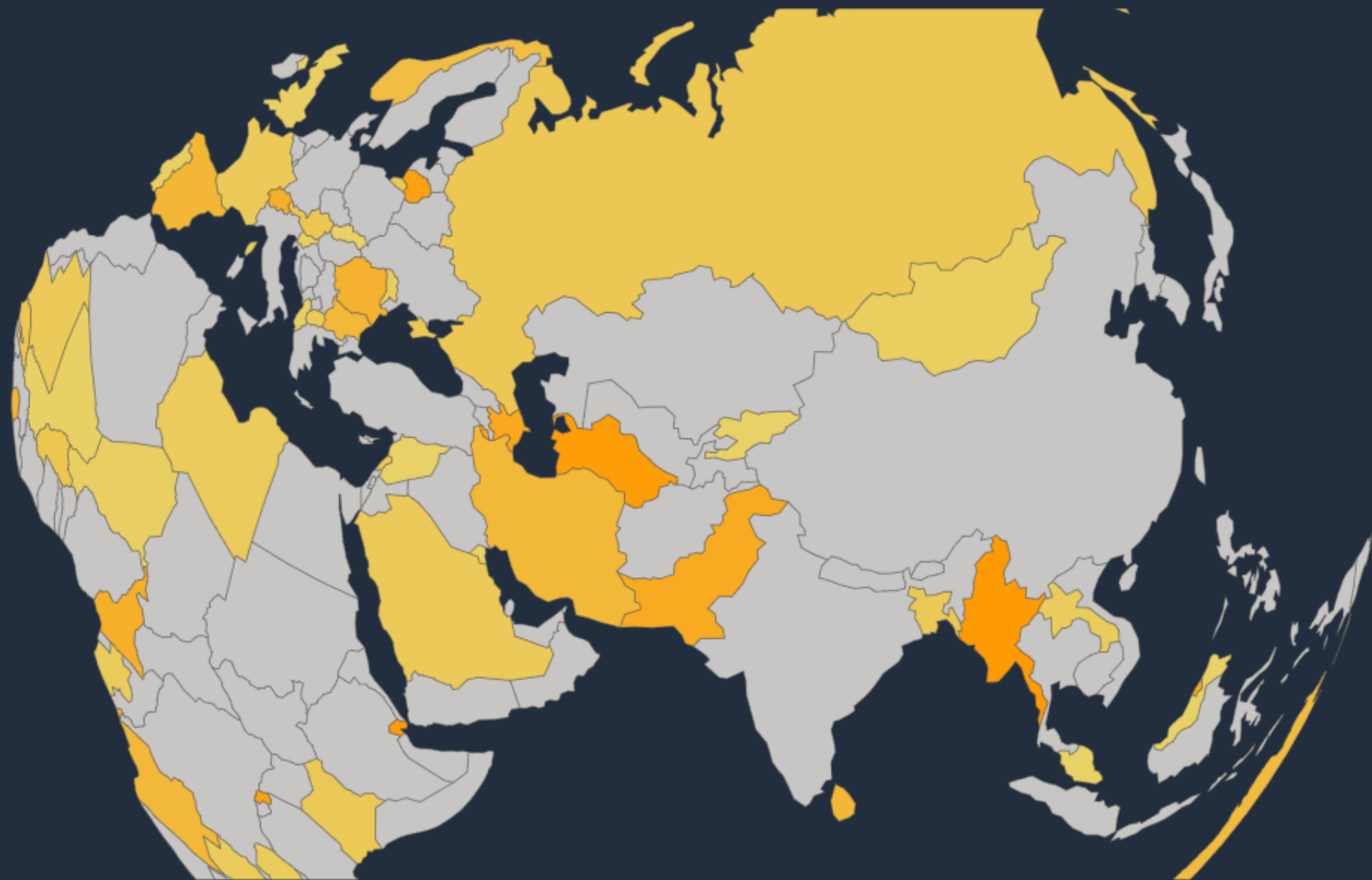
Average Profit per Order

12

Total item type

100

Total Orders



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Amazon Sales Analysis

14K

Total Units Sold

\$6.16M

Total Revenue

\$1.8M

Total Profit

\$901.39K

Average Profit per Order

2

Total item type

2

Total Orders

Region

All

Country

All

Sales Channel

All

Order Date

All



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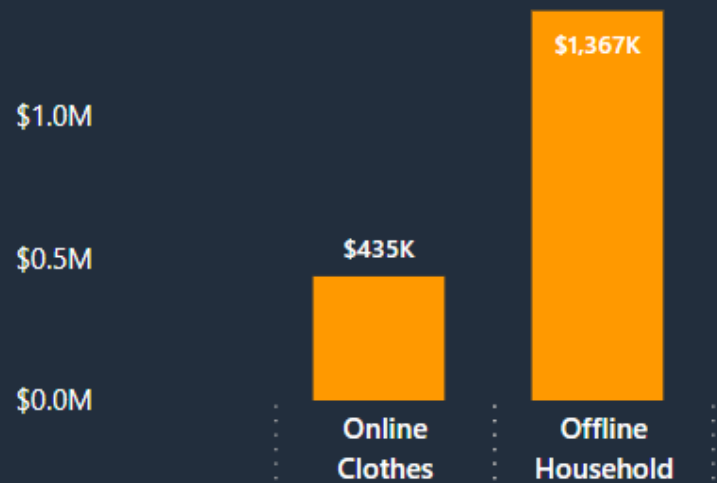
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Myanmar

Total Profit by Item Type and Sales Channel



Conclusion

- **Optimize Online Operations:** Enhance website performance, user interface, and personalized recommendations to boost online sales.
- **Leverage Offline Strategies:** Strengthen in-store promotions and customer service to maintain and increase offline profit margins.
- **Expand in High-Profit Regions:** Focus on product offerings and marketing in Sub-Saharan Africa and Europe for higher profitability.
- **Reassess North America Strategies:** Adjust strategies to identify growth opportunities and increase profitability in North America.
- **Boost Sales in Key Categories:** Increase profitability in household items, fruits, and cosmetics through promotions, product enhancements, and innovation.
- **Enhance Market Presence:** Implement targeted marketing campaigns and localized strategies in Honduras, Myanmar, and Iran to sustain and boost revenue.
- **Optimize Item Prioritization:** Allocate resources and marketing to high-priority items, reduce costs, and enhance appeal for critical priority items.