



Amazon Sales Report

July 2024

Agenda

Analyzing Amazon Sales Data

- Introduction
- Problem Statement
- Insights and Dashboards
- Revenue Dashboard
- Sales Channel Dashboard
- Profit Dashboard



INTRODUCTION

- Amazon is an American multinational technology company, engaged in e commerce, cloud computing, online advertising, digital streaming, and artificial intelligence
- Amazon was founded on July 5, 1994, by Jeff Bezos in Bellevue, Washington. The company originally started as an online marketplace for books but gradually expanded its offerings to include a wide range of product categories.

Sales Teams

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits.

Problem Statement

Sales management today is the most important function in a commercial and business enterprise. Exploratory data analysis was made with the provided dataset to leverage sales insights that would help the sales management to adhere into their new profit line business .



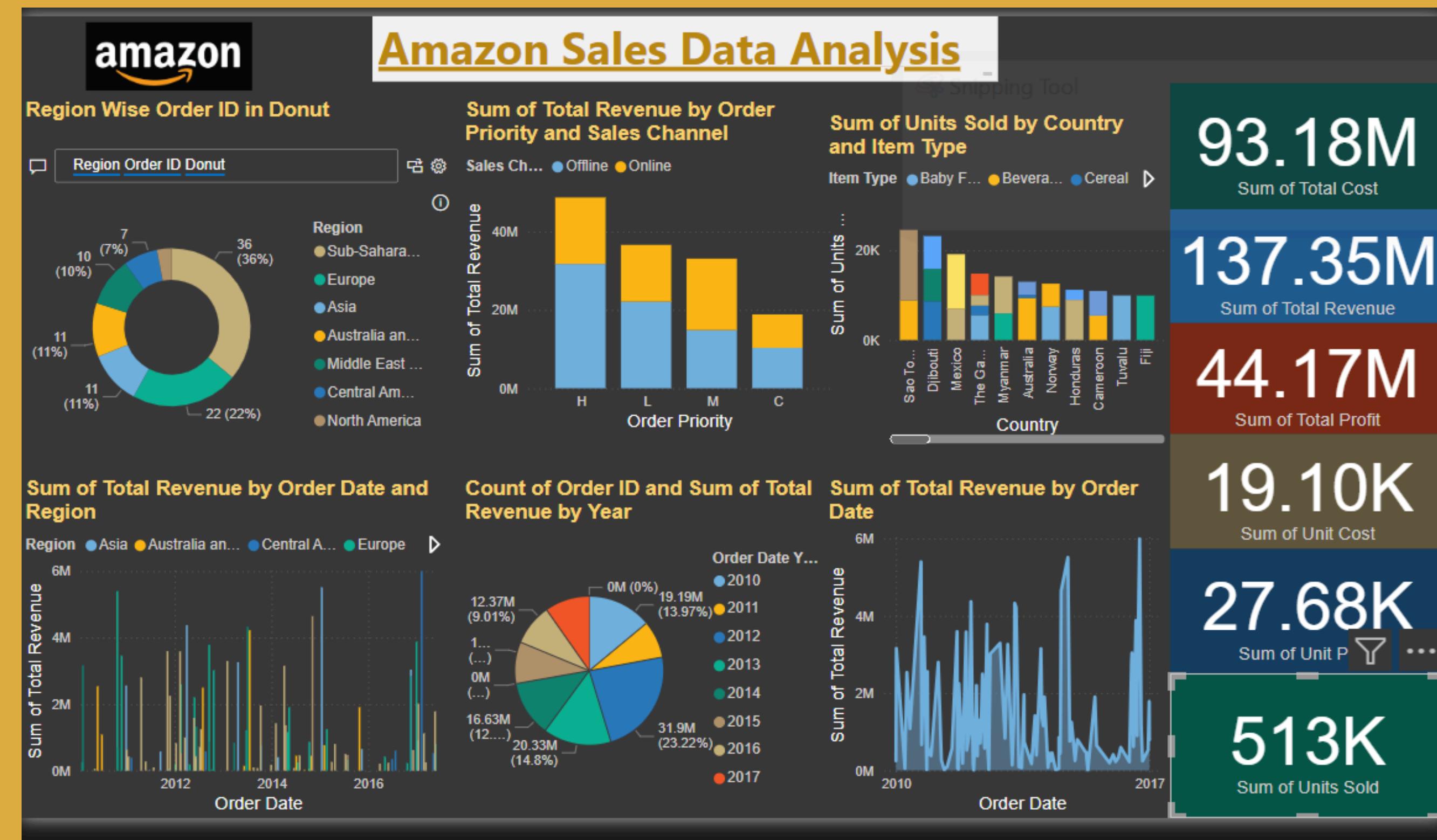


Insights and Dashboard

Amazon Sales

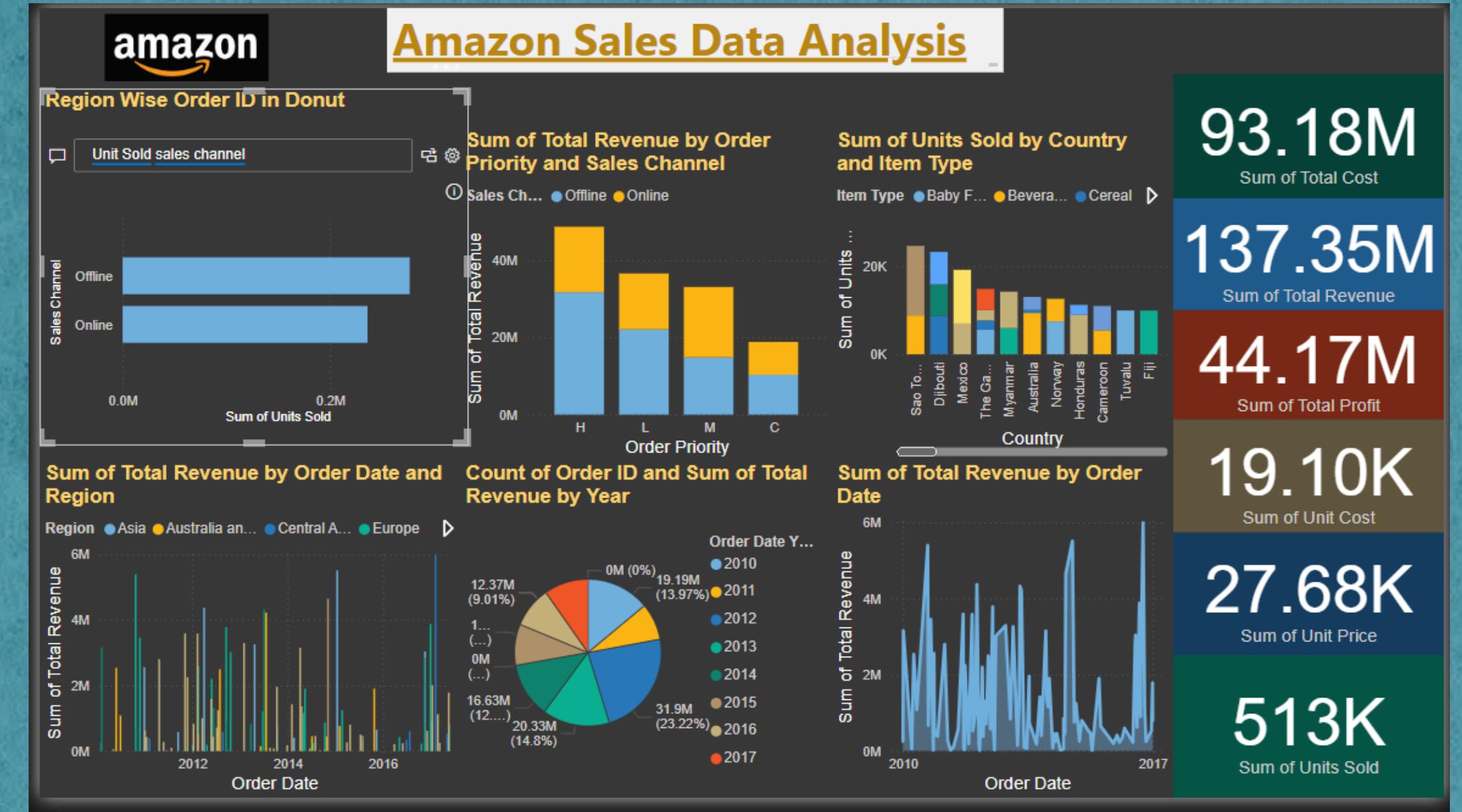
- Out of all the regions 1,67,56,178.23, Sub-Saharan Africa had the highest
- Sum of Total Revenue and was 274.12% higher than Middle East and
- North Africa, which had the lowest Sum of Total Revenue at
- 44,78,800.21. Sub-Saharan Africa accounted for 30.49% of Sum of Total Revenue.
- High order priority had the highest Sum of Total Revenue at
- 4,87,49,546.05, followed by Low, Minor, and Critical. High order priority accounted for 35.49% of Sum of Total Revenue

Revenue Dashboard



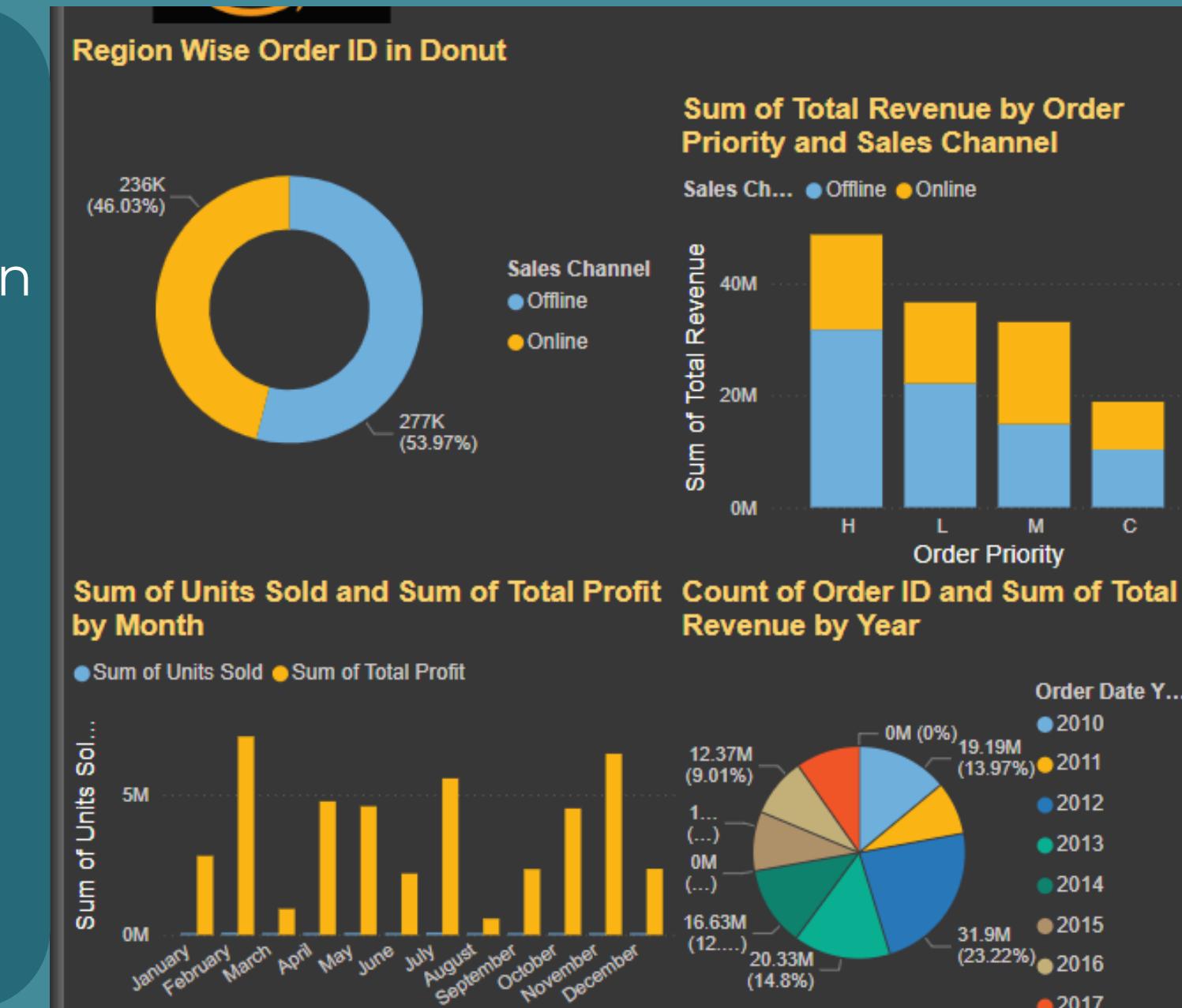
Sales Channel Dashboard

- Total Sum of Units Sold was higher for Offline (276782) than Online (236089).
- Sales Channel made up 18.35% of Sum of Units Sold.
- Average Sum of Units Sold was higher for Offline (69,195.50) than Online (59,022.25).
- High priority orders had the highest Units_Sold at 154212, followed by Low, Critical, and Medium.
- High priority orders accounted for 30.07% of Units_Sold.



Profit Dashboard

- Total Profit for Offline (2,49,20,726.67) was higher than Online (1,92,47,471.73). Offline accounted for 56.42% of Total Profit.
- Sum of Units Sold was higher for Offline (34,597.75) than Online (29,511.13).





Thank you!



Nagajyothi Dakka

2024