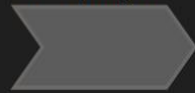


Amazon Sales Insights Report

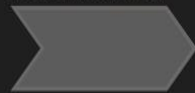
Sales key Insights



Food Sales Insights



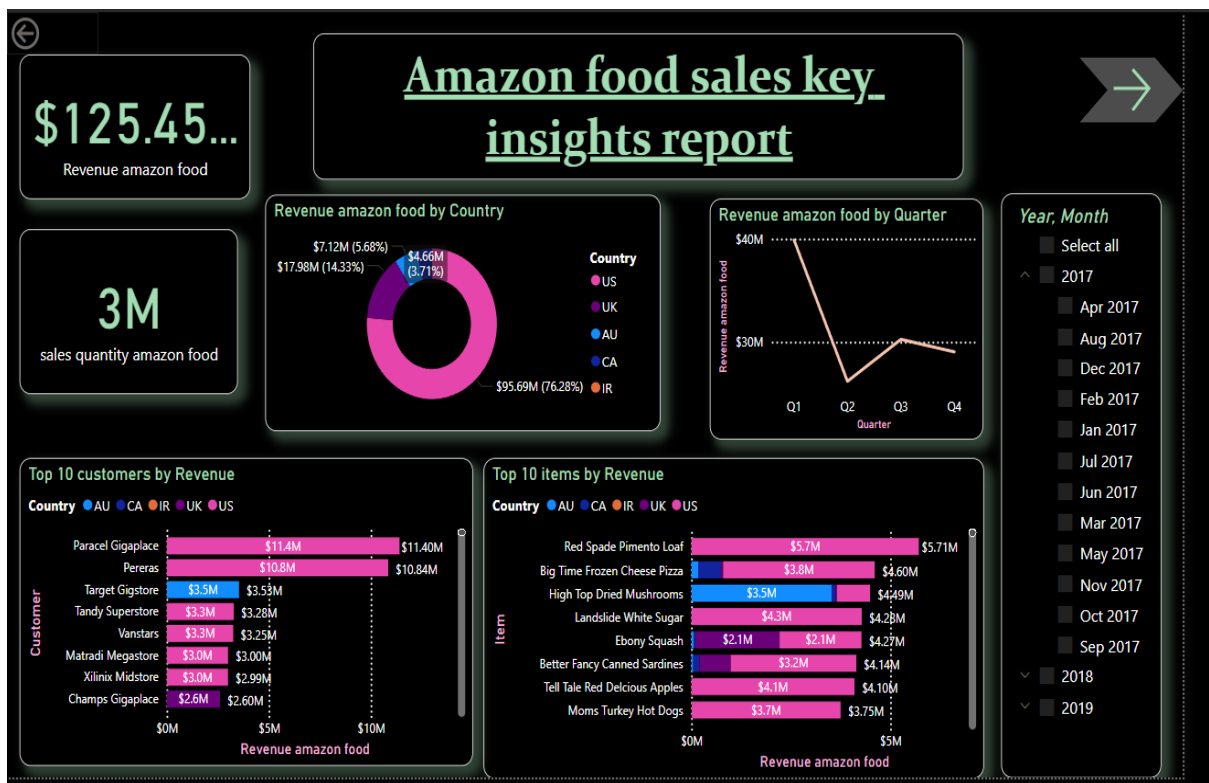
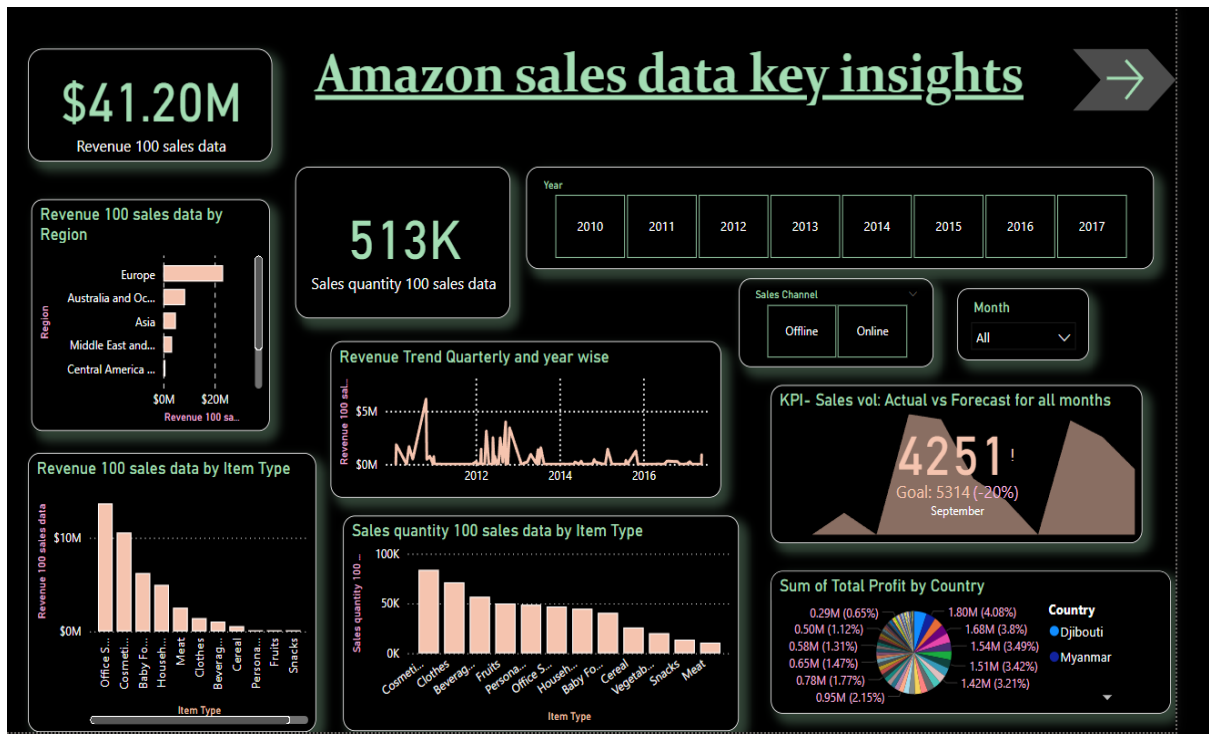
Food Sales Market



Internship Project,

Submitted by

Krishnanunni B R





KEY TRENDS AND INSIGHTS

- Across all 7 Years, 100Sales Amount ranged from 1.32 M to 18.45M.
- 2012 accounted for 44.7% of Sales Revenue. 2012 had the highest Sales Revenue at 18.45 M and the most sold product by item type was office supplies which was around 5.3M.
- Europe accounted for highest sales by region with 23.2M followed by Australia and Oceania at 8.3M from 2010- 2017. The country with maximum sales was Djibouti which accounted for 4.08% of overall revenue.
- Online sales accounted for 45.19% of total revenue and offline sales accounted for 54.8% of sales revenue throughout the period of 8 years.

Amazon Food Sales analysis:

- US accounted for 76.28% of total sales revenue of all countries and came top with 95.69M and CA came last with 4.66M which was 3.71% of total sales from 2017-2019

- Q1 acquired the highest number of total sales quarter wise across 3 years with 39.9M peak revenue and Q2 came last with 26.2M.
- Red spade Pimento loaf was the top selling food with 5.3M sales revenue followed by frozen cheese pizza with 4.6M and Paracel Giga place in US was the top performing customer with 11.4M sales revenue.

Recommendations

- Establishing an effective distribution strategy can help companies reach a wider audience of potential consumers and reduce the costs associated with marketing and delivering their products.
- Targeting an effective KPI for sales volume can drastically increase correlation for the sales trend graph for profit and can readily identify the room for marketing and promotions of items region wise and product wise
- Improving customer experience: Establishing an effective distribution strategy can help you determine where and how your consumers prefer to purchase products e.g.: online and offline.
- Increasing sales: Establishing an effective distribution strategy can help you scale company faster and increase sales by providing you with access to a larger target audience of potential customers.
- Closely monitoring inventory levels of products in demand to meet customer needs.