



# Amazon Sales Performance Report

Comprehensive Analysis of  
Regional and Product Sales

**Zaalima Development Pvt. Ltd.**

Prepared by  
**Manish Kumar – Data Analyst Intern**

[https://github.com/manish2608/Amazon\\_Sales\\_Report\\_PowerBi](https://github.com/manish2608/Amazon_Sales_Report_PowerBi)

**Executive Summary**

This project analyzes **Amazon Sales Data** to uncover key business insights regarding sales performance, profit margins, product trends, regional distribution, and operational efficiency.

The analysis reveals that **total sales reached \$332.44K** with **consistent growth from 2011–2014** and **profit margins improving to ~30%**, indicating effective cost management and business scalability.

High sales months like **December and March** suggest seasonal demand and successful promotional campaigns.

**Objective / Business Question**

The primary objective of this project is to **analyze Amazon’s sales performance** over time and identify key business drivers behind revenue and profit growth.

The analysis aims to uncover patterns, trends, and opportunities for improving profitability and operational efficiency.

**Revenue Growth Trends:** Understanding how sales evolved year-over-year and identifying growth pattern

**Regional Performance & Contribution:** Assessing which geographic regions perform best and where expansion potential exists.

**Customer Demand Seasonality:** Analyzing monthly and seasonal sales spikes to align marketing and inventory strategies.

**Key Metrics / KPIs**

The following **key performance indicators (KPIs)** were analyzed to evaluate the company’s overall sales performance and profitability trends:

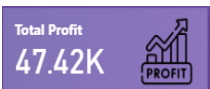
**Total Sales:** Measures the overall revenue generated during the period.

*Purpose:* Helps track business growth and revenue contribution across regions and products.



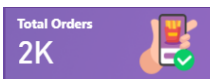
**Total Profit:** Represents the net gain after subtracting costs from sales.

*Purpose:* Indicates financial health and profitability across categories and segments.



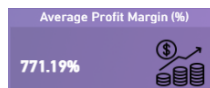
**Total Orders:** Counts the total number of sales transactions.

*Purpose:* Shows customer engagement and product demand levels.



**Average Profit Margin (%):** Calculates the ratio of profit to sales revenue.

*Purpose:* Evaluates operational efficiency and pricing effectiveness.



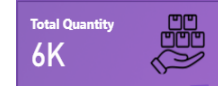
**Average Order Value (AOV):** Measures the average revenue per customer order.

*Purpose:* Helps assess customer spending patterns and potential upselling opportunities.



**Quantity Sold:** Represents the total number of units sold across all categories.

*Purpose:* Identifies product popularity and assists in inventory planning.



### Insights & Findings

Based on the Power BI dashboard analysis of Amazon Sales data, the following key insights were identified. Each insight is supported by evidence from the report and suggests actionable recommendations for business improvement:

#### **Top 10 Products Drive Majority of Profit**

- **I found:** Around 70–80% of total profit is generated from the top 10 products.
- **Why :** Indicates strong product performance concentration; however, dependency on limited **Stock Keeping Unit** may affect stability.
- **Recommendation:** Introduce complementary products and optimize pricing strategies for mid-tier products to diversify profit sources.

#### **Seasonal Sales Trends Observed**

- **I found:** Sales volumes peak during specific months, reflecting seasonal consumer behavior.
- **Why :** Understanding sales seasonality helps plan inventory and marketing campaigns effectively.
- **Recommendation:** Align promotional campaigns and stock planning with these high-demand periods.

#### **Profit Margins Vary Across Categories**

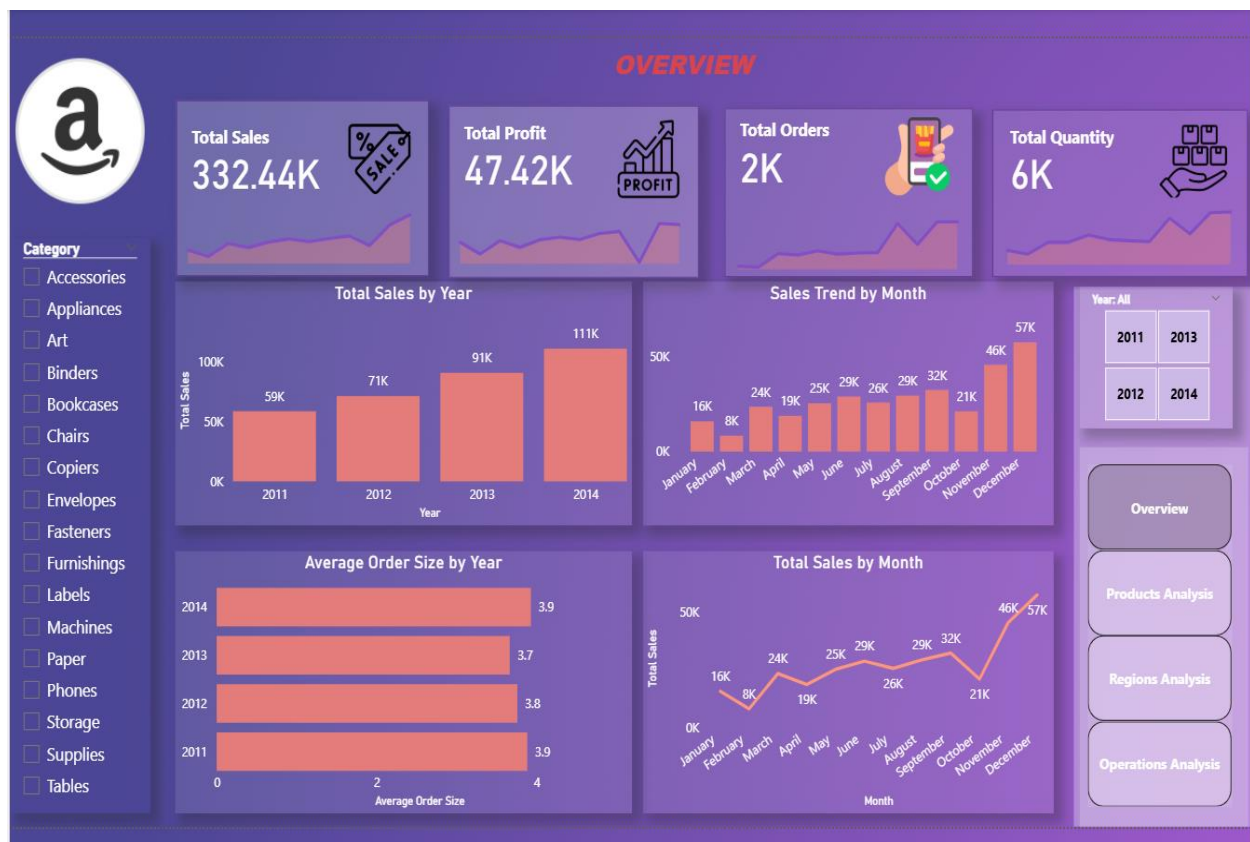
- **I found:** Some product categories show higher sales but lower profit margins due to higher operational costs.
- **Why :** Identifies areas where efficiency improvements or price adjustments are needed.
- **Recommendation:** Reevaluate cost structure and pricing in low-margin categories.

#### **Quantity and Profit Correlation**

- **I found:** High quantity sold doesn't always result in higher profit, suggesting variable cost or pricing issues.
- **Why :** Helps detect inefficiencies and guides pricing or promotional adjustments.
- **Recommendation:** Focus on high-profit-per-unit products and optimize discount strategies.

## Supporting Visuals

The Power BI dashboard is structured into multiple pages, each designed to visualize different aspects of business performance. These visuals transform raw data into actionable insights for decision-making.



## Sales Overview Dashboard

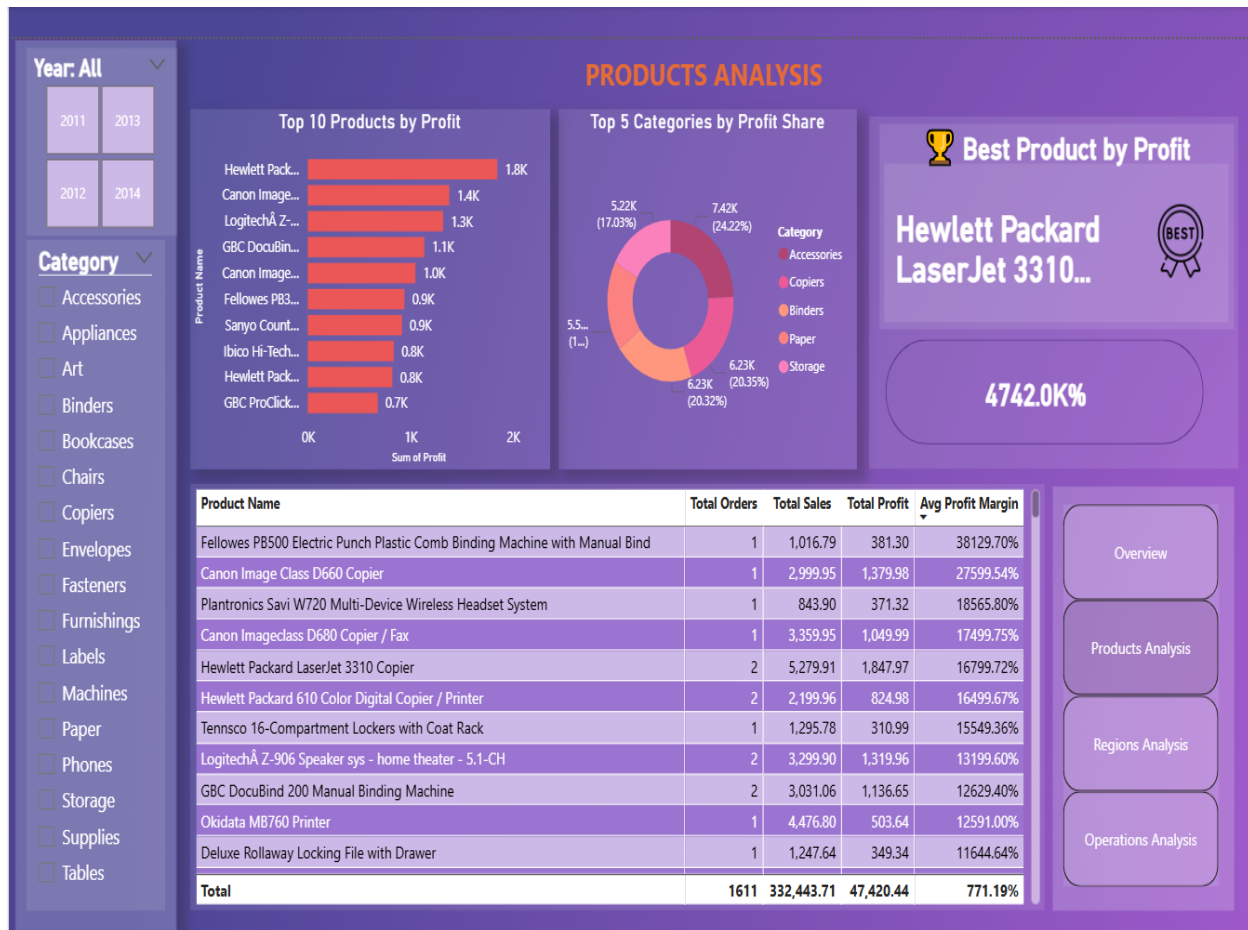
This is the Overview Page of my Power BI dashboard.

It gives a quick summary of the company's performance across key metrics — sales, profit, orders, and quantity — along with yearly and monthly trends. To provide a high-level summary of key sales and profitability metrics.

Visuals Used:

- KPI Cards → Display *Total Sales*, *Total Profit*, *Total Orders*, and *Total Quantity*.
- Clustered Column Chart → Shows *Sales vs. Profit* by *Category*.
- Line Chart → Displays *Monthly Sales Trend* to highlight seasonality.

Insight: Helps management quickly assess overall performance, growth trends, and regional distribution.



## Product Performance Dashboard

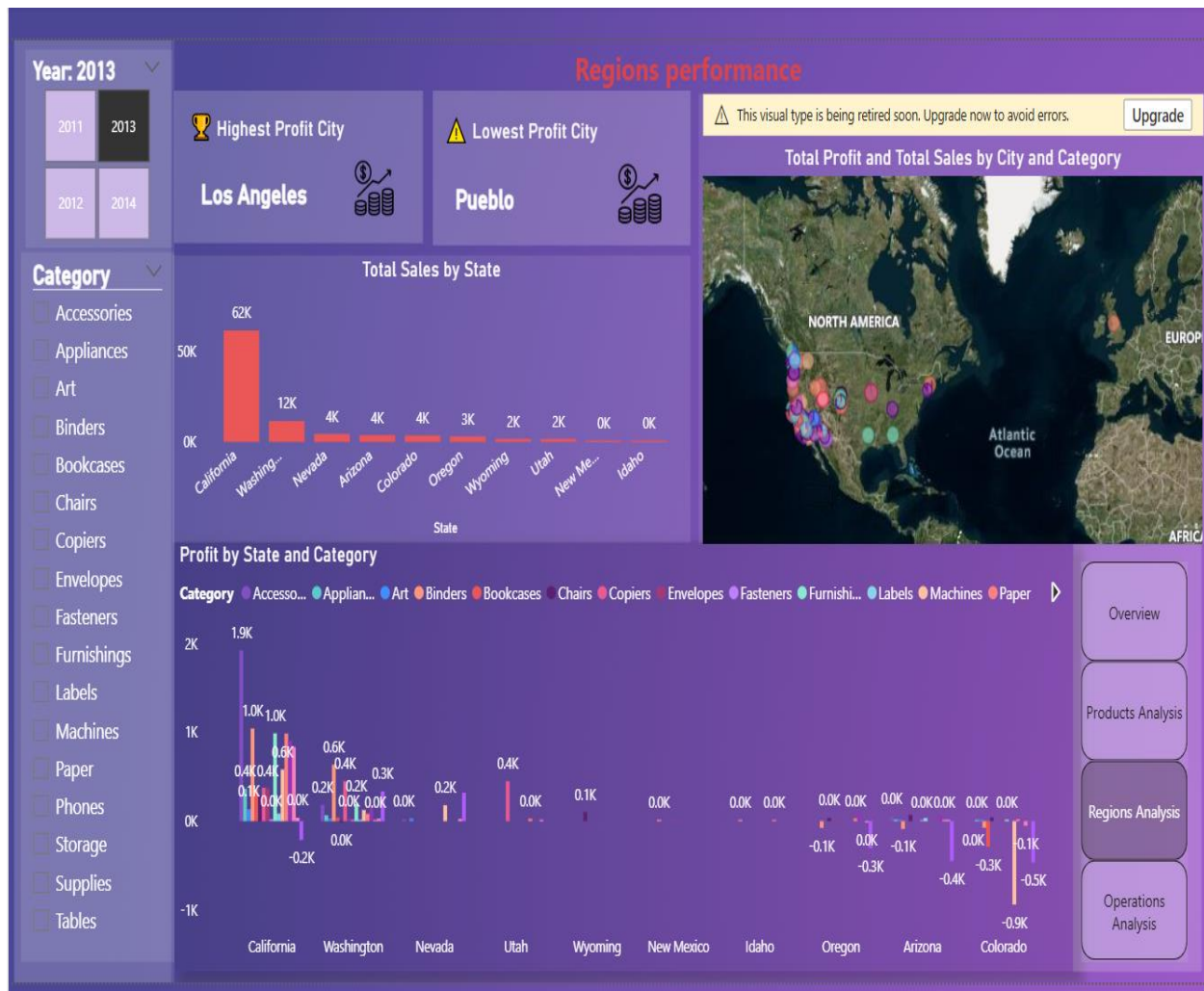
This page helps identify which products and categories are driving the most profit and sales performance.

It's useful for product managers or sales teams to understand where the business is gaining or losing profitability

### Visuals Used:

- Bar Chart → Displays *Top 10 Products by Profit*.
- Table → Lists *Product-wise Sales, Quantity, and Profit*.
- KPI → Highlights *Average Order Value (AOV)* and *Total Quantity Sold*.
- Donut Chart → Represents *Profit by Categories*.

**Insight:** Allows product managers to analyze which items drive the most profit and which require strategic attention (pricing, promotion, or phase-out).



## Regional Analysis Dashboard

This page helps analyze how different regions, cities, and states are performing in terms of sales and profit.

It allows management to identify high-performing areas and regions that need improvement.

To analyze the geographic distribution of sales and profit.

### Visuals Used:

- KPI Cards → Display *Highest Profit City*, *Lowest Profit City*.
- Filled Map → Shows *Profit by Region/Country*.
- Bar Chart → Compares *Sales and Profit by State*.
- Filter Slicer → Enables selection of specific regions for deeper analysis.

**Insight:** Identifies high-performing regions and helps target low-performing areas for business expansion or marketing improvement.



## Operations Dashboard

This page provides an overview of the company's operational performance — showing how orders, quantities, and profit margins vary across time and categories.

It helps evaluate how efficiently the business is converting sales into profit. To explore operational efficiency by analyzing order volume, quantity, and profit correlation.

### Visuals Used:

- KPI → Displays *Average Quantity per Order* and *Average Profit Margin*.
- Line and Column chart – Displays *Orders and Profit Margin Over Time*
- Scatter Chart → Plots *Quantity Sold vs. Profit* for each Category.
- Line Chart → Displays *Monthly Quantity Trend* to highlight seasonality.

**Insight:** Reveals how operational factors like quantity sold influence profitability, helping teams optimize logistics and pricing.

## **Next Steps / Recommendations**

Based on the insights derived from the Power BI sales dashboard, the following actions are recommended to enhance business growth, optimize profitability, and improve operational efficiency:

### **Strengthen Low-Performing Regions**

- **Action:** Increase marketing and promotional activities in underperforming regions to boost brand visibility and sales volume.
- **Why:** Balancing regional performance reduces dependency on a few high-revenue areas and mitigates market risk.

### **Diversify Product Portfolio**

- **Action:** Introduce or promote mid-tier products to reduce dependency on the top 10 profit-generating items.
- **Why:** Diversification ensures sustainable revenue growth and reduces vulnerability to single-product performance dips.

### **Forecast Demand Using Seasonal Patterns**

- **Action:** Implement predictive analytics or time-series forecasting models to anticipate demand during seasonal peaks.
- **Why:** Improves inventory management, reduces stockouts, and enhances customer satisfaction during high-demand periods.

### **Deepen Customer-Level Analysis**

- **Action:** Include customer demographic and behavioral data in future reports.
- **Why:** Helps identify high-value customers, personalize marketing efforts, and improve retention rates.

### **Continuous Dashboard Improvement**

- **Action:** Schedule regular data refreshes and dashboard updates as new data becomes available.
- **Why:** Ensures decision-makers always have access to the most current insights.

## **Conclusion**

This analysis and Power BI dashboard demonstrate how data-driven insights can guide business strategies in sales, product management, and regional growth.

By implementing the recommended next steps, the organization can transition from *reactive reporting* to *proactive decision-making*, achieving stronger performance and long-term sustainability