

# ECM01: Marketplace Dominance Study

Executive Summary | February 01, 2026

## Key Performance Indicators

<div>\$981B</div> <div>TOTAL GMV</div>	<div>~60%</div> <div>3P SHARE</div>	<div>1513M</div> <div>ACTIVE CUSTOMERS</div>
<div>175M</div> <div>PRIME MEMBERS</div>	<div>Electronics</div> <div>TOP CATEGORY</div>	<div>\$95</div> <div>AVG AOV</div>

## Stock Performance Summary

Metric	Value	Interpretation
Total Return (10.0Y)	801.2%	Cumulative appreciation
Annualized Return	24.7%	Geometric mean annual
Volatility	32.5%	Annualized std dev
Sharpe Ratio	0.76	Risk-adjusted return
Max Drawdown	-56.1%	Peak-to-trough

## Data Coverage

<div>Company: Amazon (AMZN)</div> <div>Analysis Period: 2016-02-03 to 2026-01-30</div> <div>Total Data Points: 14,060</div> <div>Data Sources: Yahoo Finance (stock), synthetic operational metrics</div> <div>Focus: Marketplace economics and fulfillment</div>
---