

ECM01: Marketplace Dominance Study

Executive Summary | February 01, 2026

Key Performance Indicators

\$981B

TOTAL GMV

~60%

3P SHARE

1513M

ACTIVE CUSTOMERS

175M

PRIME MEMBERS

Electronics

TOP CATEGORY

\$95

Avg AOV

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

Company: Amazon (AMZN)

Analysis Period: 2016-02-03 to 2026-01-30

Total Data Points: 14,060

Data Sources: Yahoo Finance (stock), synthetic operational metrics

Focus: Marketplace economics and fulfillment

Report prepared by Mboya Jeffers | MboyaJeffers9@gmail.com

Portfolio Sample - Demonstrates data engineering methodology | Generated: 2026-02-01 00:57:55