Amazon Sales Analysis

By Md Shoaib

Introduction

Welcome to the presentation on Analyzing Amazon Sales Trends.

In This we are going to analyze the sales trend of Amazon Based on different insights.

Details of Data

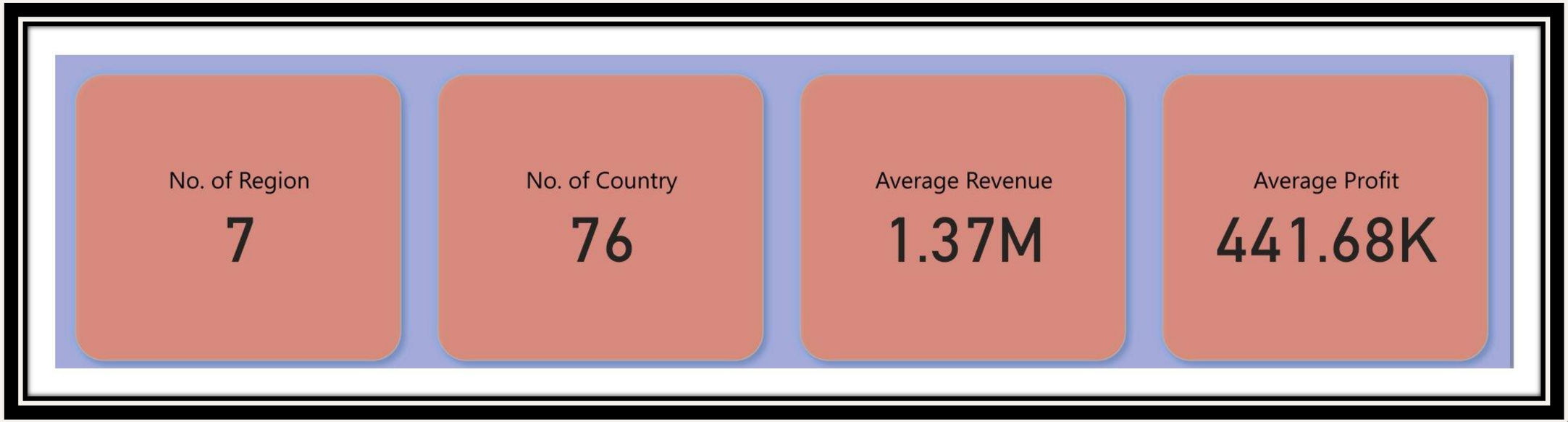
- Region Wise Sales Revenue
- Region Wise Sales Profit
- Top 10 Country sales profit wise
- Lowest 10 country sales profit wise
- Sales trend on daily basis
- Sales trend on monthly basis
- Sales trend on year
- Sales trend based on category

Problem Statement

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Sales management today is the most important function in a commercial and business enterprise. Find key metrics and factors and show the meaningful relationships between attributes.

Main KPI’s

- Number of Region
- Number of Countries
- Average Revenue
- Average Profit

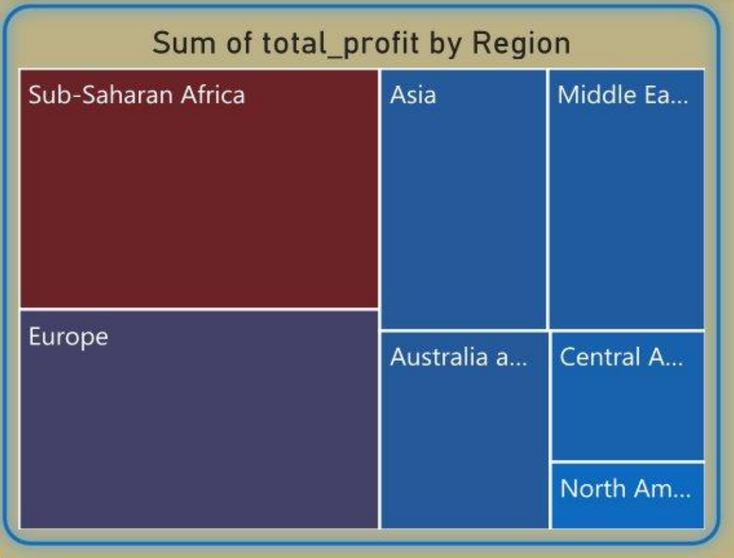


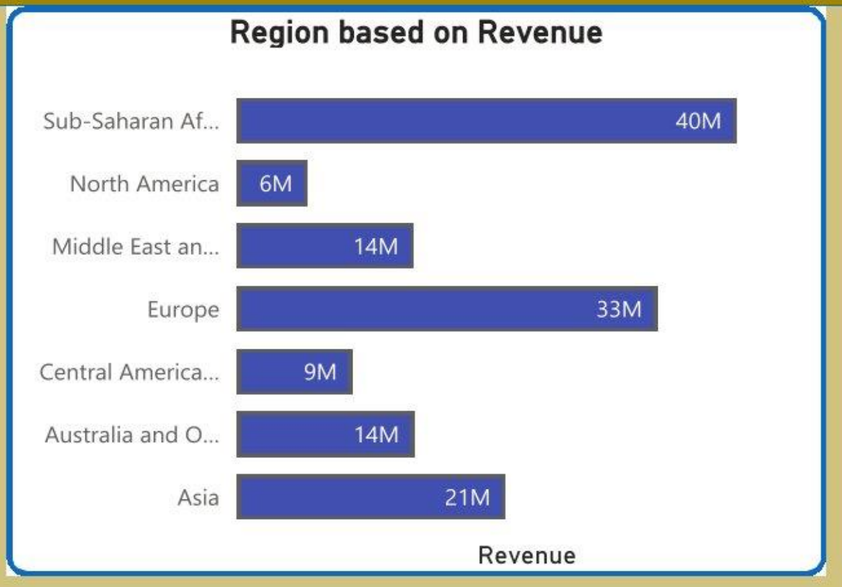
Amazon Sales Analysis

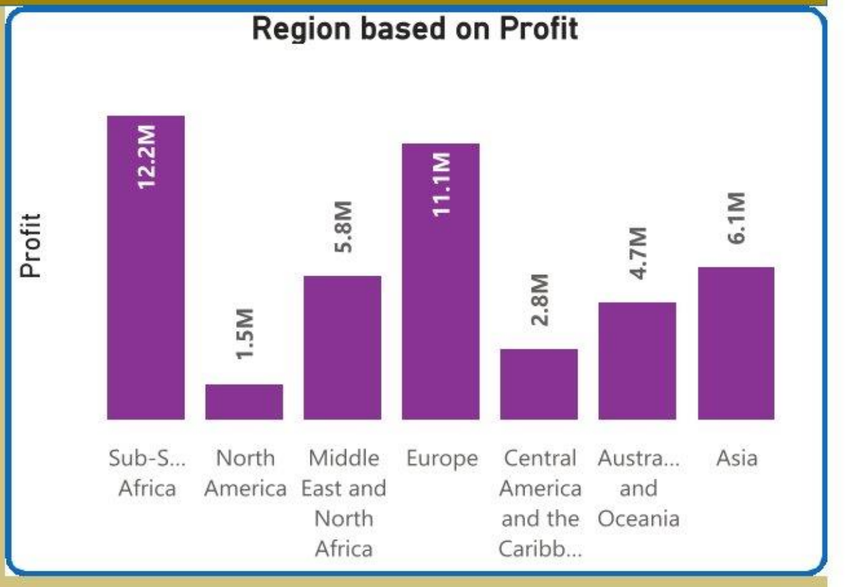
Summary

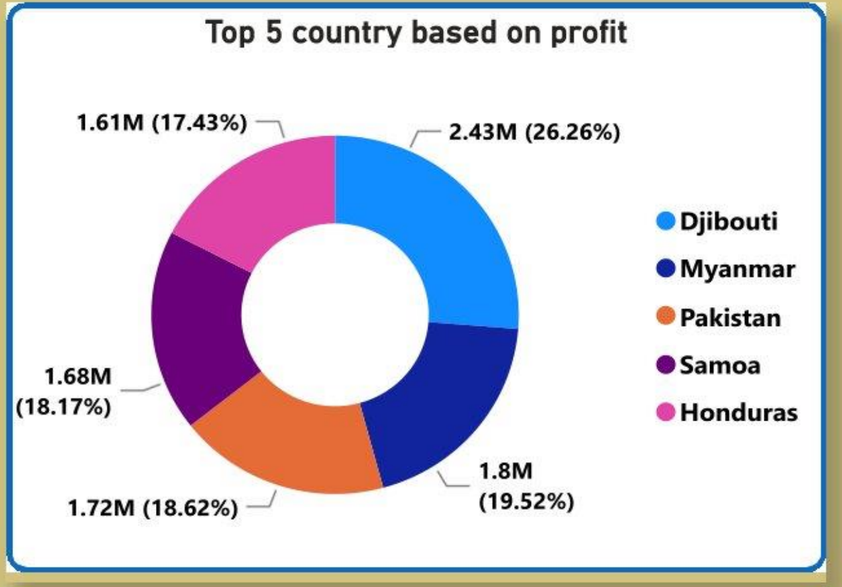
Based on Total Revenue
- Sub- Sahara Africa Region is on top
- North America is at the lowest

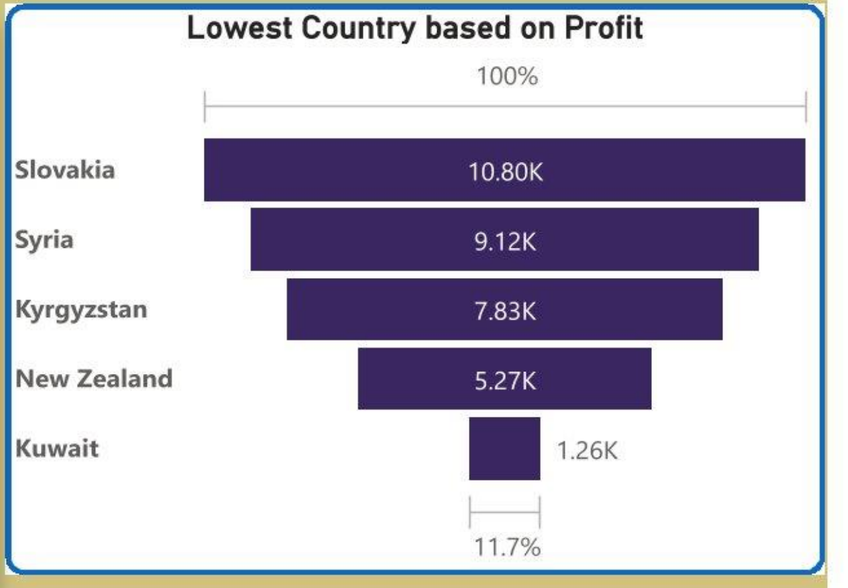
Based on Total Profit
- Sub- Sahara Africa Region is on top
- North America is at the lowest











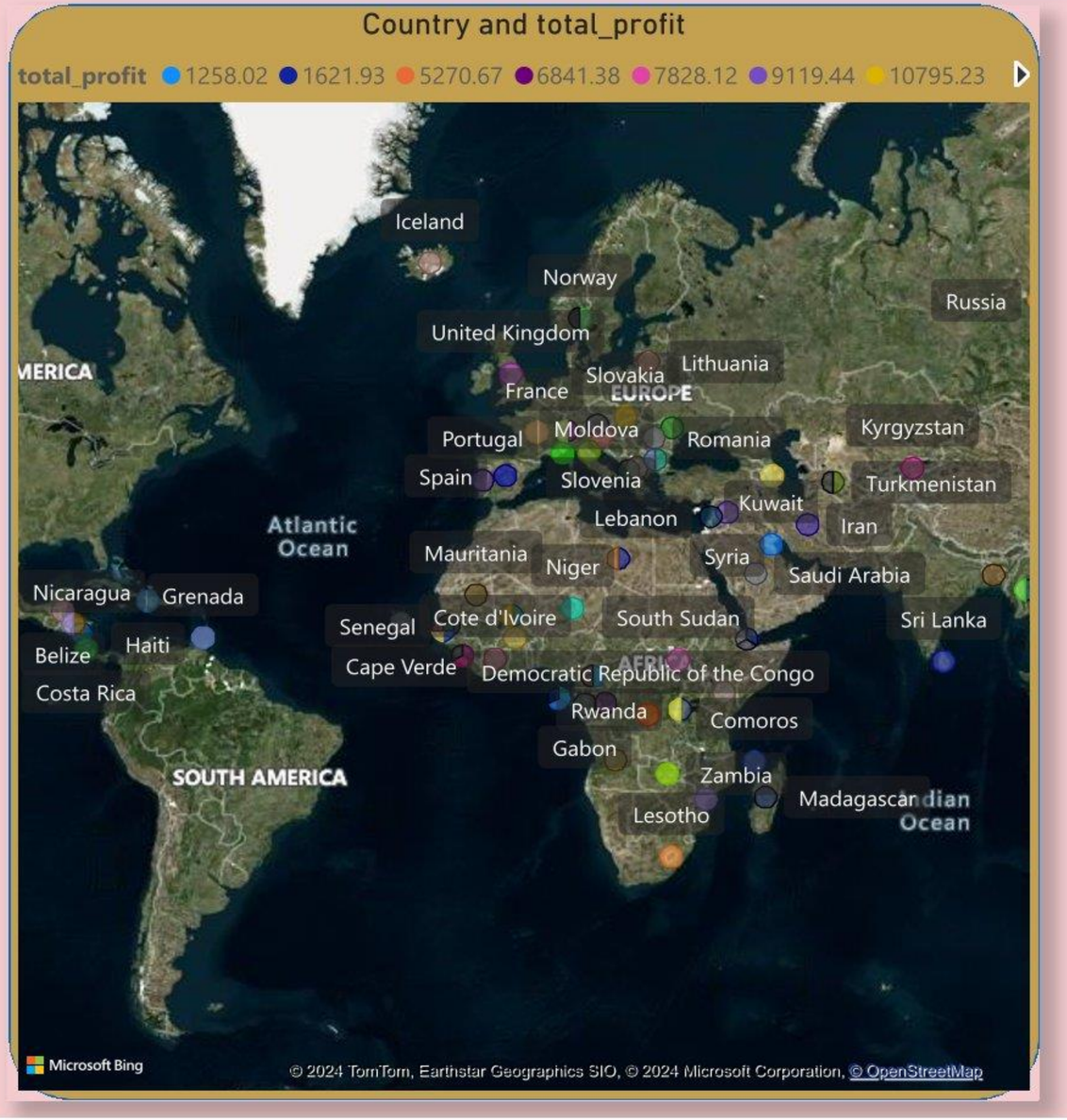
Amazon Sales Analysis based on Revenue and Profit

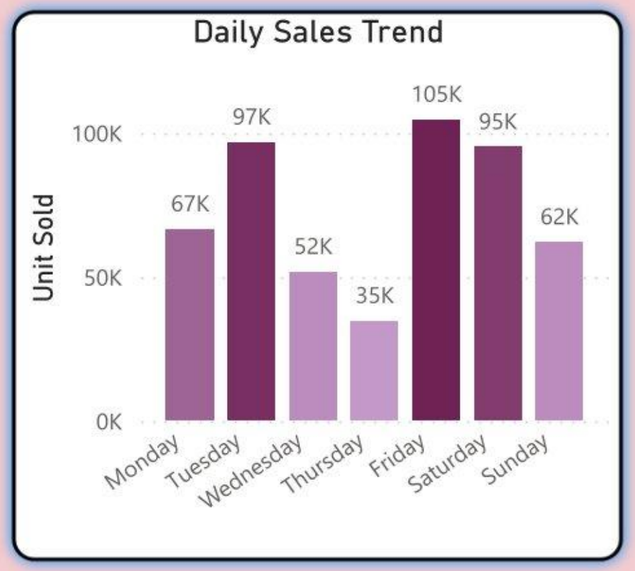
Understanding **consumer behavior** is crucial for interpreting sales trends. Analyzing factors such as **purchase frequency**, **demographics**, and **shopping preferences** can unveil valuable insights.

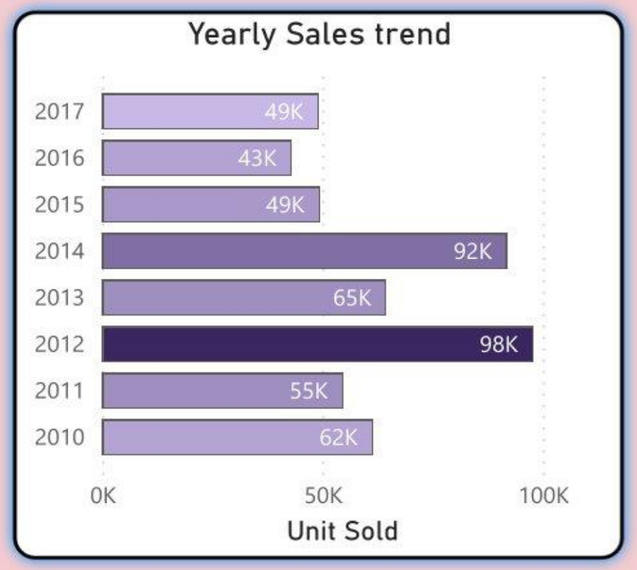
If we see the dashboard we see that in both the terms weather it is profit or revenue

- Sub-Sahara African Region is in top
- North America is at lowest

Amazon Sales Trend







Timely Sales Trend

Watching a **competitive analysis** provides a comprehensive view of Amazon's sales landscape. Identifying **competitor strategies** and **market positioning** can offer valuable insights for enhancing sales performance.

Sales Trend based on Weekly, Monthly and yearly is shown

Conclusion

All the useful insights is shown in both graphic terms and in theoretical term

Thanks!