



INTER-DIVISION MEETING Q3 2024

SALES PERFORMANCE ANALYST

PT. AMAZON

MAIN PROBLEMS

Low-Profit Margins. The overall Profit Margin in Q1 and Q2 of 2024 was 13%, below the company's standard of 15%.

Current Goal:

Sales data analysis for this past 2 quartiles



MOST SOLD PRODUCTS

Nama Produk

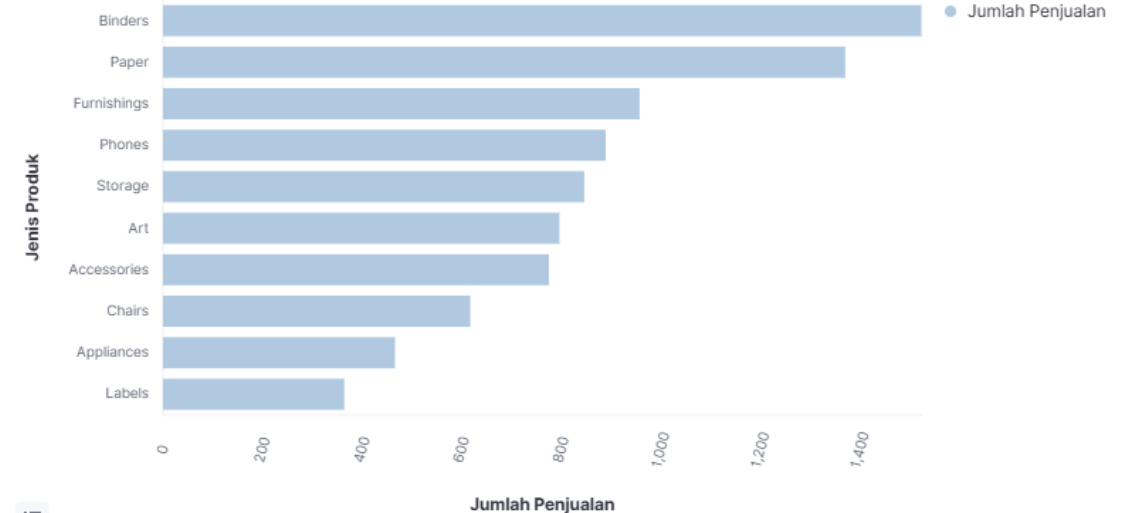


KI Adjustable-Height Table
Staple remover Staples GBC Instant Report Kit
Staple envelope
Easy-staple paper
Avery Non-Stick Binders Avery File Folder Labels
Staples in misc. colors



Jenis Produk -

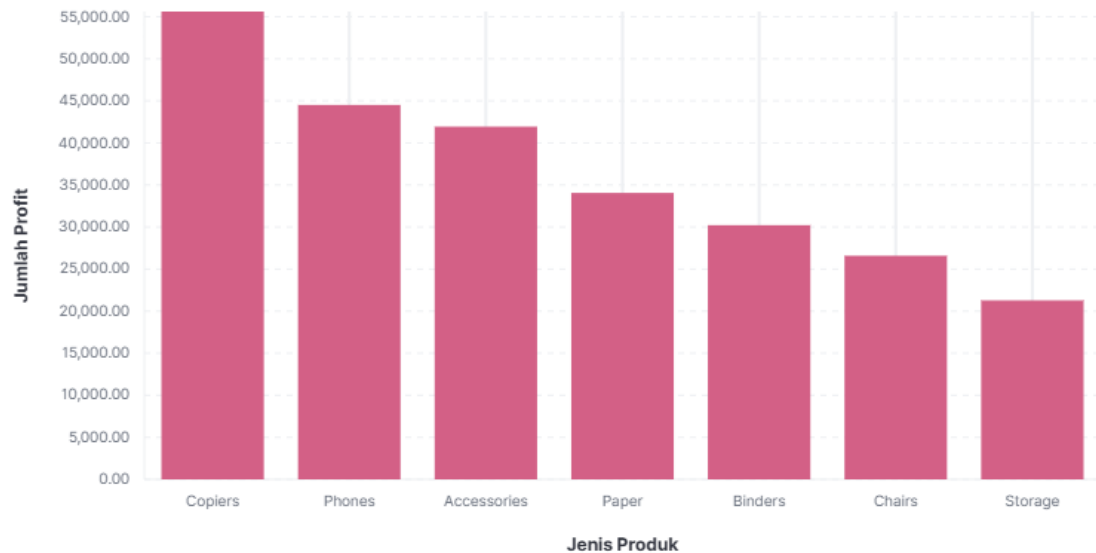
Jenis Produk 1



Products sold the most are related to office appliances, such as staples, binders, and paper.

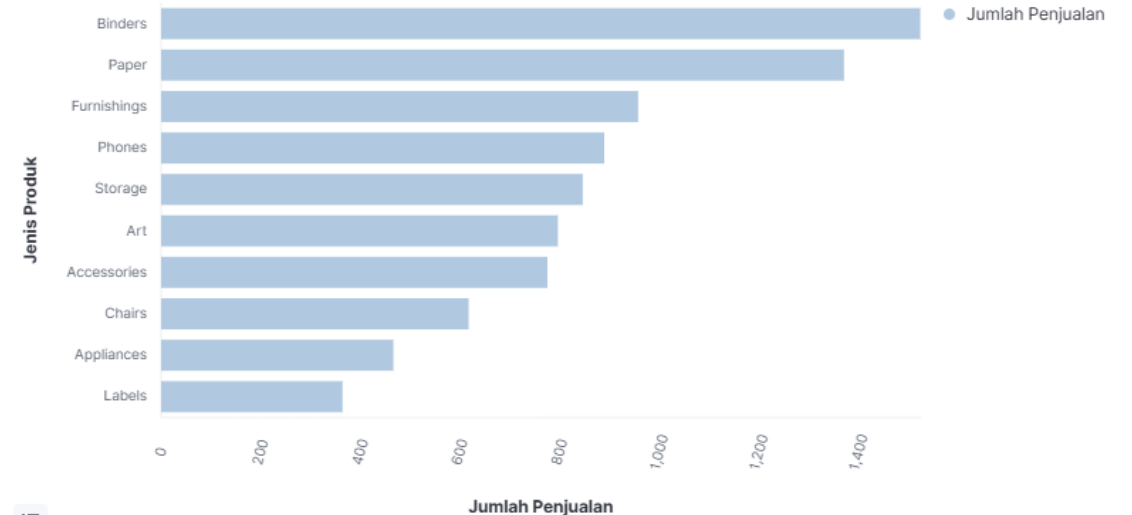
HIGH PROFIT PRODUCTS

Jenis Produk Top Profit 1



MOST SOLD PRODUCTS

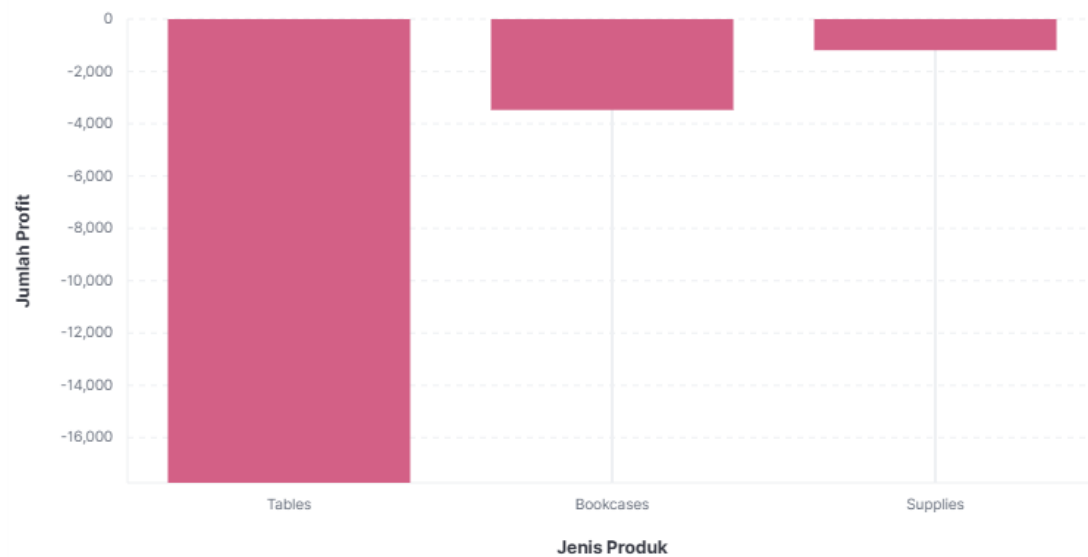
Jenis Produk 1



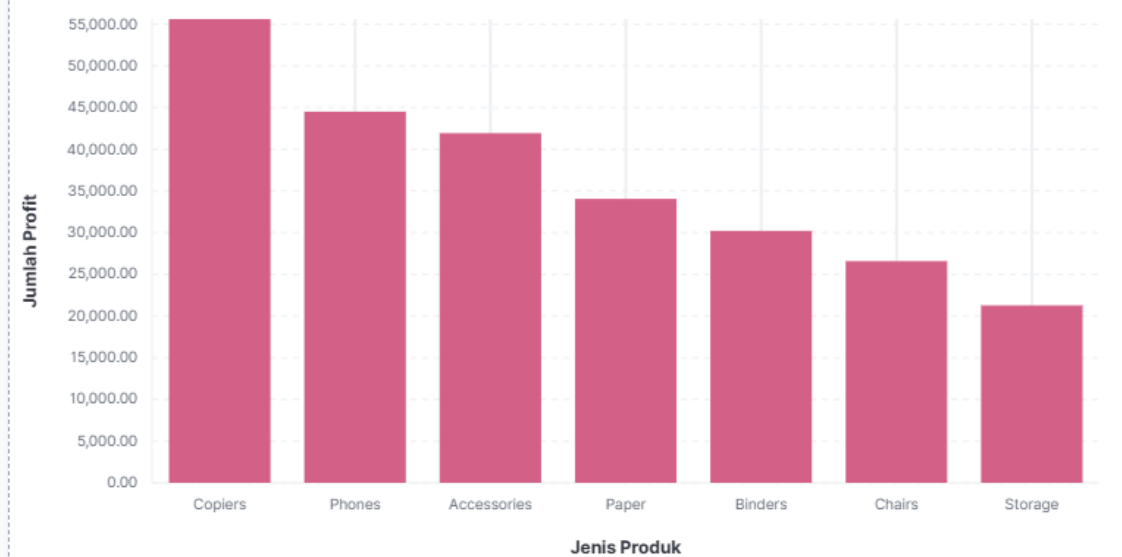
Even though Binders and Paper are the most sold products, they do not bring a significant profit compared to copiers and phones. It can lead to low operational cost efficiency.

LOW PROFIT PRODUCTS

Jenis Produk Top Profit 2 ③



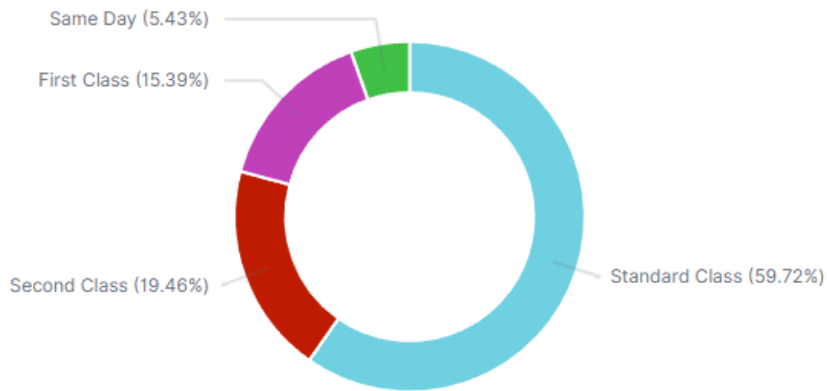
Jenis Produk Top Profit 1



- Tables are the products with a considerable loss.
- It can lower the overall profit margin.
- This loss might be due to the product being broken while being shipped, the buyer cancelling it, and we need to refund it.

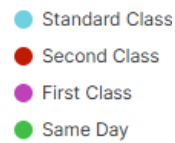
SHIPMENT CLASS

Ship Mode



Insight

Ship Mode - Profit

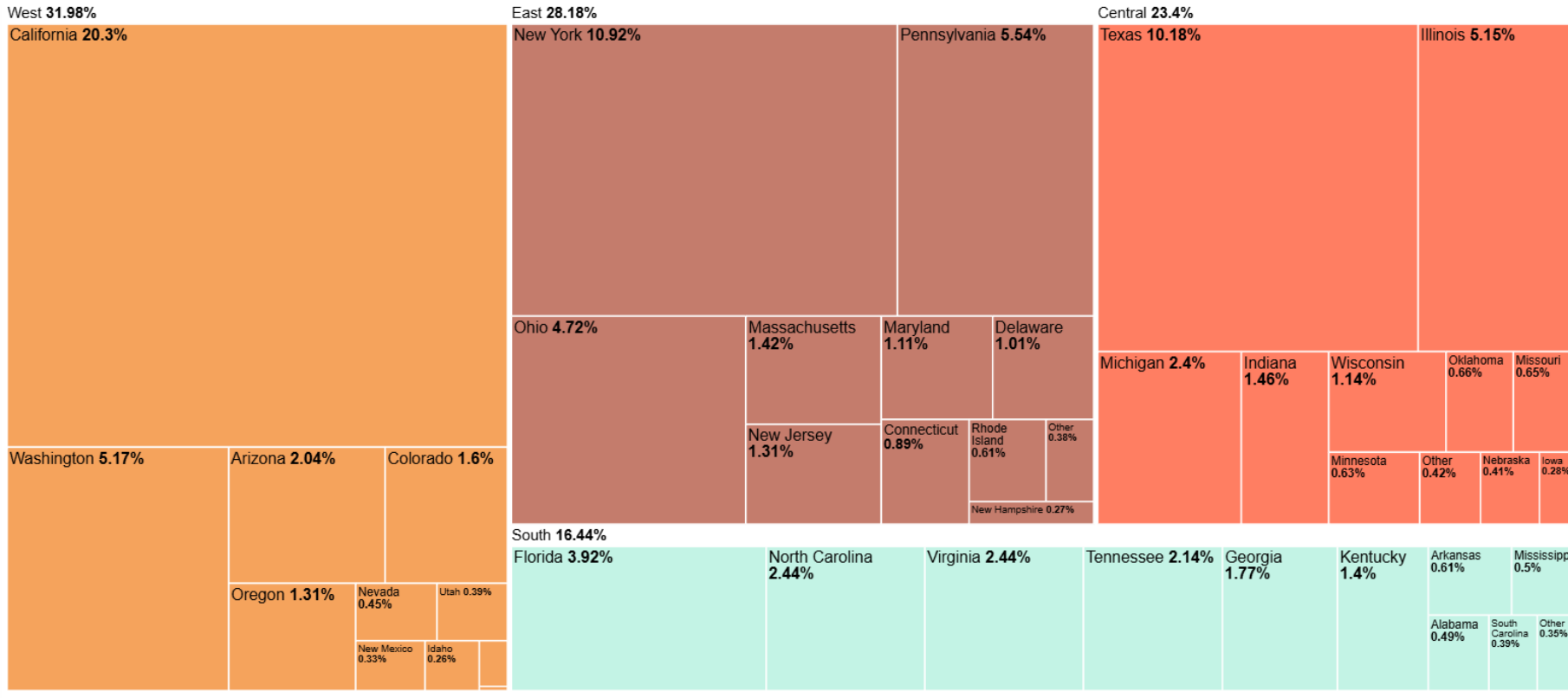


Top values of ship_mode.keyword

Insight

- Most buyers chose to ship our products from the standard class.
- It can lead to low logistic performance since most people use the same shipment type. The shipment can be late, and products can be broken while being shipped.
- This might be due to the high price of first-class and same-day shipment.

SHIPMENT CLASS



- Most buyers were from California.
- We can build a new warehouse in California to reduce the shipment price for First Class and Same-Day.

RECOMMENDATIONS

- We need to increase the price for binders and paper.
- We need to discontinue the table to be sold on our platform.
- We need to lower the price for First and Same Day shipment classes by building a new warehouse in California.



RECOMMENDATIONS (TECHNICAL)

- The Kibana, which we used for data analysis, can not analyse whether the shipment is late by generating a new field by subtracting the ship date from the order date.
- We need to use another service that can do that such as Power BI.





Thank You