

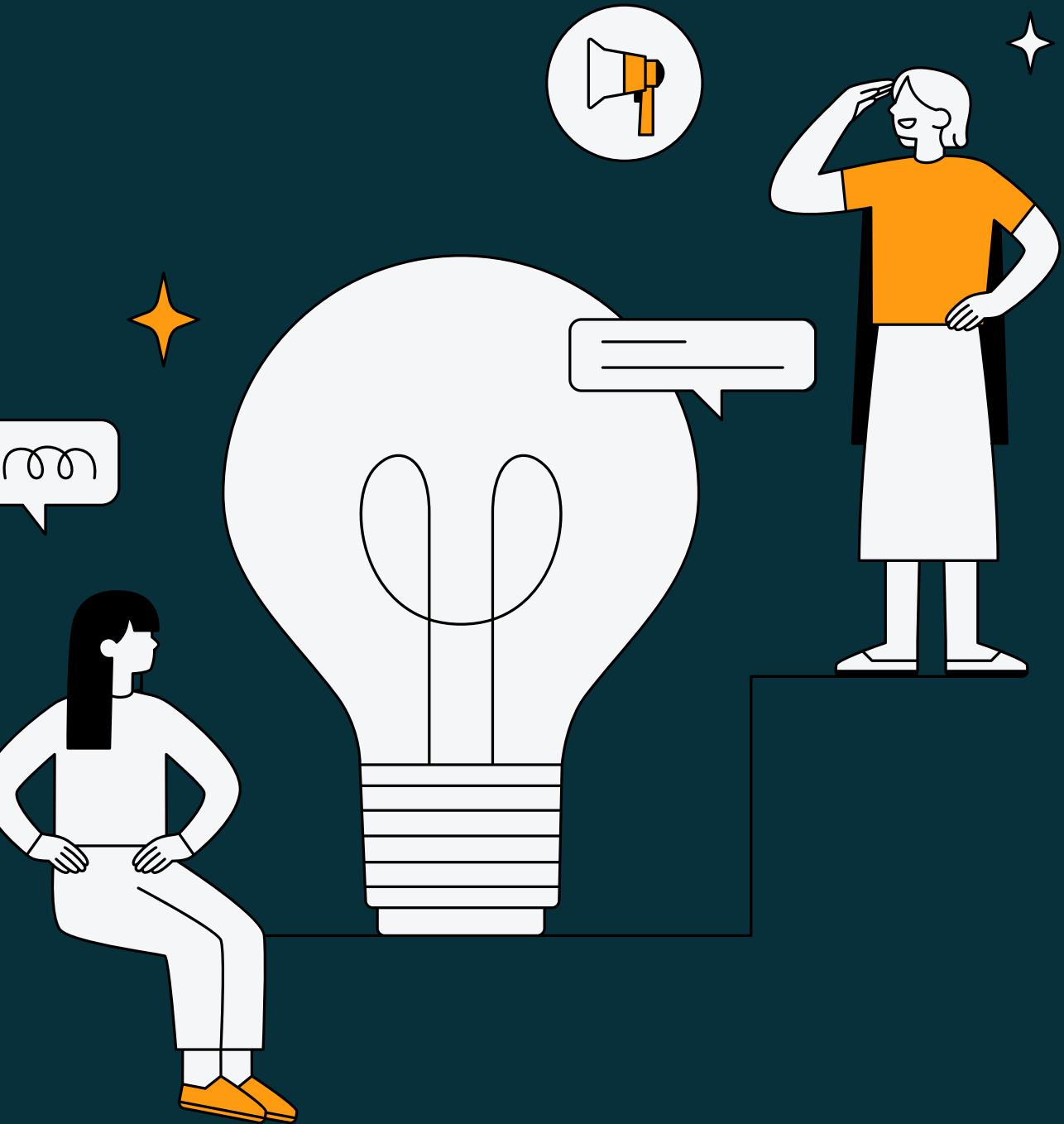
# amazon

# Sales Analysis

## Trends and challenges

# Introduction

Amazon was founded on July 5, 1994, by Jeff Bezos in Bellevue, Washington. It is an American multinational technology company, engaged in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. The company has multiple subsidiaries, including Amazon Web Services, providing cloud computing, Zoox, a self-driving car division, Kuiper Systems, a satellite Internet provider, and Amazon Lab126, a computer hardware R&D provider.



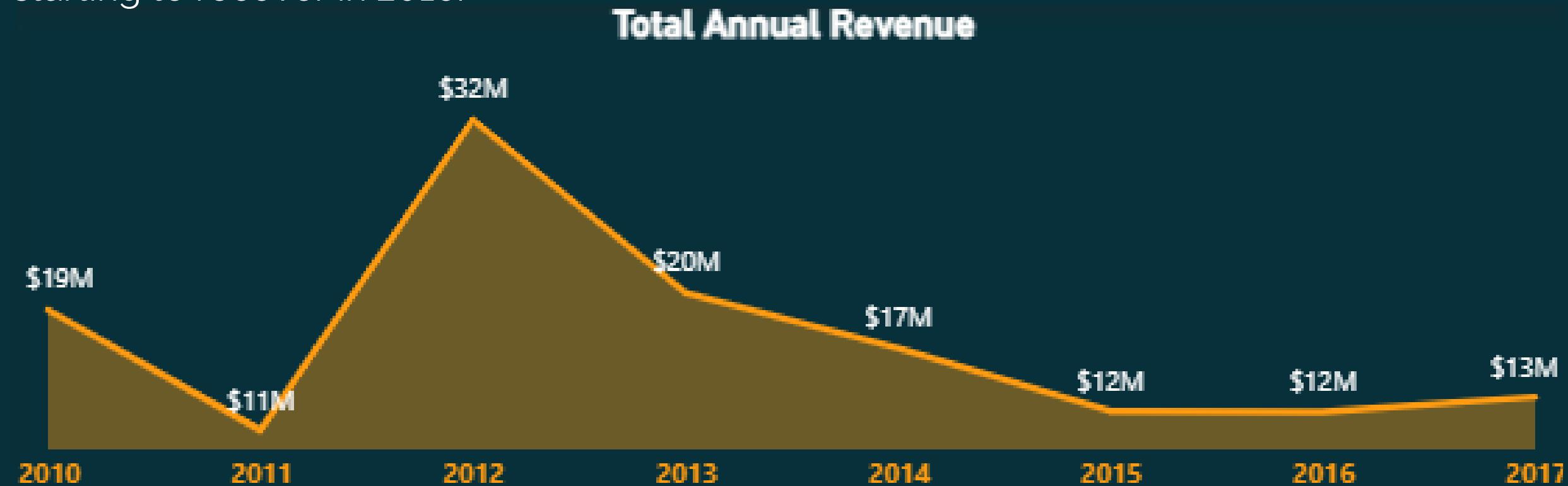
# Business Problem Statement

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Find key metrics and factors and show the meaningful relationships between attributes.

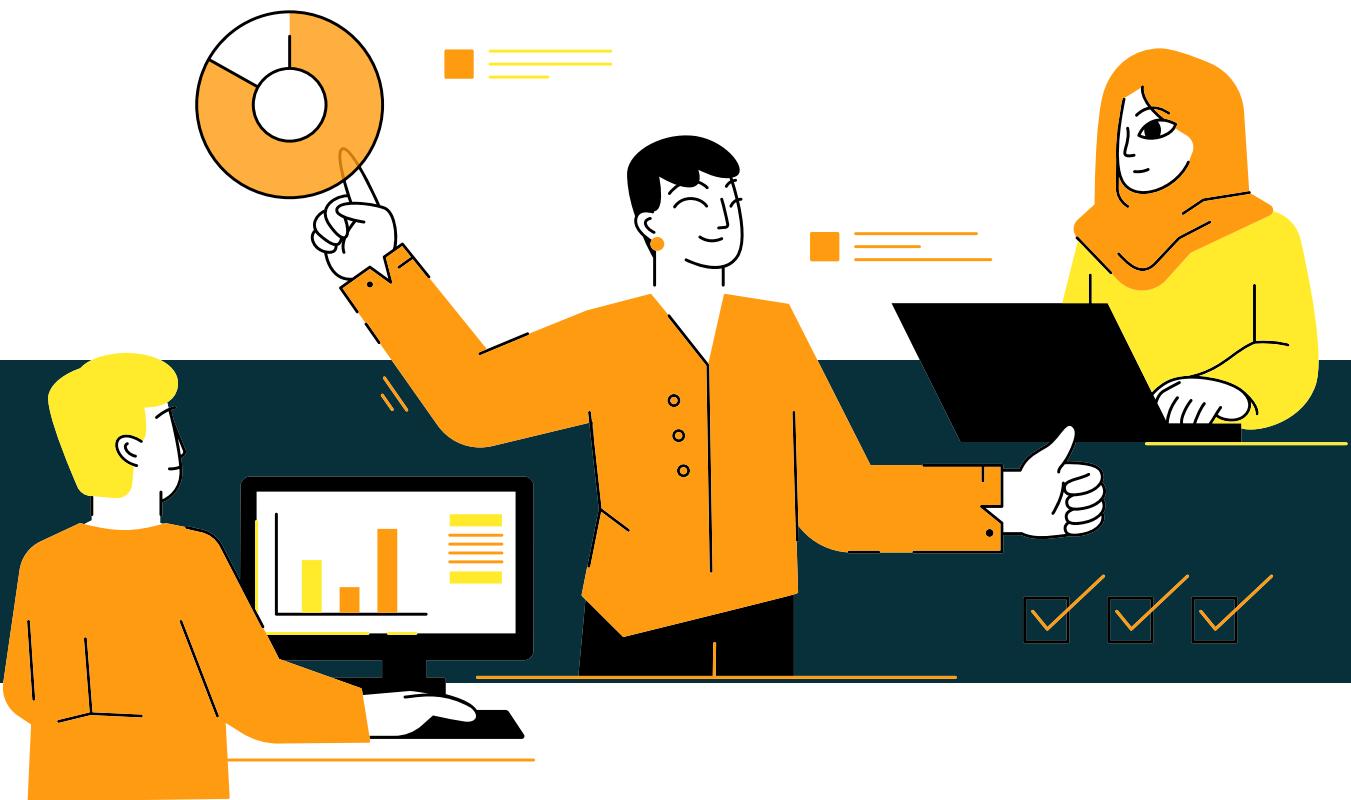


# Overview of sales trends

As we can see from the dataset showing yearly revenue from 2010 to 2017, there was a sudden increase in the company's revenue to approximately \$32 million during the fiscal year 2012, with a profit of \$9.21 million. However, in 2013, revenue and profit margins **decreased by 36.27%**, continuing to decline until 2015 before starting to recover in 2016.



# Key Performance Indicators





**70+**

Countries



**\$137M +**

Total Revenue



**10+**

Product Types



**\$44M +**

Profit



**500K+**

Goods Sold

The sales data across these countries provides invaluable insights into customer behaviour, market trends, and economic dynamics.

This monumental figure encapsulates transactions across diverse product categories, highlighting Amazon's pervasive influence on consumer spending habits worldwide.

Product categories represent a diverse range of consumer interests and preferences, making Amazon's sales data a valuable resource for business growth.

Profit reflects the company's operational efficiency, strategic investments, and relentless focus on innovation.

A large sale of inventory represents a significant reduction in stock, often indicating increased sales activity or a strategic move to clear out old inventory.



# AMAZON SALES DASHBOARD

Region

All

2010

2011

2012

2013

2014

2015

2016

2017

Total Revenue

\$137.35M

Total Profit

\$44.17M

Item Types

12

Countries

76

Total Units Sold

513K

Units Sold by Item Type

Cosmetics

84K

Clothes

71K

Beverages

57K

Fruits

50K

Personal Care

49K

Office Supplies

47K

Household

45K

Baby Food

41K

Cereal

26K

Vegetables

20K

Snacks

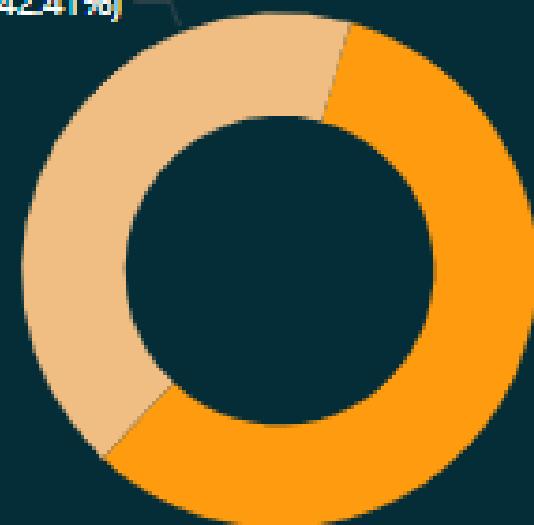
14K

Meat

11K

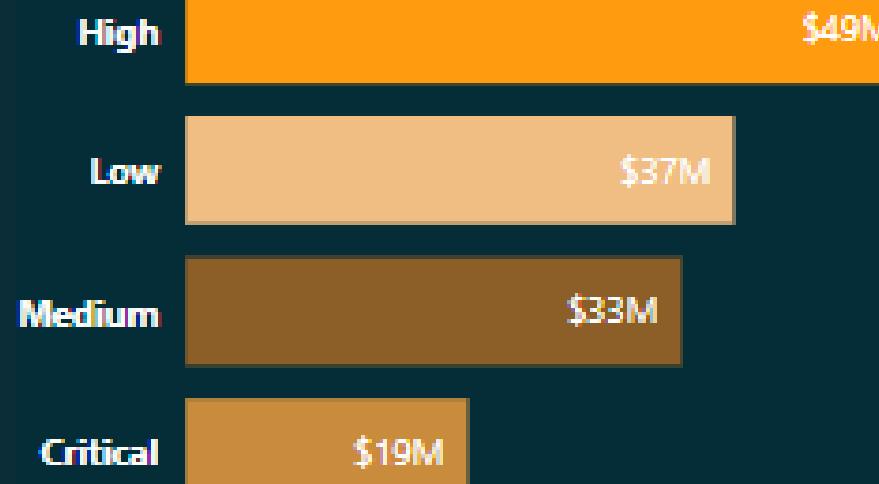
## Total Revenue by Sales Channel

Online \$58.25M (42.41%)

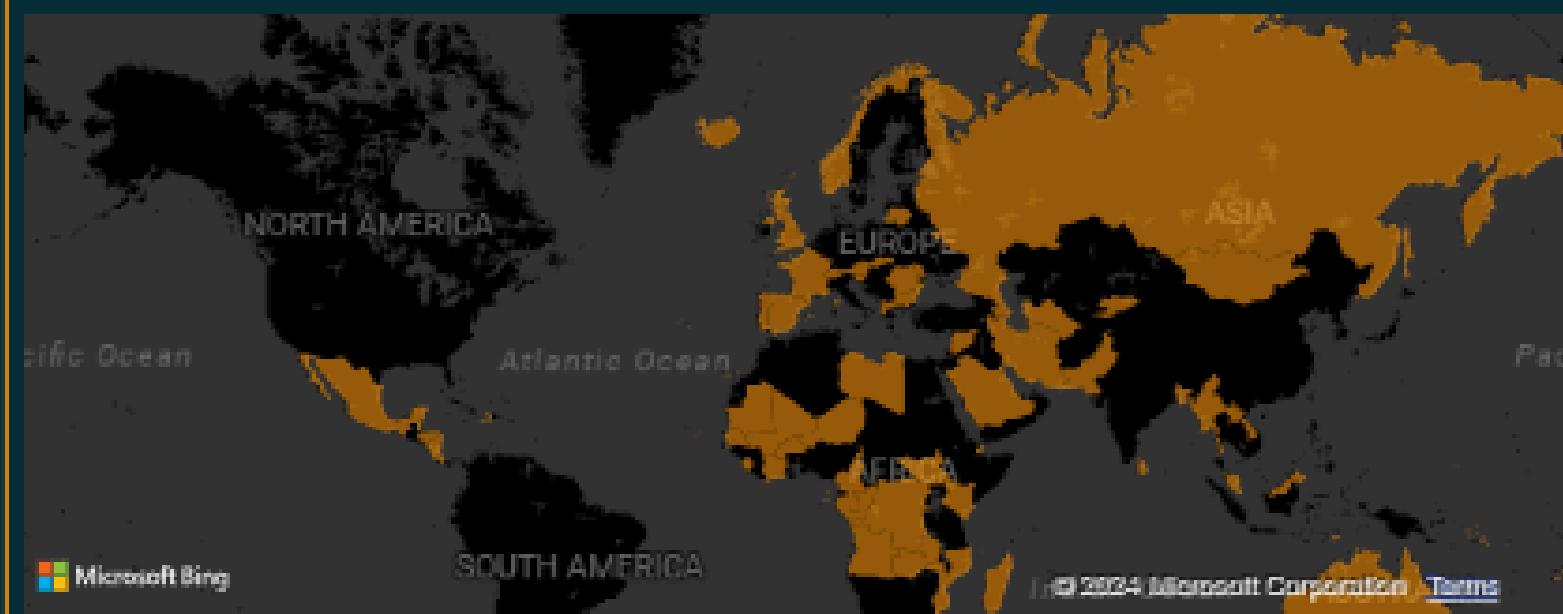


Offline \$79.09M (57.59%)

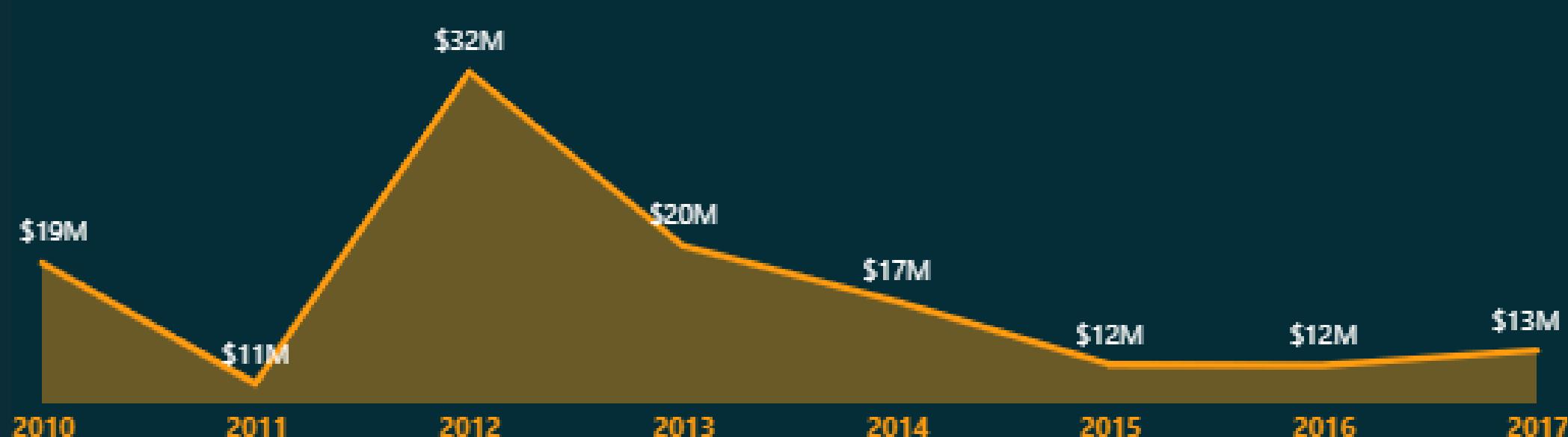
## Total Revenue by Order Priority



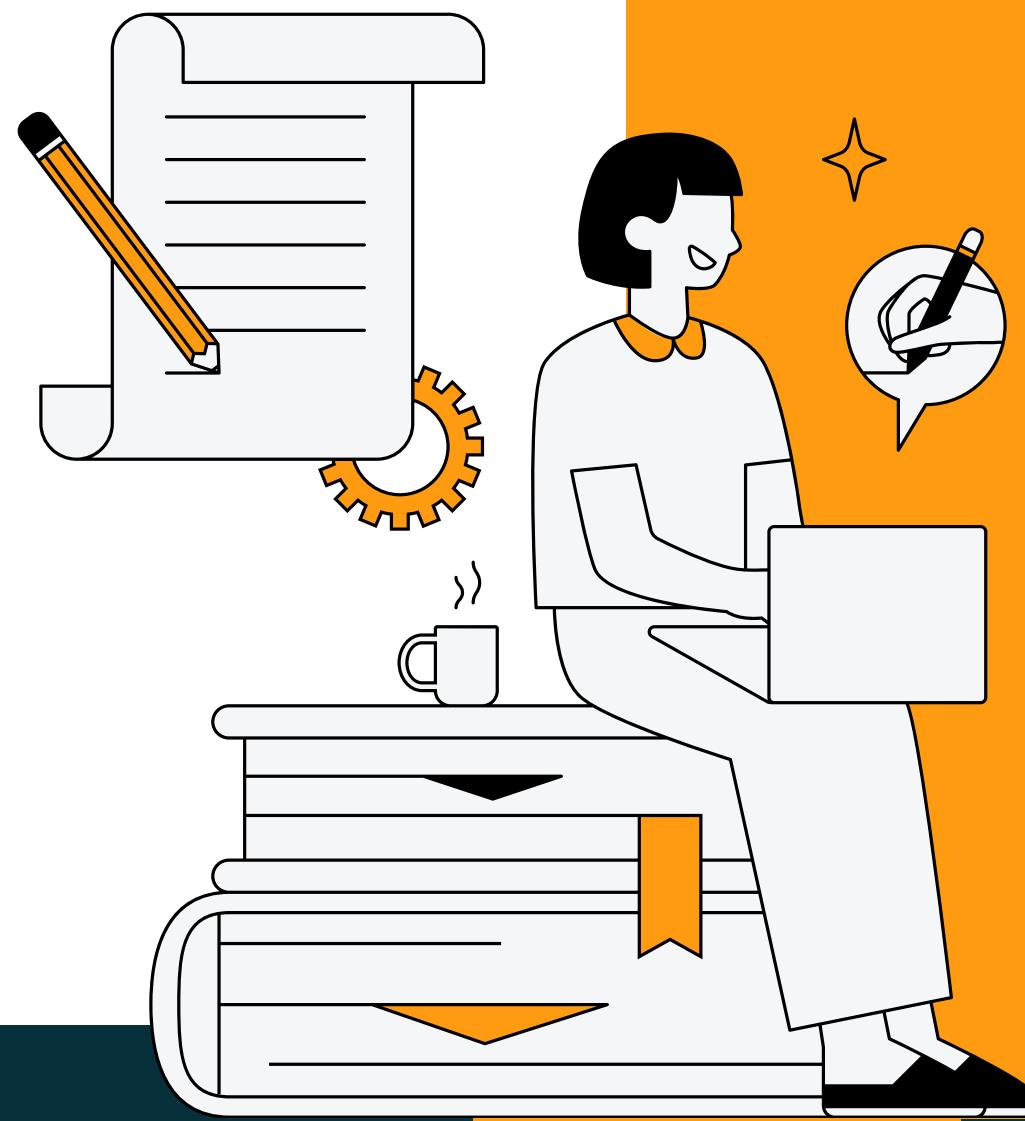
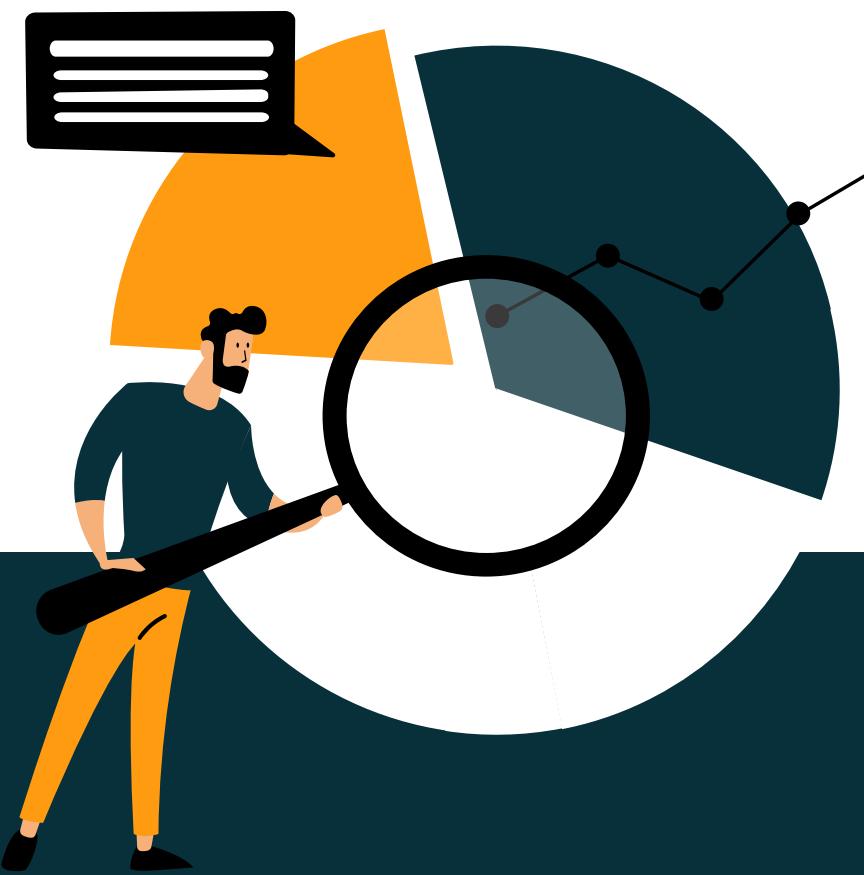
## Revenue and Profit by Country



## Total Annual Revenue

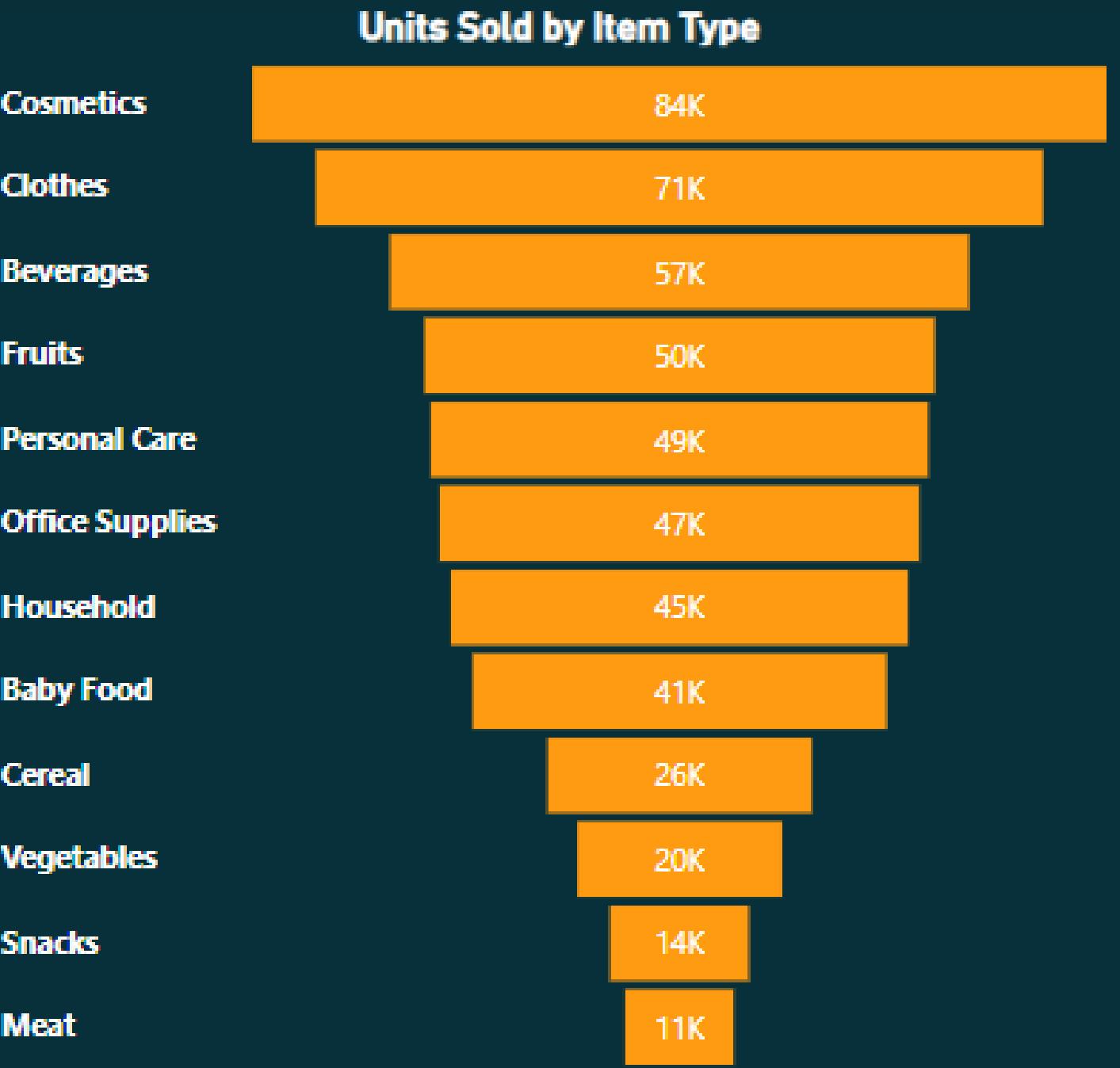


# Key Insights



# Sales by Product Type

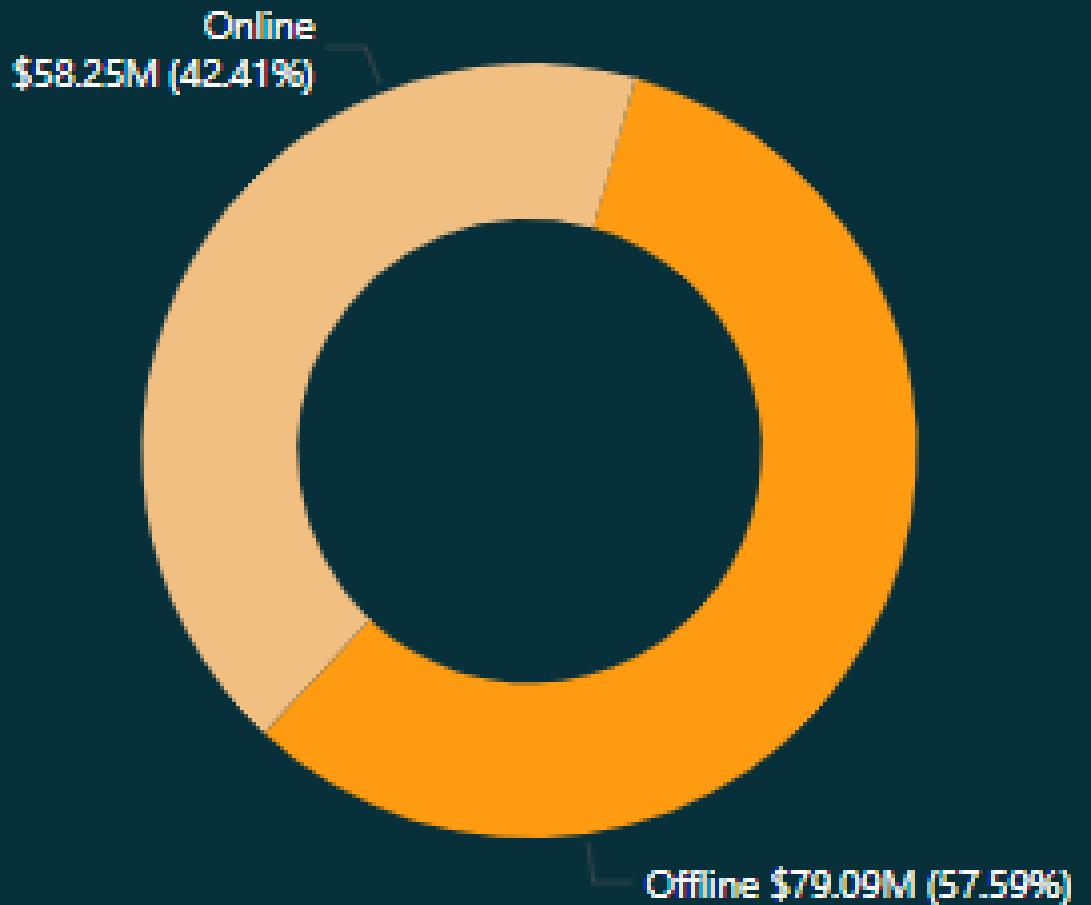
**Cosmetics** is the top-selling category, followed by Clothes, Beverages, Fruits, and Personal Care. This suggests that Amazon is a strong retailer for a variety of everyday products.



# Sales by Channel

Offline sales account for a higher percentage of total revenue than online sales (57.59% vs. 42.41%). This could be due to a number of factors, such as the fact that Amazon is a relatively young company and has not yet fully saturated the online retail market. It is also possible that some consumers prefer to shop in brick-and-mortar stores for certain products.

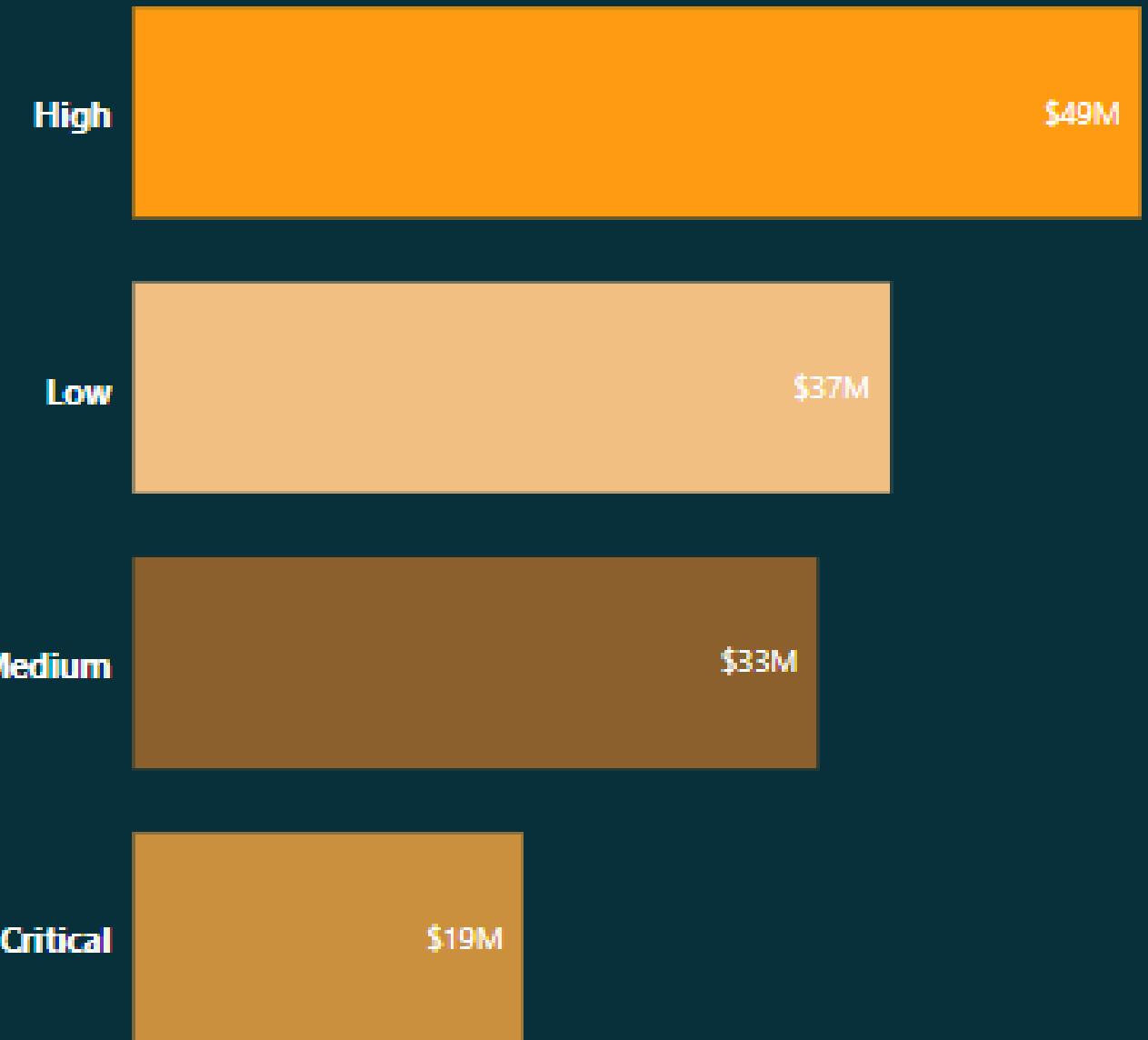
Total Revenue by Sales Channel



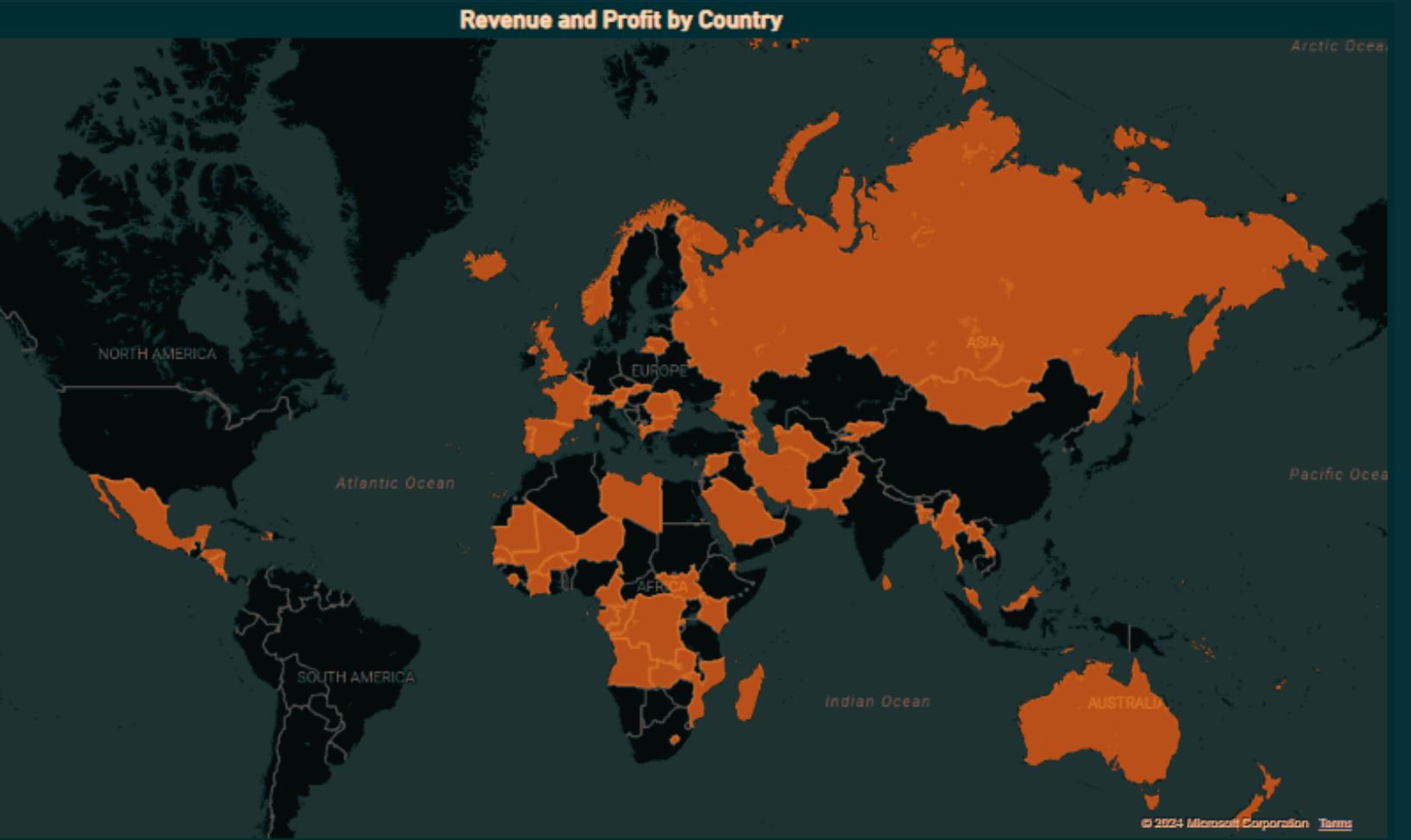
# Sales by Order Priority

High-priority orders account for the largest share of total revenue (49M), followed by low-priority orders (37M) and medium-priority orders (19M). This suggests that Amazon is able to fulfill a significant number of orders quickly and efficiently.

Total Revenue by Order Priority



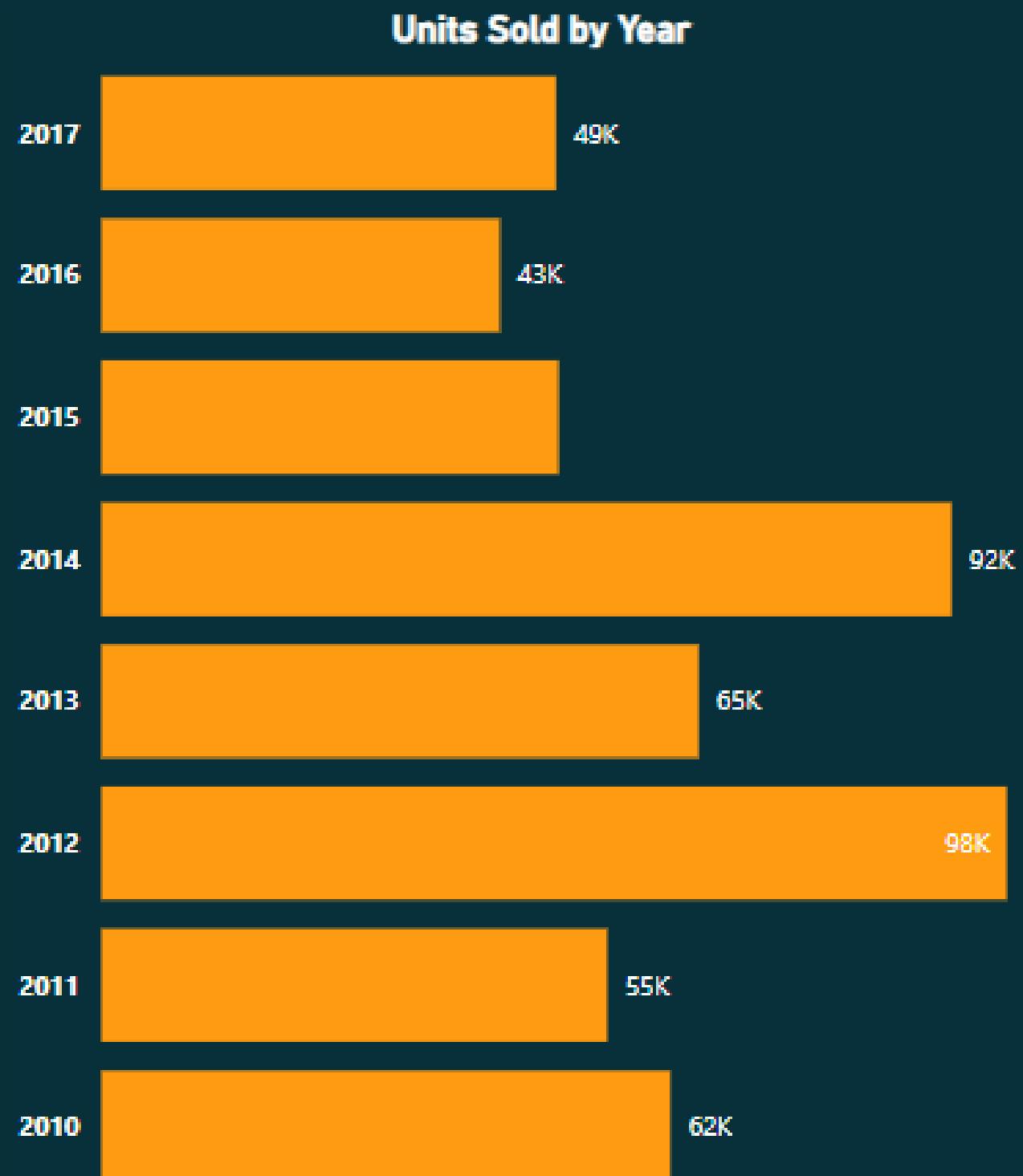
# Profit & Revenue by Region



North America is the most profitable region for Amazon, followed by Europe and Asia. This could be due to a number of factors, such as higher consumer spending in North America or a more mature e-commerce market in the region.

# Units Sold by Year

The number of units sold by Amazon has been increasing steadily over the past few years. This suggests that Amazon is growing its market share in the online retail industry.



# My Recommendations

01.

**Quarter 1 Promotions:** Introduce special offers in March, such as clearance sales or special bonanzas, and during the December Christmas season to boost revenue.

02.

**Online Sales Strategies:** Implement "Buy One Get One" offers and prioritize critical orders to increase customer attraction and generate higher revenue.

03.

**Weekend Promotions:** Highlight weekend discount sales, especially on fruits, to drive higher sales.

04.

**Regional Focus:** Increase promotional offers in the North American region to address low sales and revenue.



Presented by Ojas Chaudhary

Thank  
you very  
much!

