"Amazon Sales Analytics for Product Profitability Optimization"

I. Industry & Organization Context

Industry: E-commerce / Retail (Amazon Marketplace)

Organization Description:

A company selling consumer products on Amazon aims to maximize profitability by analyzing sales performance across SKUs, categories, sizes, and fulfillment methods. The company maintains detailed records of stock, sales amounts, courier status, and B2B transactions.

Business Problem:

The company faces challenges such as:

I. Uneven sales across product categories, sizes, and styles
II. Stock imbalances causing stockouts or excess inventory
III. Difficulty identifying the most profitable SKUs and fulfillment methods
IV. Inconsistent B2B vs B2C sales performance.
V. The organization seeks to leverage data analytics to optimize pricing, inventory, and fulfillment decisions.

II. Analytical Questions

1. Which **product categories** generate the highest revenue?
2. Which **sizes and styles** are most frequently sold?
3. How does the fulfillment **method** (e.g., FBA, FBM) impact profitability?
4. What is the **trend of sales over time** (daily, monthly, quarterly)?
5. Which SKUs have **the highest quantity sold** but **lowest revenue**?
6. How does **B2B vs B2C sales** differ in terms of revenue and quantity?
7. Which SKUs are frequently **out of stock** or cause **backorders**?
8. Which **courier statuses** correlate with delayed deliveries or lost revenue?
9. What is the **average revenue per SKU** across categories?
10. How does **currency impact profitability** for international sales?

III. Key Performance Indicators (KPIs)

1. Total Sales Amount (per SKU, category, fulfillment method)
2. Quantity Sold (per SKU, size, style)
3. Average Order Value (AOV)
4. Revenue per Category / SKU
5. Stock-to-Sales Ratio (inventory efficiency)
6. Fulfillment Efficiency (percentage of orders delivered on time)
7. B2B vs B2C Revenue Contribution

8. Return Rate / Courier Issue Rate (based on Courier Status)
9. Top-Selling SKUs by Quantity and Revenue
10. Month-over-Month Growth Rate