



SALES ANALYSIS AND KEY METRICS DASHBOARD

Amazon Sales Data Insights

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DATA SCIENCE

UNIFIED MENTOR

INTRODUCTION

- 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.



DETAILS OF DATA



strength comes When teams
works Together as a family

1

Sales and Product Data

2

Customer and User Behavior
Data

3

Shipping and Fulfillment Data



4

Marketplace and Seller Data

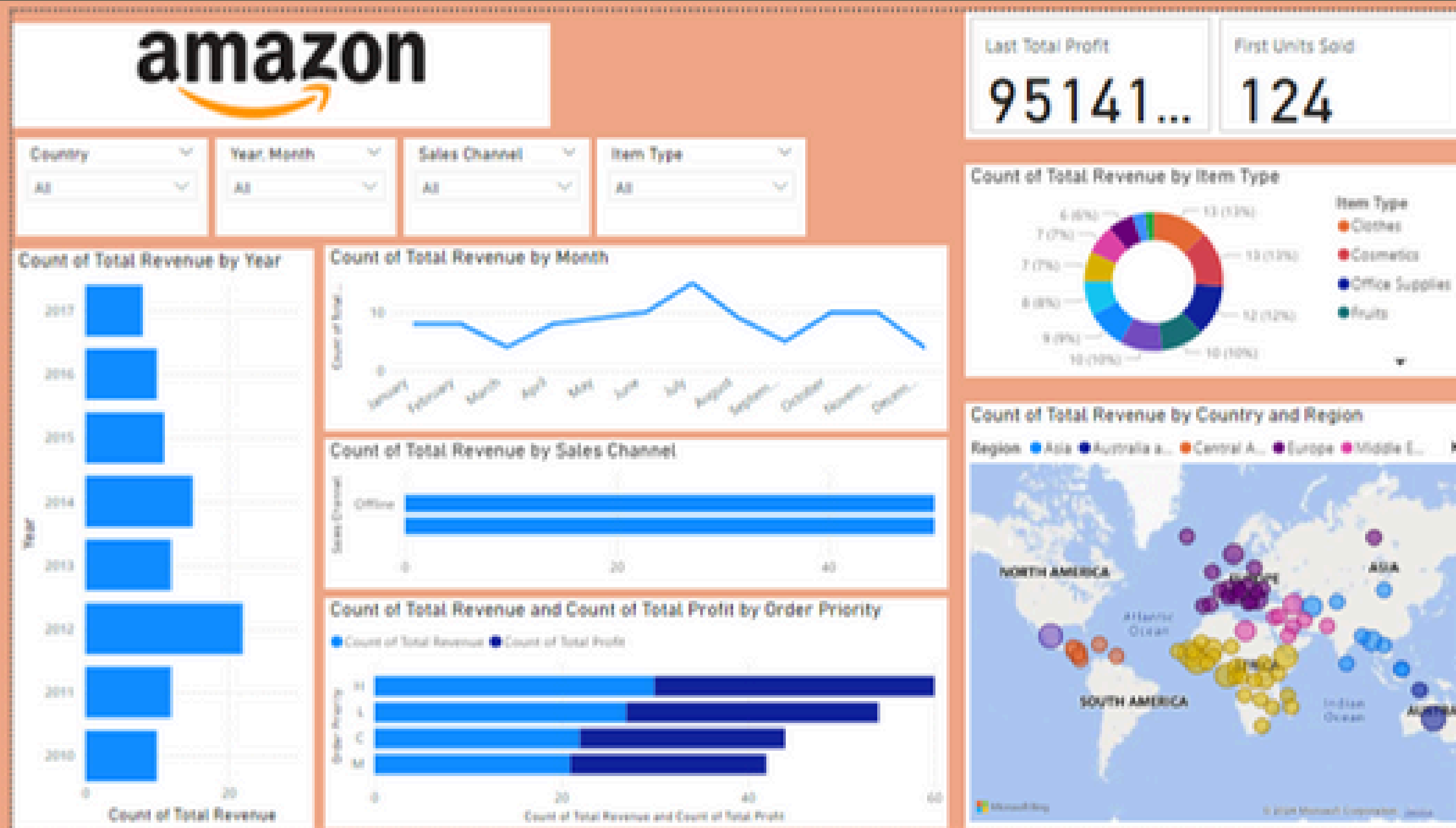
5

Financial Data

MAIN KPIS

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- ➔ **Total Revenue -** total income generated from sales before any expenses are deducted.
 - ➔ **Total Profit -** net income after subtracting total costs from total revenue.
 - ➔ **Units Sold -** total number of units sold within a specific period.
 - ➔ **Average Order Value -** average amount spent by customers per order.
 - ➔ **Sales by Region -** Revenue generated from different geographic regions.

DASHBOARD



A soft-focus photograph of a smiling woman in the background. In the foreground, two hands are positioned to form a heart shape. The text "Thank You" is written in a cursive font across the heart.

Thank You