

AMAZON SALES DATA ANALYSIS 2010-17

2010

2011

2012

2013

2014

2015

2016

2017

TOTAL COST

93.18M

TOTAL REVENUE

137.35M

TOTAL PROFIT

44.17M

AVERAGE PROFIT MARGIN

36.21%

UNITS SOLD

513K

SALES ANALYSIS BY COUNTRY



SALES ANALYSIS OF ITEM TYPES BY MONTH YEAR

Year	Sum of Units Sold	Sum of Total Revenue	Sum of Total Profit
2010	61571	1,91,86,024.92	66,29,567.43
2011	54768	1,11,29,166.07	27,41,008.23
2012	97967	3,18,98,644.52	92,13,010.12
2013	64663	2,03,30,448.66	67,15,420.04
2014	92040	1,66,30,214.43	58,79,461.68
Total	512871	13,73,48,768.31	4,41,68,198.40

REGION

All

SALES CHANNEL

All

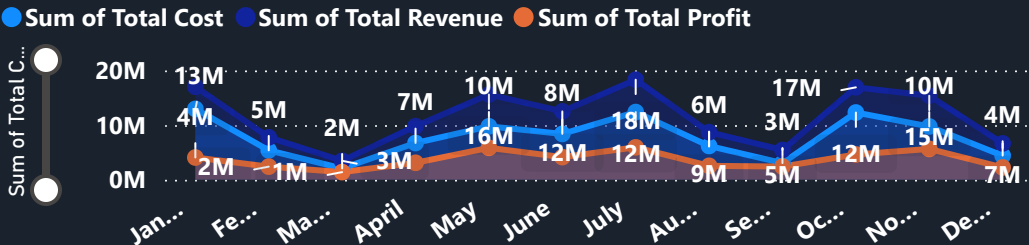
ITEM TYPE

All

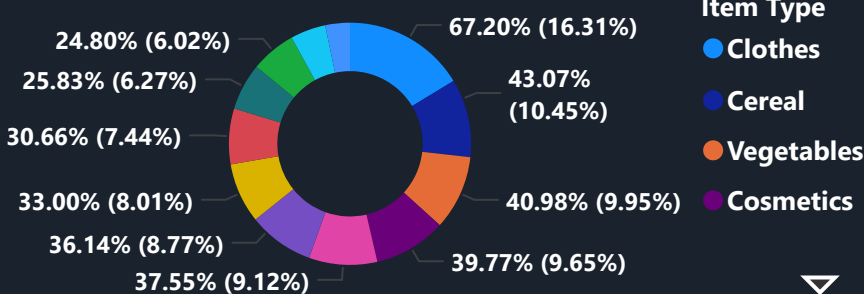
ORDER PRIORITY

All

TOTAL COST , REVENUE AND PROFIT BY MONTH



AVERAGE PROFIT MARGIN BY ITEM TYPE



PROFIT BY SALES CHANNEL

Offline	Online
24.92M	19.25M

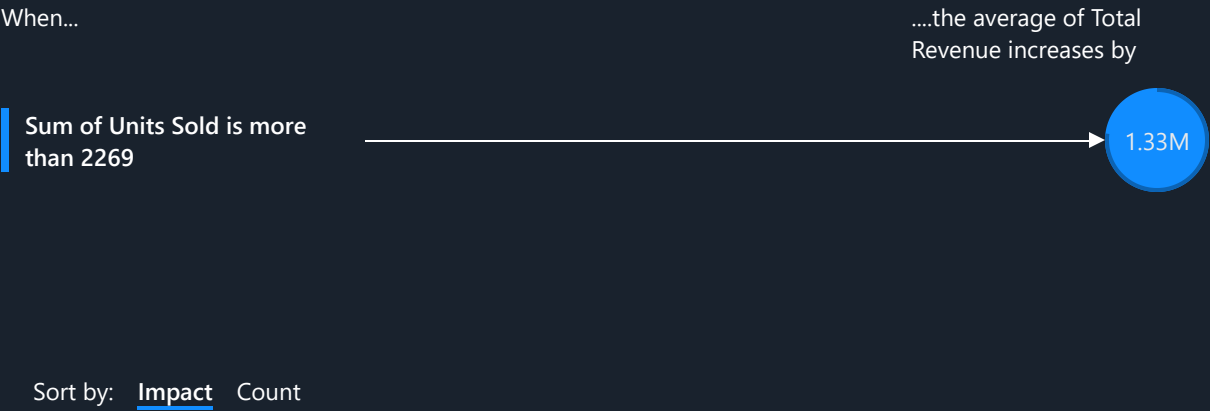
Key influencers Top segments



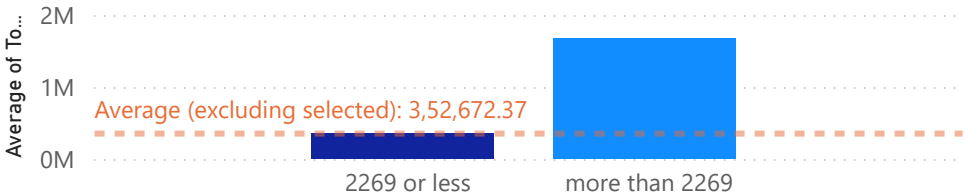
What influences Total Revenue to

Increase

 ?



← Total Revenue is more likely to increase when Sum of Units Sold is more than 2269 than otherwise (on average).



☐ Only show values that are influencers

Region with most profit

Showing results for Top region of amazon sales records by total total profit

Sub-Saharan Africa

1,21,83,211.40

Sum of Total Profit

region with most average profit margin

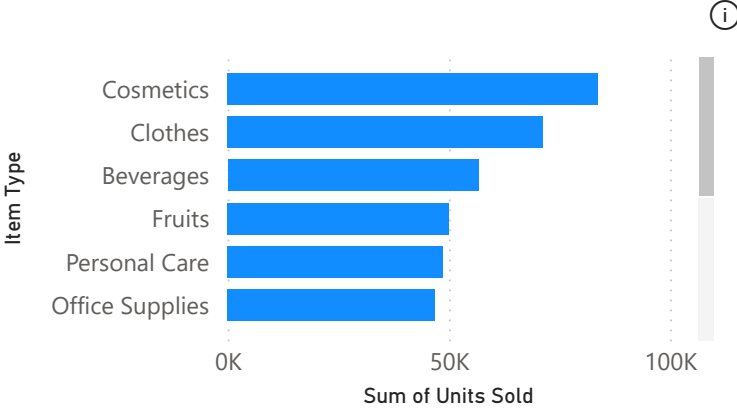
Showing results Top region of amazon sales records by average profit margin for

Middle East and North Africa

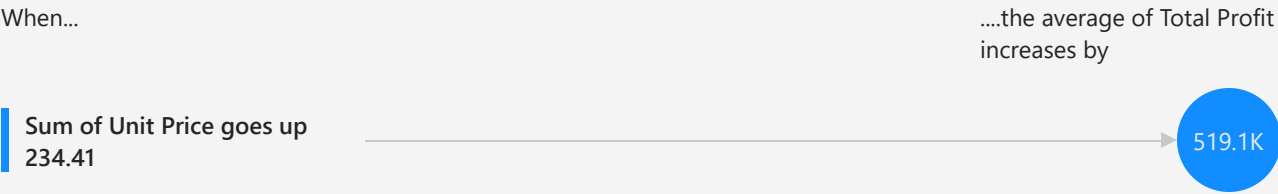
39.37%

Average of Profit Margin

ITEM TYPES WITH unit sold



What influences Total Profit to Increase ?



← On average when Sum of Unit Price increases, Total Profit also increases.

