



Amazon Sales and Operation Insight Dashboard

SALE
SALE
SALE
SALE



Sales Analysis Dashboard

2012

2013

2014

2015

12.64M

Total Sales

3788

Total Product

12.53M

Total cost

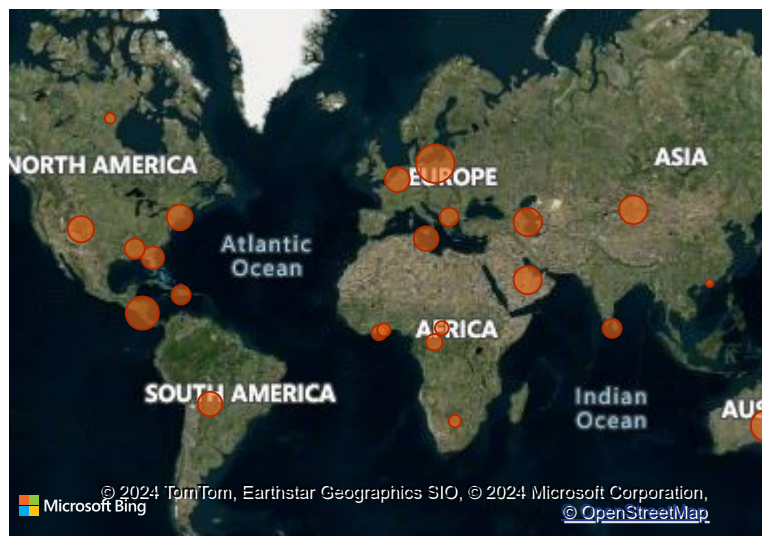
1.47M

Total Profit

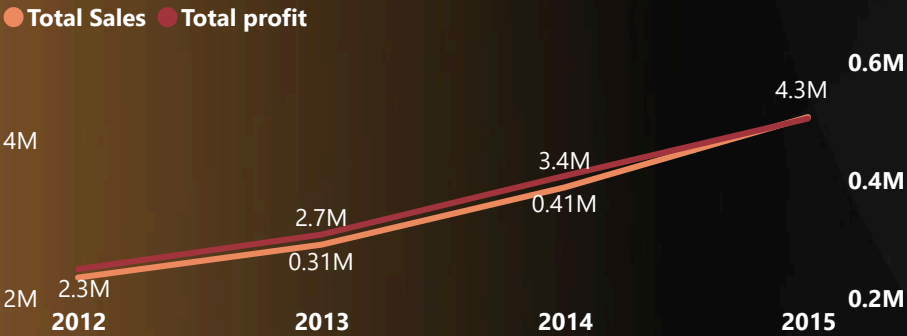
1079

Total Return

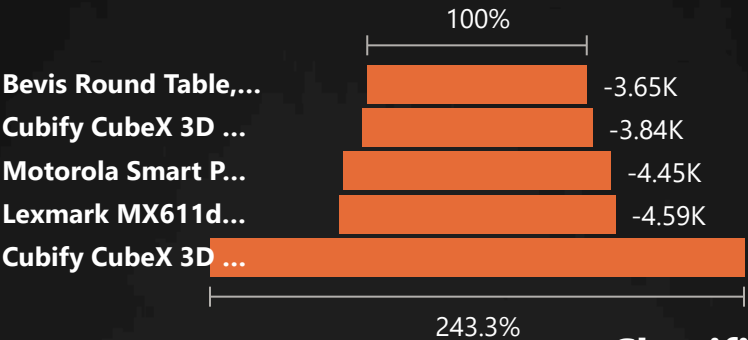
Sales vary across diff. Regions



Sales trends overtime



Least selling Product

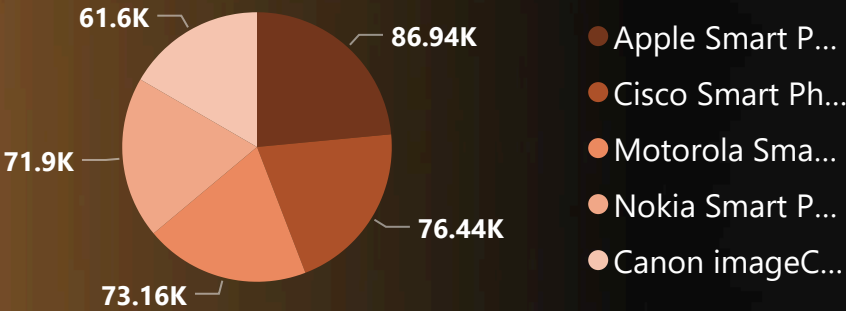


Classification of product category

| Sub-Category | No. of product | Total Quantity sells | Total Sales | Total Profit |
|--------------|----------------|----------------------|-------------|--------------|
| Phones | 305 | 11870 | 1.71M | 216.72K |
| Copiers | 129 | 7454 | 1.51M | 258.57K |
| Chairs | 204 | 12336 | 1.50M | 140.40K |
| Bookcases | 166 | 8310 | 1.47M | 161.92K |
| Storage | 247 | 16884 | 1.13M | 108.42K |
| Appliances | 212 | 6026 | 1.01M | 141.56K |
| Machines | 179 | 4906 | 0.78M | 58.87K |
| Tables | 170 | 3083 | 0.76M | -64.08K |

By profit

Top 5 product By Sales





Customer Analysis Dashboard

2012

2013

2014

2015

12.64M

Total Sales

3788

Total Product

12.53M

Total cost

1.47M

Total Profit

1079

Total Return

Customer Priority

Critical

High

Medium

Low

No. of customers by Region or Market

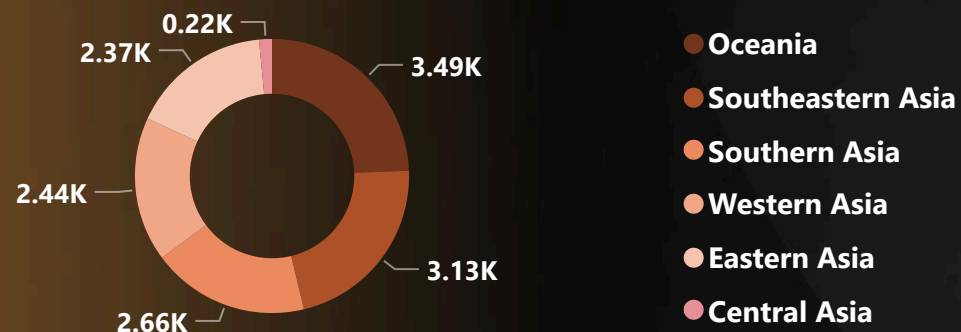
Asia Pacific

Europe

LATAM

USCA

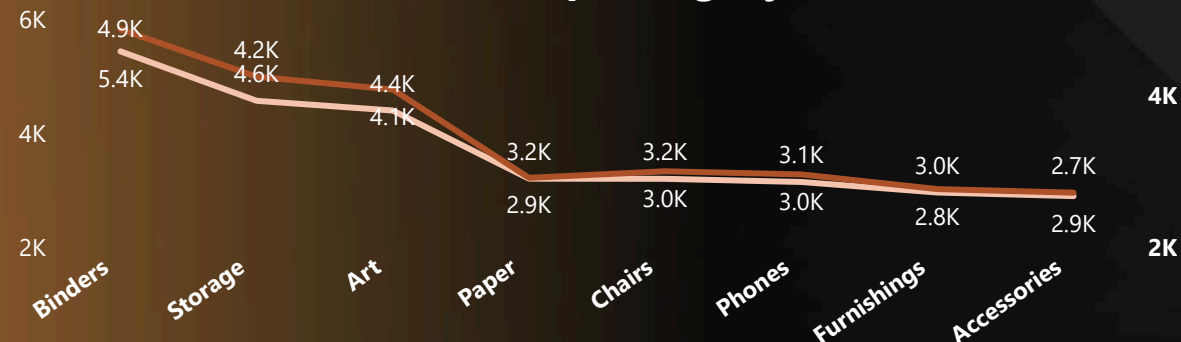
Africa



| Product Name | Total Order | Delivery Days per order |
|---------------------------------------|-------------|-------------------------|
| Rogers File Cart, Single Width | 49 | 4.73 |
| Stanley Pencil Sharpener, Water Color | 49 | 4.69 |
| Sanford Pencil Sharpener, Water Color | 53 | 4.68 |
| Acco Index Tab, Clear | 46 | 4.65 |
| Staples | 136 | 4.63 |
| Tenex File Cart, Single Width | 42 | 4.62 |
| Cardinal Index Tab, Clear | 50 | 4.60 |
| Eldon File Cart, Single Width | 54 | 4.54 |

No. of Orders Total Customer

Top Category ordered the most



Products are return by customers the most

