Analyzing Amazon Sales data

Introduction

- Sales management has gained importance to meet increasing competition and the need of 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.

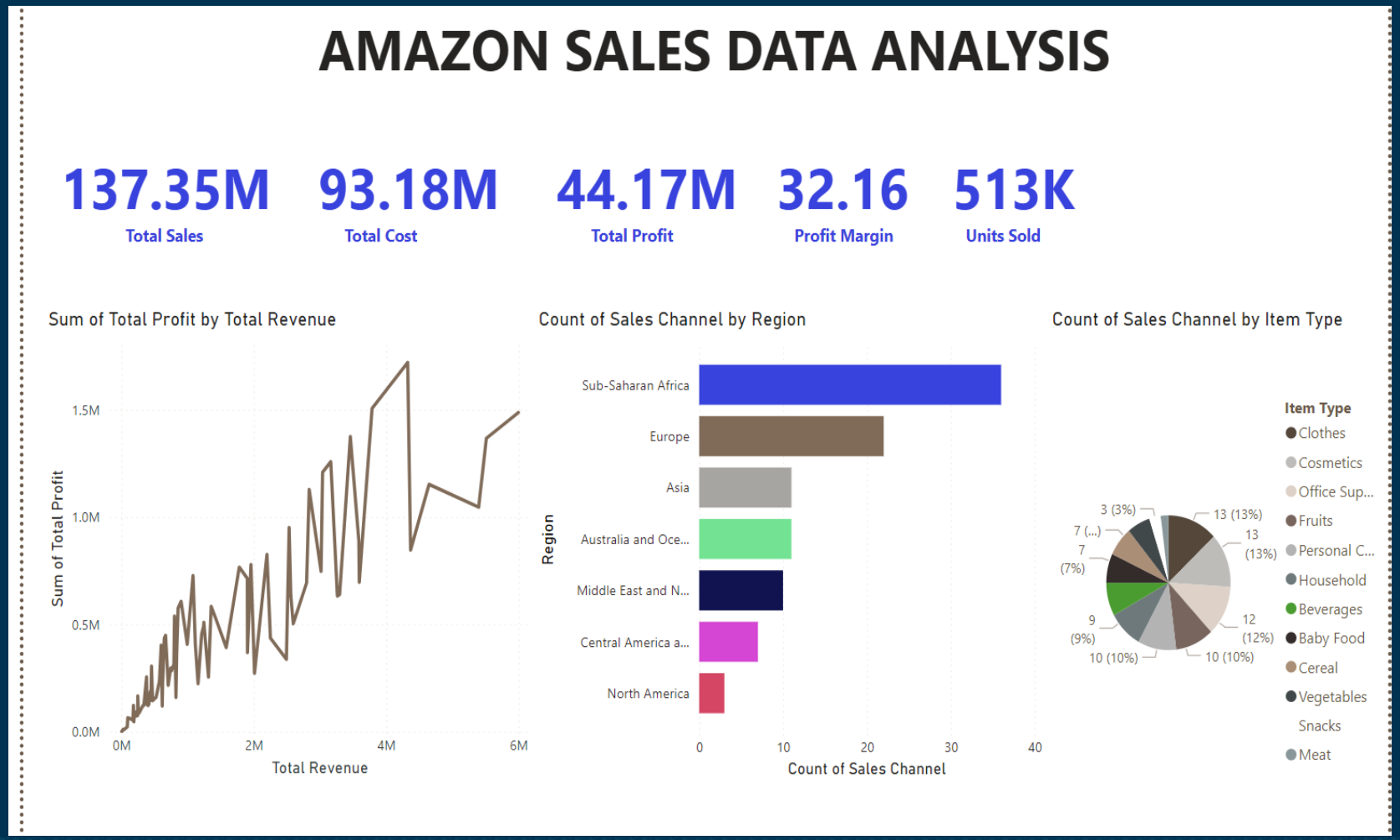
Details of the Data

- Total Sales = $137.35M
- Total Cost = $93.18M
- Total Profit = $44.17M
- Profit Margin= 32.16%
- Units sold=513K

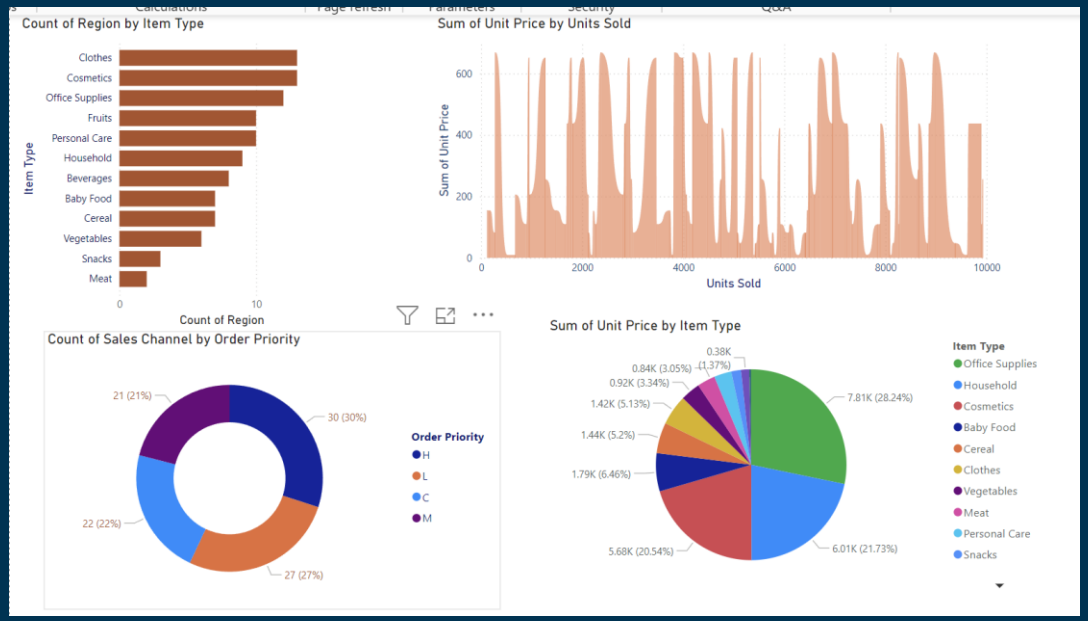
Main KPIs

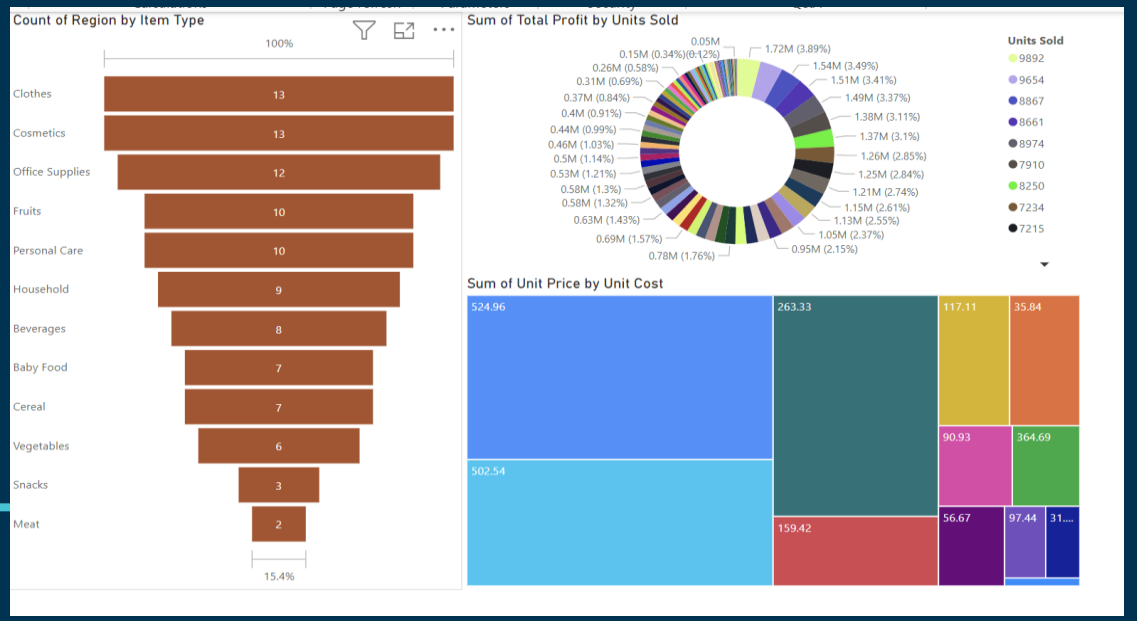
- Sub Saharan Africa region emerges as the region with highest sales of $40M.This indicates a huge demand of products in this region.
- Cosmetics is the top selling item type and a major contributor in total sales generation,followed by office supplies and then Household items.

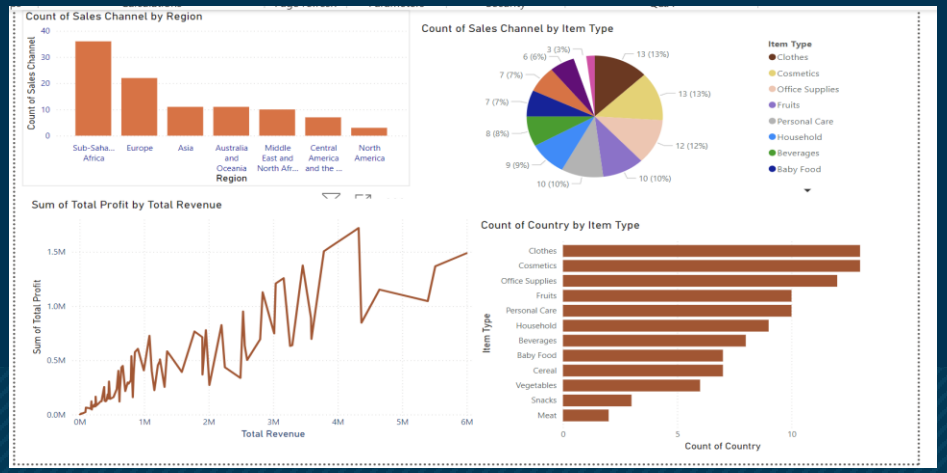
Mock - up Dashboard



My Design


Count of Region by Item Type
Clothes
Cosmetics
Office Supplies
Fruits
Personal Care
Household
Beverages
Baby Food
Cereal
Vegetables
Snacks
Meat
Item Type
Count of Region
Sum of Unit Price by Units Sold
Sum of Unit Price
Units Sold
Count of Sales Channel by Order Priority
21 (21%)
30 (30%)
22 (22%)
27 (27%)
Order Priority
H
L
C
M
Sum of Unit Price by Item Type
0.38K (1.37%)
0.84K (3.05%)
0.92K (3.34%)
1.42K (5.13%)
1.44K (5.2%)
1.79K (6.46%)
5.68K (20.54%)
6.01K (21.73%)
7.81K (28.24%)
Item Type
Office Supplies
Household
Cosmetics
Baby Food
Cereal
Clothes
Vegetables
Meat
Personal Care
Snacks


Count of Region by Item Type
100%
Clothes 13
Cosmetics 13
Office Supplies 12
Fruits 10
Personal Care 10
Household 9
Beverages 8
Baby Food 7
Cereal 7
Vegetables 6
Snacks 3
Meat 2
15.4%
Sum of Total Profit by Units Sold
Units Sold
9892
9654
8867
8661
8974
7910
8250
7234
7215
Sum of Unit Price by Unit Cost
524.96
263.33
117.11
35.84
502.54
90.93
364.69
159.42
56.67
97.44


Count of Sales Channel by Region
Count of Sales Channel
Sub-Saha... Africa
Europe
Asia
Australia and Oceania
Middle East and North Afr...
Central America and the ...
North America
Region
Count of Sales Channel by Item Type
Item Type
Clothes
Cosmetics
Office Supplies
Fruits
Personal Care
Household
Beverages
Baby Food
Sum of Total Profit by Total Revenue
Sum of Total Profit
Total Revenue
Count of Country by Item Type
Item Type
Count of Country

Thank You