**Insights for Amazon Online Sales 2019-2020.**

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| **Region** | **Best Profit Given City** |
| Central | Lafayette |
| East | Newark |
| South | Arlington |
| West | Seattle |

1. Most Sales originate from Consumers.
2. Customers prefer the COD mode of payment higher than digital payments.
3. Our average delivery time is 4 days max.
4. Technology gives more profit than others by generating lesser no of orders.
5. In overall California is the Highest sales given state.
6. Standard class of shipping is used maximally, and same-day shipping is the least.
7. Sales has been increased from 2019 to 2020 but in 2020 from May end to June start, September to November beginning and December given more profits than 2019, which gives a red flag.
8. As per the 99% confidence level of forecasting, in 2021 our sales **can be** negative on the basis of the last two years’ data, so need to work on that, and need to provide multiple measures to increase our sales from the very beginning day in 2021.