Sales Data Analysis

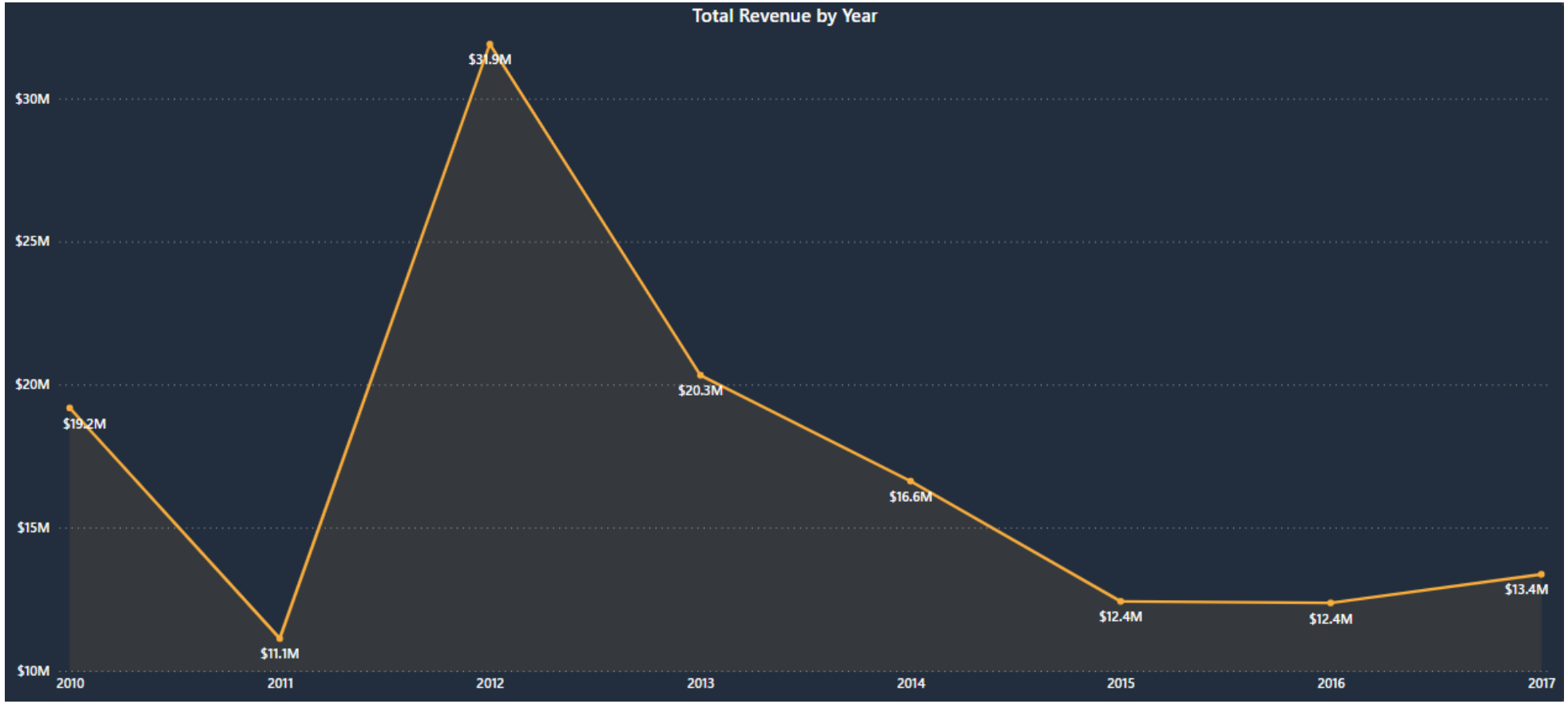
By- Satvik Sharma

Problem Statement

Sales management has gained importance to meet increasing competition and the need for improved distribution methods to reduce costs and increase profits. Sales management today is the most important function in a commercial and business enterprise.

Revenue and Profit Analysis (2012 vs. 2016)

As observed from the graph, the revenue in the year 2012 was $31.90 million, and the profit was $9.21 million. By 2016, both metrics had significantly decreased. The revenue dropped to $12.37 million, and the profit decreased to $4.90 million. This represents a substantial decline of 62.5% in both revenue and profit over the four-year period.



Key Metrics

$137m+

Total Revenue

Overall income generated from the sale of various products and services on the Amazon platform. This includes the sales of physical goods and digital products

$44m+

Total Profit

Net earnings after all expenses have been deducted from the total revenue. This includes the costs associated with manufacturing, purchasing, etc.

$440m+

Average Profit/Order

represents the average amount of profit earned from each customer order after all costs and expenses have been accounted for.

510K+

Units Sold

Provides insight that indicates how many units of each product have been purchased by customers. It evaluates the popularity of products and sales trends.

10+

Products

Denotes the specific nature or genre of the product, such as Baby Food, Cereal, Office Supplies, Fruits, Vegetable, Household, or Clothes, etc.

100

Total Orders

Insight into sales activity helps assess customer engagement, track sales trends, and evaluate marketing and sales strategies.

Total Profit by Region

Sub-Saharan Africa:

- Total Profit: **$12.2 million.**
- **Highest** contributing region to total profit.

Europe:

- Total Profit: **$11.1 million.**
- **Second highest** contributing region to total profit.

North America:

- Total Profit: **$1.5 million.**
- **Lowest** contributing region to total profit.

Total Profit by Priority

High Priority:

- Total Profit: **$16.9 million.**
- **Highest** contributing priority level.

Low Priority:

- Total Profit: **$10.9 million.**
- **Second highest** contributing priority level.

Critical Priority:

- Total Profit: **$6.7 million.**
- **Lowest** contributing priority level.

Total Profit by Sales Channel

Offline Sales:

- Contribute **56.42%** of total profit.
- Total Profit: **$24.92 million.**

Online Sales:

- Contribute **43.58%** of total profit.
- Total Profit: **$19.25 million.**

Region
All

Country
All

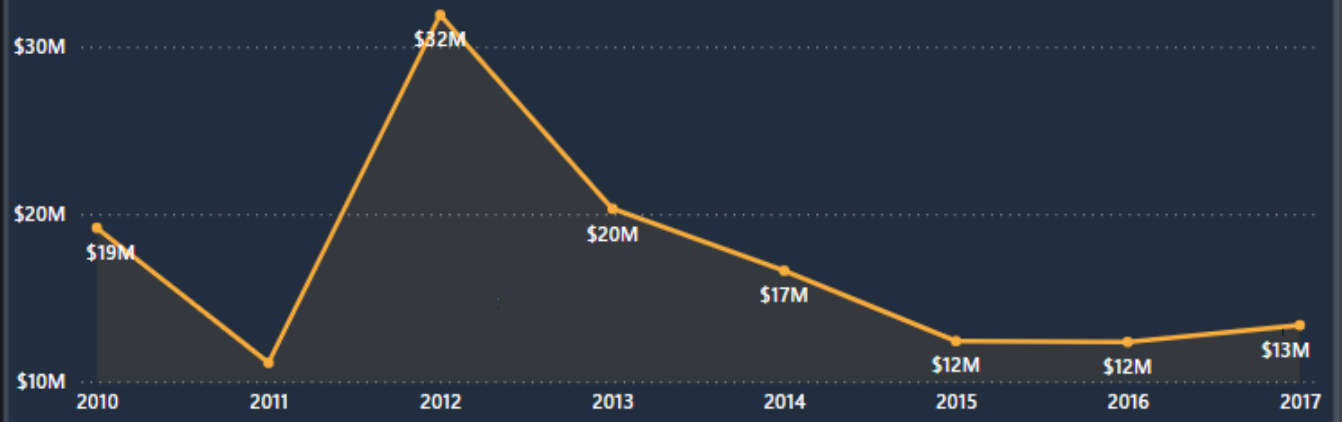
Sales Channel
All

Order Date
All

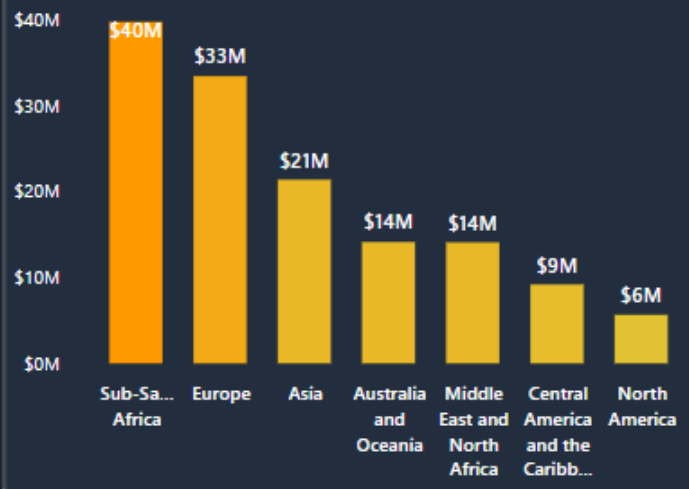
Amazon Sales Analysis

513K	$137.35M	$44.17M	$441.68K	12	100
Total Units Sold	Total Revenue	Total Profit	Average Profit per Order	Total item type	Total Orders

Total Revenue by Year



Revenue by Region

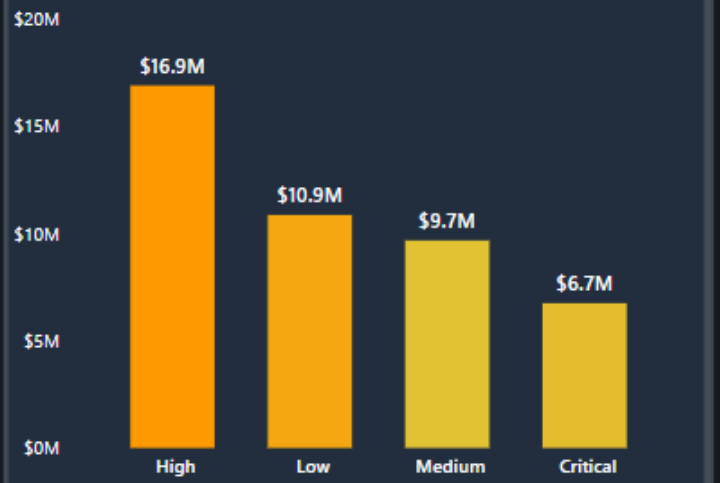


Page 1

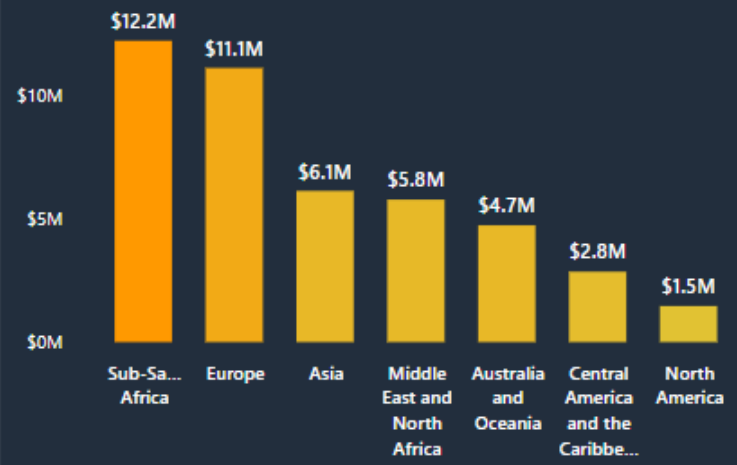
Page 2

Page 3

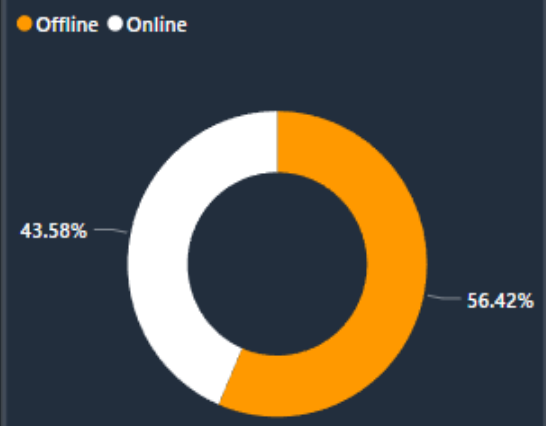
Total Profit by Priority



Total Profit by Region



Total Profit by Sales Channel



Revenue by Country

Honduras:

- Revenue: **$6.3 million**
- **Highest** revenue - generating country

Myanmar:

- Revenue: **$6.1 million**
- **Second highest** revenue - generating country

Iran:

- Revenue: **$2.8 million**
- **Lowest** revenue - generating country

Profit by Country

Djibouti:

- Total Profit: **$2.4 million**
- **Highest** profit - generating country

Myanmar:

- Total Profit: **$1.8 million**
- **Second highest** profit-generating country

Norway:

- Total Profit: **$0.79 million**
- **Lowest** profit - generating country

Profit by Item Types

Cosmetics:

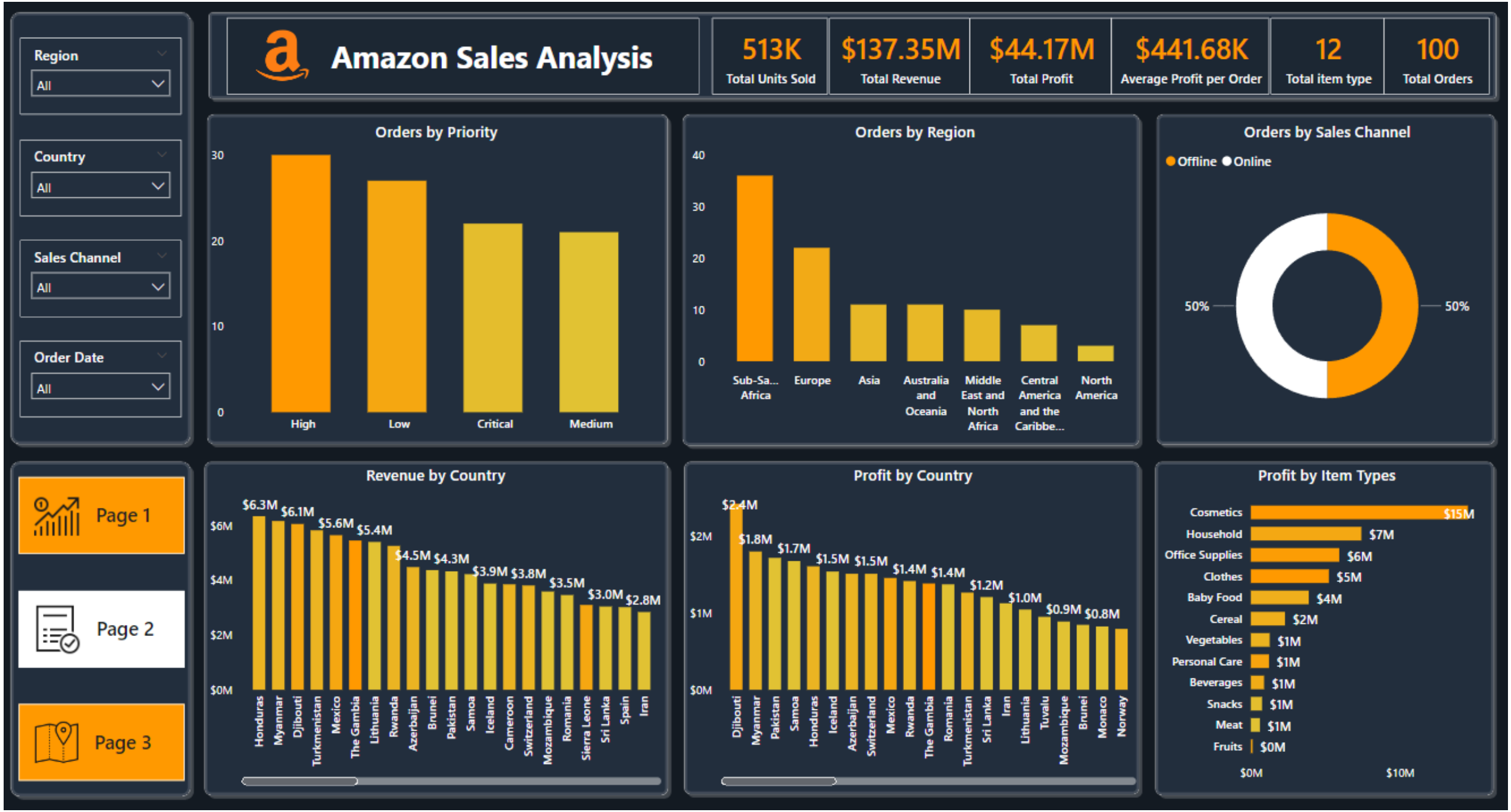
- Total Profit: **$15 million**
- **Highest** profit-generating item type

Household:

- Total Profit: **$7 million**
- **Second highest** profit-generating item type

Fruits:

- Total Profit: **$0.12 million**
- **Lowest** profit-generating item type


Region
All
Country
All
Sales Channel
All
Order Date
All
Amazon Sales Analysis
513K
Total Units Sold
$137.35M
Total Revenue
$44.17M
Total Profit
$441.68K
Average Profit per Order
12
Total item type
100
Total Orders
Orders by Priority
30
20
10
0
High
Low
Critical
Medium
Orders by Region
40
30
20
10
0
Sub-Sa... Africa
Europe
Asia
Australia and Oceania
Middle East and North Africa
Central America and the Caribbe...
North America
Orders by Sales Channel
Offline
Online
50%
50%
Page 1
Page 2
Page 3
Revenue by Country
$6M
$4M
$2M
$0M
$6.3M
$6.1M
$5.6M
$5.4M
$4.5M
$4.3M
$3.9M
$3.8M
$3.5M
$3.0M
$2.8M
Honduras
Myanmar
Djibouti
Turkmenistan
Mexico
The Gambia
Lithuania
Rwanda
Azerbaijan
Brunei
Pakistan
Samoa
Iceland
Cameroon
Switzerland
Mozambique
Romania
Sierra Leone
Sri Lanka
Spain
Iran
Profit by Country
$2M
$1M
$0M
$2.4M
$1.8M
$1.7M
$1.5M
$1.5M
$1.4M
$1.4M
$1.2M
$1.0M
$0.9M
$0.8M
Djibouti
Myanmar
Pakistan
Samoa
Honduras
Iceland
Azerbaijan
Switzerland
Mexico
Rwanda
The Gambia
Romania
Turkmenistan
Sri Lanka
Iran
Lithuania
Tuvalu
Mozambique
Brunei
Monaco
Norway
Profit by Item Types
Cosmetics
$15M
Household
$7M
Office Supplies
$6M
Clothes
$5M
Baby Food
$4M
Cereal
$2M
Vegetables
$1M
Personal Care
$1M
Beverages
$1M
Snacks
$1M
Meat
$1M
Fruits
$0M
$0M
$10M

Amazon Sales Analysis

513K	$137.35M	$44.17M	$441.68K	12	100
Total Units Sold	Total Revenue	Total Profit	Average Profit per Order	Total item type	Total Orders

Region: All

Country: All

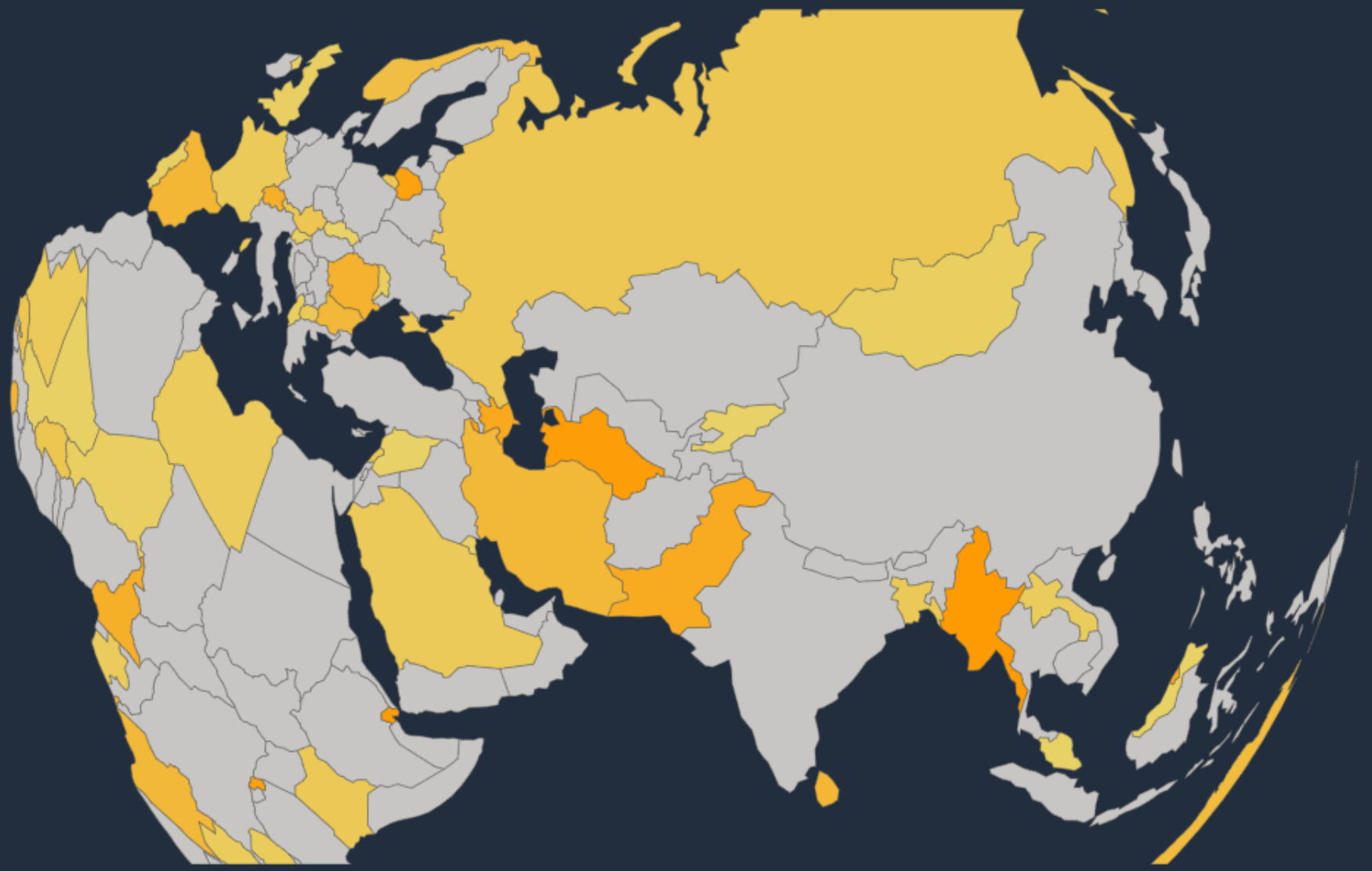
Sales Channel: All

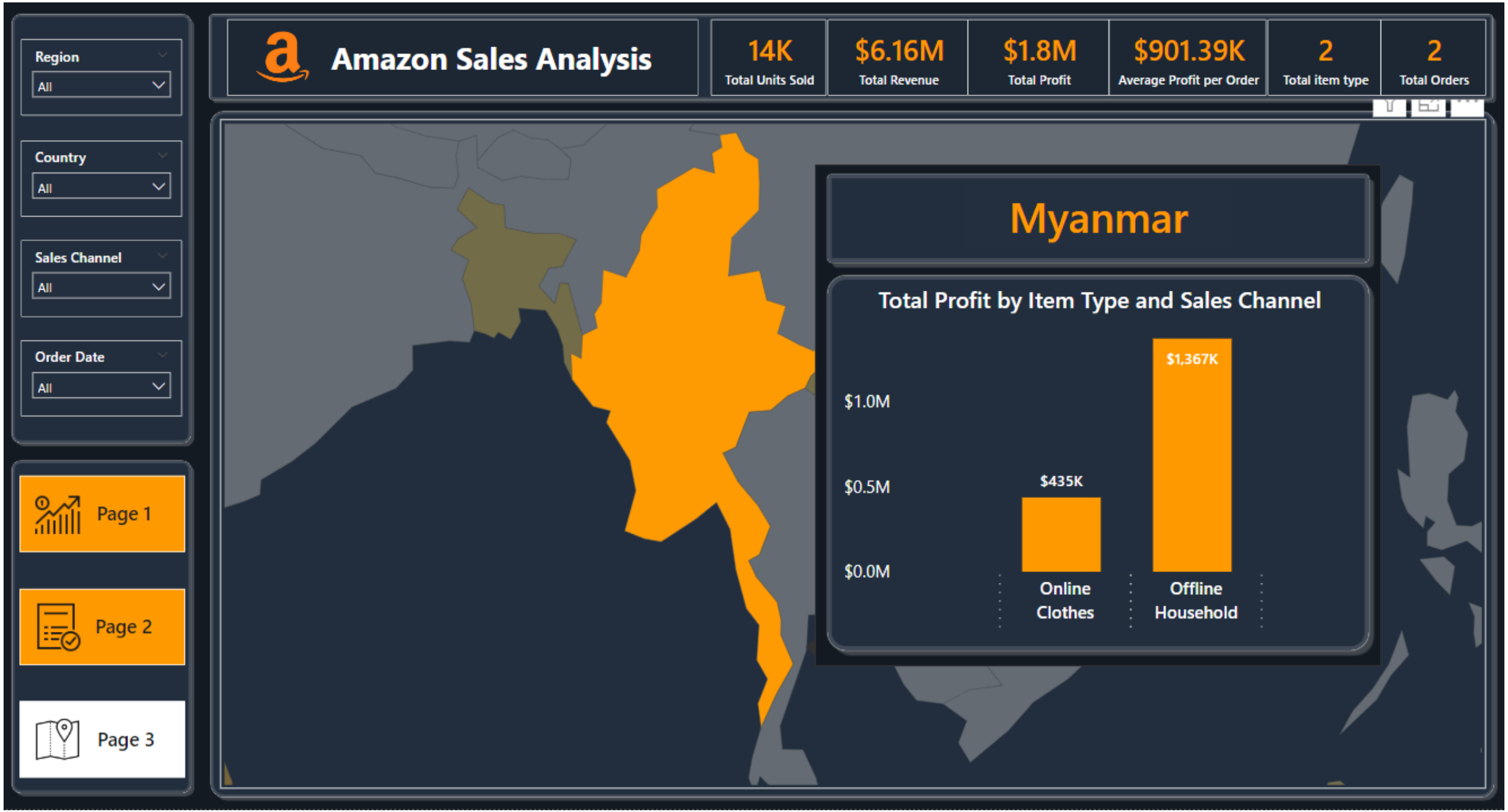
Order Date: All

Page 1

Page 2

Page 3




Region
All
Country
All
Sales Channel
All
Order Date
All
Page 1
Page 2
Page 3
Amazon Sales Analysis
14K
Total Units Sold
$6.16M
Total Revenue
$1.8M
Total Profit
$901.39K
Average Profit per Order
2
Total item type
2
Total Orders
Myanmar
Total Profit by Item Type and Sales Channel
$1.0M
$0.5M
$0.0M
$435K
$1,367K
Online Clothes
Offline Household

Conclusion

- Optimize Online Operations: Enhance website performance, user interface, and personalized recommendations to boost online sales.
- Leverage Offline Strategies: Strengthen in-store promotions and customer service to maintain and increase offline profit margins.
- Expand in High-Profit Regions: Focus on product offerings and marketing in Sub-Saharan Africa and Europe for higher profitability.
- Reassess North America Strategies: Adjust strategies to identify growth opportunities and increase profitability in North America.
- Boost Sales in Key Categories: Increase profitability in household items, fruits, and cosmetics through promotions, product enhancements, and innovation.
- Enhance Market Presence: Implement targeted marketing campaigns and localized strategies in Honduras, Myanmar, and Iran to sustain and boost revenue.
- Optimize Item Prioritization: Allocate resources and marketing to high-priority items, reduce costs, and enhance appeal for critical priority items.