

Analyzing Amazon Sales Data

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



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Introduction

1

Sales Management

Sales management is a critical function in any business, as it directly impacts revenue and profitability.

2

Data Analysis

Analyzing sales data provides valuable insights into customer behavior, market trends, and product performance.

3

Amazon Sales Data

This project focuses on analyzing sales data from Amazon, a leading e-commerce platform.

4

Key Performance Indicators (KPIs)

We will identify and analyze key performance indicators (KPIs) to understand sales trends and identify areas for improvement.

Detail of Data

Region	Units Sold	Unit Price	Total Revenue
Australia and Oceania	9,925	255.28	2,533,654
Central America and the Caribbean	2,804	205.7	576,782.8
Europe	1,779	651.21	1,158,503



Main KPIs

Total Revenue

The total revenue generated from Amazon sales, representing the overall sales performance.

Total Cost

The total cost associated with Amazon sales, including product costs, shipping, and other expenses.

Total Profit

The difference between total revenue and total cost, indicating the overall profitability of Amazon sales.



Mock Up Dashboard

Sales by Region

A chart showing sales performance by region, highlighting regional trends and opportunities.

Sales by Item Type

A chart showing sales performance by item type, identifying popular products and areas for expansion.

Sales by Sales Channel

A chart showing sales performance by sales channel, analyzing the effectiveness of different distribution methods.

Sales by Order Priority

A chart showing sales performance by order priority, understanding the impact of order urgency on sales.

Main Design



Thank You

Thank you for your time and consideration. We appreciate the opportunity to present our analysis of Amazon sales data. We are confident that our insights will be valuable in improving your sales management strategies.

