**Amazon Sales Data Insights (KPIs)**

**1. Top 5 Gross Profit Margin Categories:**

* **Cosmetics**
  + Dominates with the highest profit margin, reflecting customer preference.
  + Strong correlation between high sales and priority.
* **Household**
  + Significant profitability, especially with the most expensive item priced at **668.27**.
  + Offline sales outperform online, indicating a traditional market preference.
* **Office Supplies**
  + Consistent profitability but potential for improvement in sales.
  + Delivery times may impact customer decisions.
* **Baby Food and Cereal**
  + Steady profit margin, indicating a stable market for these products.

**2. Most Gross Profitable Product:**

* **Cosmetics ->**  **173.87 Profit**
  + Average delivery time aligns with customer expectations.

**3. Least 2 Non-Profitable Products:**

* **Fruits ->**  **2.41 Profit**
  + Despite popularity, low profitability suggests a need for pricing adjustments.
* **Beverages -> 15.66**  **Profit**
  + Low profit, possibly due to the cancel priority from customers.
  + Reevaluate marketing or consider bundling options to increase sales.

**4.Profit Margin of Products:**

* **Clothes ->**  **67.20 %**
* **Cereal ->**  **43.07 %**
* **Vegetables ->**  **40.98 %**
* **Cosmetics ->** **39.77 %**
* **Baby Food ->** **37.55 %**
* **Snacks -> 36.14 %**
* **Beverages ->**  **33.00 %**
* **Personal Care -> 30.66 %**
* **Fruits ->**  **25.83 %**
* **Household-> 24.80 %**
* **Office Supplies -> 19.39 %**
* **Meat -> 13.56 %**

**5. Most Expensive Item:**

* **Household ->**  **668.27** 
  + High-end products show potential for premium offerings.
  + Analyze whether premium items align with the overall customer base.

**6. Cheapest Item:**

* **Fruits -> 9.33**
  + While attracting orders, consider strategies to improve profitability.
  + Evaluate whether the lower margin is offset by higher sales volume.

**7. Sales Insights:**

* **Household items:**
  + Offline dominates, suggesting a traditional market preference.
* **Cosmetics:**
  + Customers prefer cosmetics products from Amazon (Online) due to convenience, variety, and reliability, aligning with their expectations.

**8. Regional Analysis:**

**Most Profitable Countries**

* **Myanmar and Djibouti:**
  + High revenue suggests potential market growth.
  + Understand local preferences for targeted marketing.

**Least Profitable Countries**

* **Kuwait, Kyrgyzstan, New Zealand, Slovakia, Syria:**
  + Analyze cultural factors impacting sales.
  + Explore strategies to increase market share or consider market exit.

**9. Year-wise Performance:**

**Best Years:**

* **2010, 2012, 2013, 2014**
  + High revenue and profit in these years.
  + **2012** stands out with the highest number of orders (ie; **97,967**), driven by personal care products.

**Worse Years:**

* **2011, 2015, 2016, 2017**

**•** Lowest revenue and profit, with **2011** is particularly challenging.

**10. Product Category Insights:**

**Most Sold :**

* **Cosmetics** 
  + - Understand customer preferences to optimize marketing.
    - Consider bundling options to boost sales in less popular categories.

**Least Sold:**

* **Meat**
  + - Analyze if customer aversion to meat products is due to quality, cultural factors or due to local market purchasing satisfaction.
    - Evaluate the feasibility of maintaining this category.

**11. Customer Preferences:**

**High Priority:**

* **Cosmetics, Baby Food, Cereal, Household.**

**Least Priority:**

* **Beverages, Fruits.**

**12. Online vs. Offline Preferences:**

* Customers prefer to purchase **household** items offline.
* **Cosmetic** products are more popular online.

**13. Monthly Trends:**

**Most Orders:**

* **May, July, October, November:**
  + - Highest order of volumes during these months.

**Least Orders:**

* + **January, March, June, August, September, December:**
    - Lower order of volumes during these months.

**14. Regional Performance Insights:**

* **Asia**:
  + Highest revenue; prioritize marketing strategies for cosmetics and clothes.
* **Australia and Oceania**
  + Beverage sales benefit from the hot climate; consider expanding product lines.
  + **Most Sold Item**: Beverages
  + **Least Sold Item**: Cereal
  + **Reasoning**: Beverages align with the region's hot climate, driving higher sales. Cereal, being less suited to the climate, sees lower demand.
* **Central America and Caribbean**
  + Focus on improving sales in the cosmetic category.
  + **Most Sold Item**: Household
  + **Least Sold Item**: Cosmetics
  + **Reasoning**: The preference for household items in this region is attributed to the traditional market. Cosmetic sales could improve with targeted marketing strategies.
* **Europe, Middle East and North Africa**
  + Explore opportunities in the oil and gas industry for office supplies.
  + **Most Sold Item**: Cosmetics
  + **Least Sold Item**: Office Supplies
  + **Reasoning**: Cosmetics have a higher demand, possibly driven by cultural preferences. Office supplies might have lower sales due to the region's focus on the oil and gas industry.
* **Sub-Saharan Africa**
  + Adapt product offerings to suit hot climates; diversify beyond low-margin fruits.
  + **Most Sold Item**: Fruits
  + **Least Sold Item**: Meat
  + **Reasoning**: Fruits align with the region's hot climate, driving sales. Meat has lower demand, possibly due to climate influences and local dietary preferences.
* **North America**
  + **Most Sold Item**: Personal Care
  + **Least Sold Item**: Household
  + **Reasoning**: Generally dry with cold winters and hot summers drive high demand for personal care items.