

# Amazon Sales Analysis

# Objective

- The objective of this analysis is to evaluate Amazon's 2025 sales performance, identify top-performing categories and customers, and understand the key factors driving profitability and growth across regions.

# Key Performance Indicators (KPIs)

- Total Sales: 244K
- Total Quantity Sold: 714
- Total Customers: 10
- Cities Covered: 10

# Dashboard Insights

- Electronics and Home Appliances generated the highest sales.
- Completed orders contributed 36.31% of total sales.
- PayPal and Credit Card were the most profitable payment methods.
- Refrigerator, Laptop, and Smartphone were the top 3 profitable products.
- Olivia Wilson and Jane Smith were the top customers by total purchase value.
- Monthly sales peaked in February and April.

# Conclusion & Recommendations

- The Amazon Sales Analysis dashboard provides valuable insights into sales trends and profitability. Focusing on high-demand categories such as Electronics can further improve revenue.
- Recommendations:
  - Increase promotions on top-selling categories.
  - Strengthen PayPal and Credit Card partnerships.
  - Retarget high-value customers to enhance loyalty and retention.