

# SALES ANALYSIS



**Dashboard**

**Sales Forecasting**

**Analysis**

# Amazon Sales

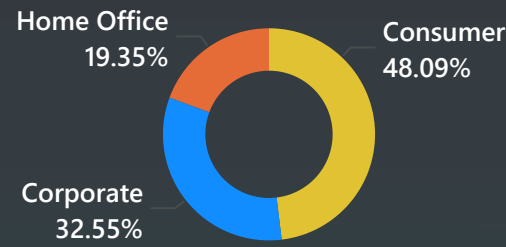
Year

☐ 2019

☐ 2020

Region

## Sales by Segment



Sales

\$1.6M

Orders

5901

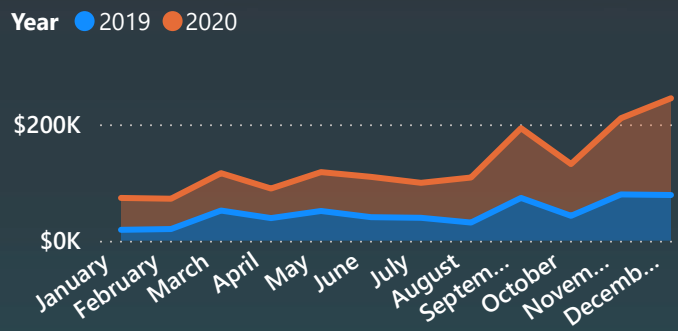
Profit

\$175K

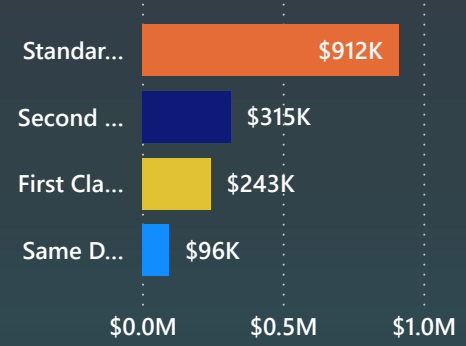
Avg Delivery

4

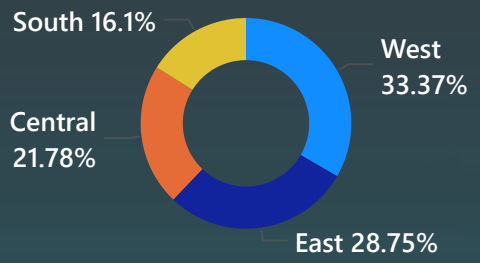
## Sales by Month and Year



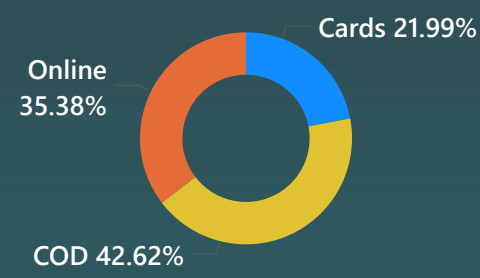
## Sales by Ship Mode



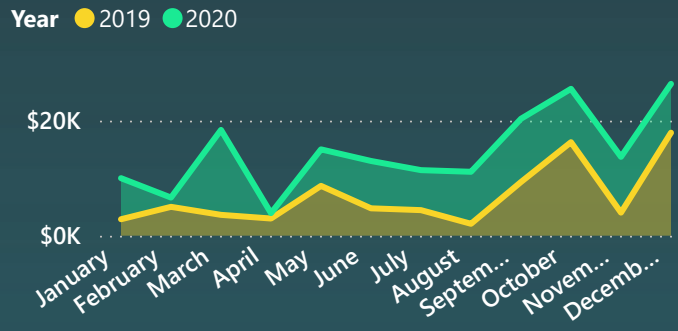
## Sales by Region



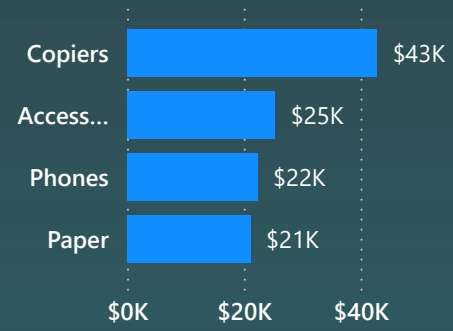
## Sales by Payment Mode



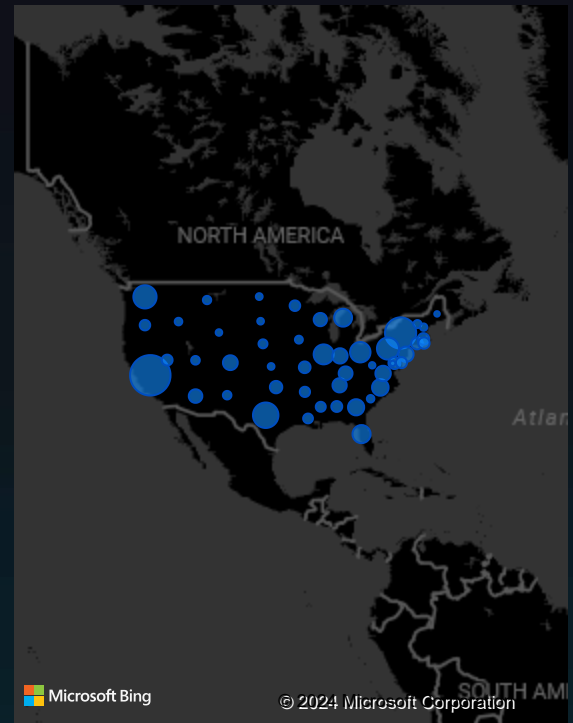
## Sales by Month and Year



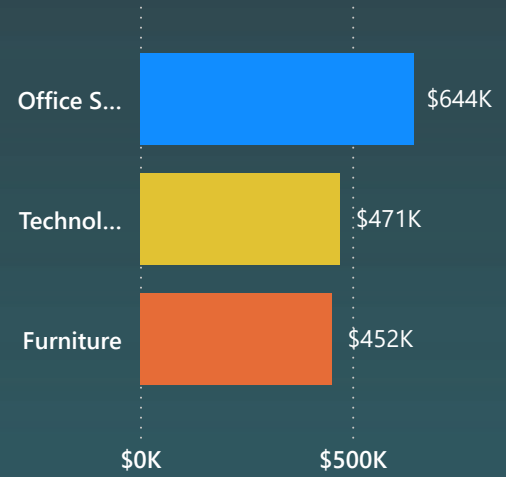
## Profit by Sub Category



## Sales by State

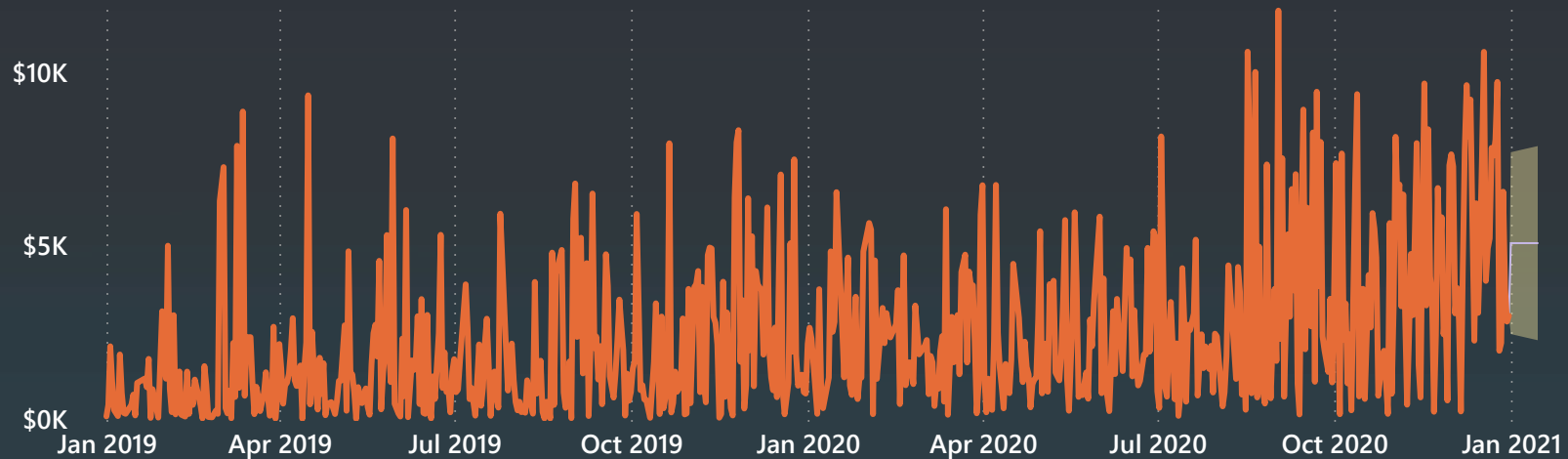


## Sales by Category

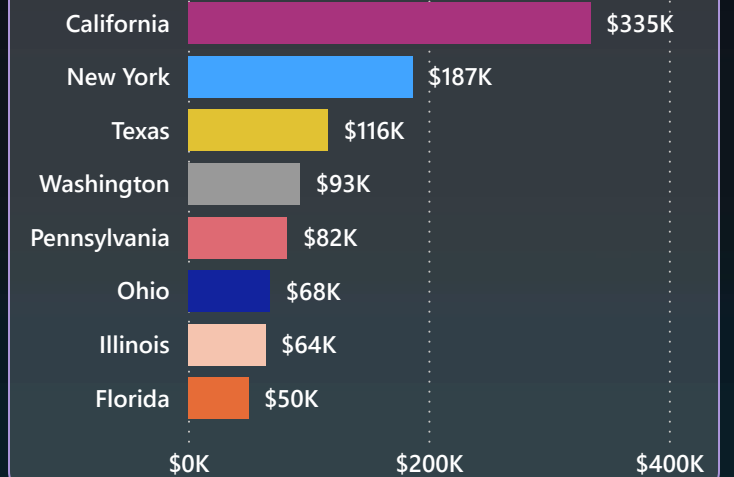


# Sales Forecasting - 15 Days

## Sales Forecast - 15 Days



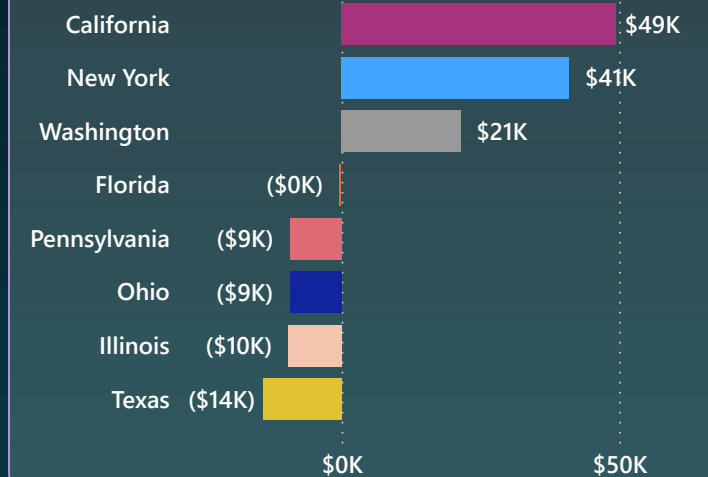
## Sales by States



## Sales Forecast - 15 Days



## Profit by States



## SWOT ANALYSIS :

### Strengths

- ✚ Year on Year Sales have Increased by 40 % and Profits by 13% .
- ✚ Consumer Segment is doing well contributing around 50% of Total Sales .

### Opportunity

- ✚ Increasing the share of South and Central Regions in Total Sales.
- ✚ Increasing Sales % of Home Office and Corporate Segments.

### Weakness

- ✚ Out of the top 8 states in terms of sales only 3 of them are Profitable .
- ✚ Still 40% orders are COD which limits the cash flow

### Threats

- ✚ Average Delivery Time is a bit High which can result in customers not buying the product.
- ✚ Over Dependence on Consumer segment may leave the business in a Risky position in long term .