

# Amazon Sales Data Analysis

Year

All

Month

All

Total Sales



\$186.14M

Total Cost



\$108.43M

Total Profit



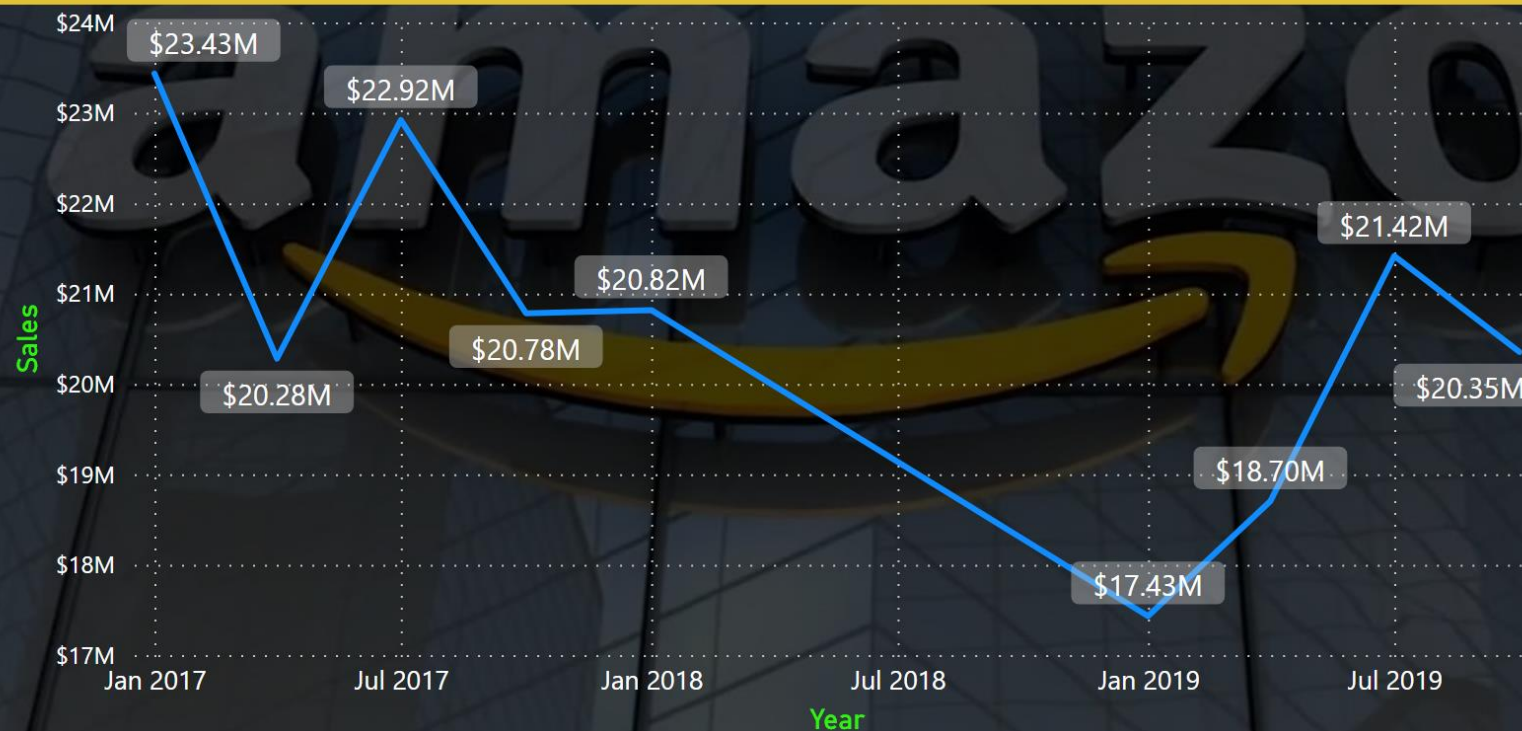
\$77.71M

Profit Margin %



41.75%

Sales Trend



Total Orders

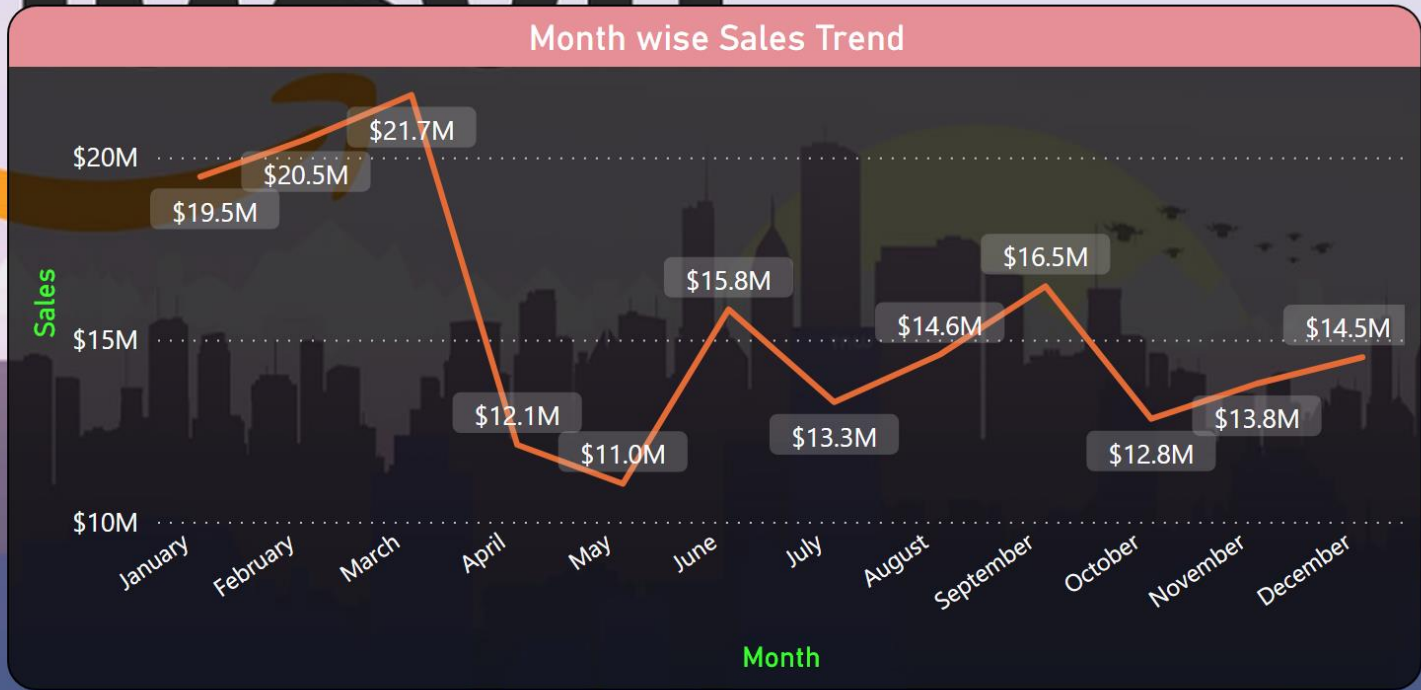
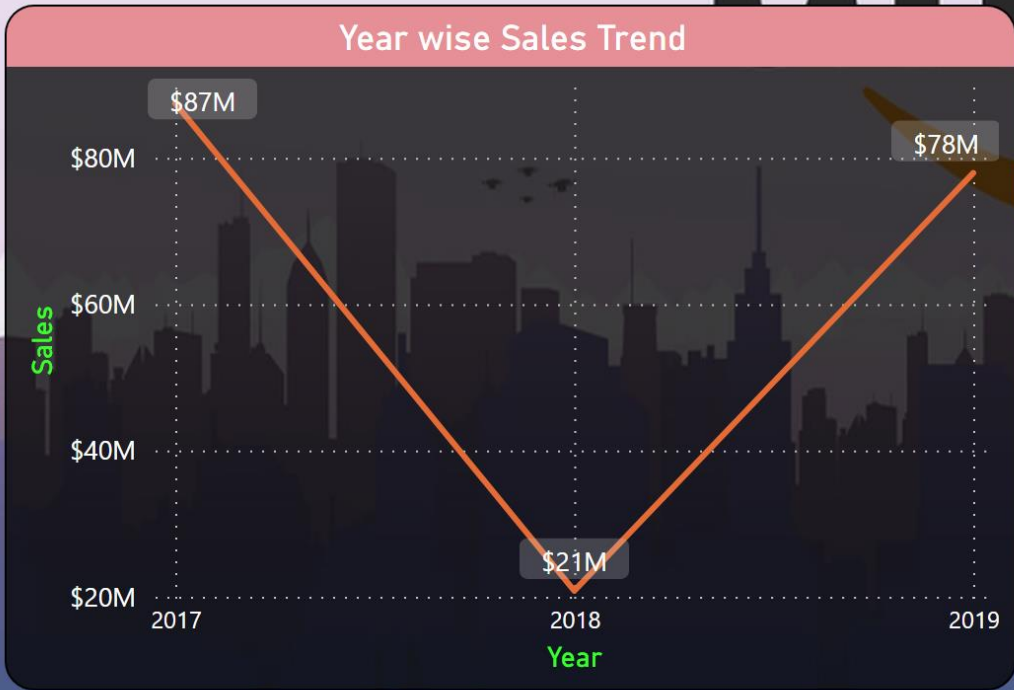
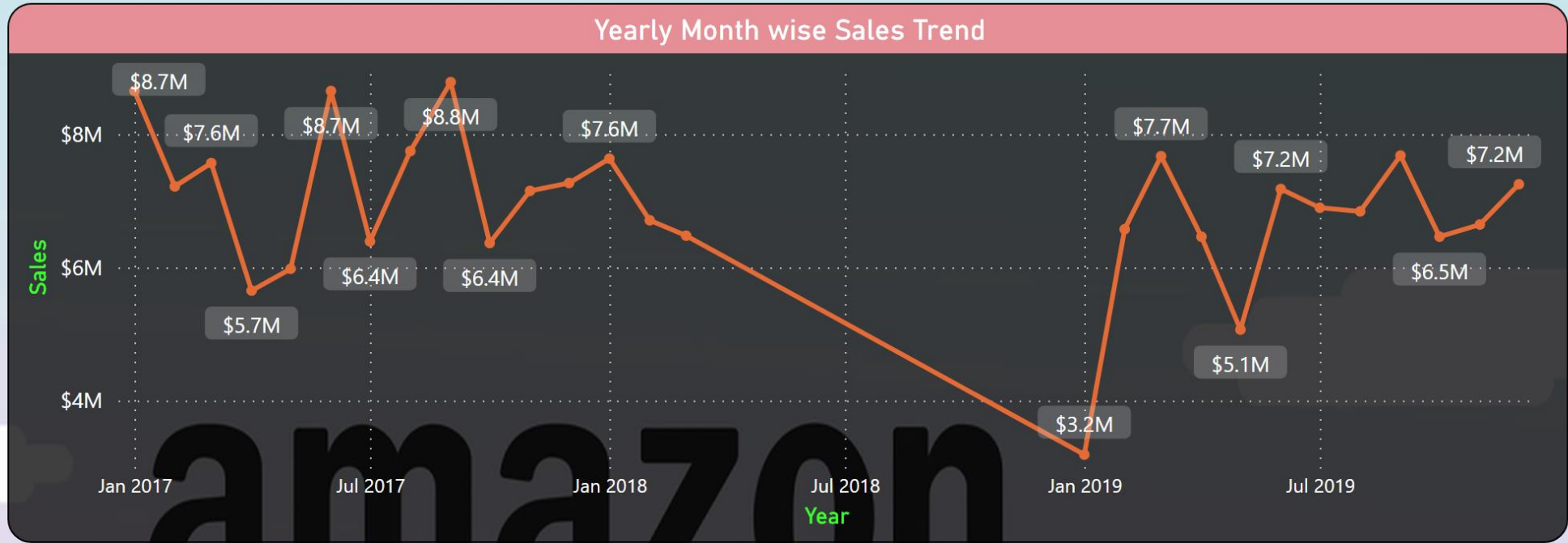
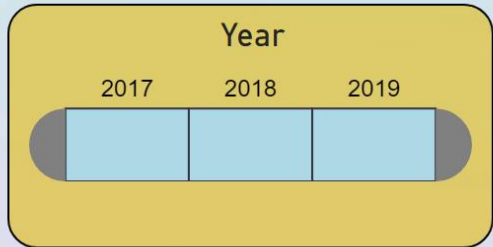


65.24K

Total Sales Quantity



2.94M



## Sales Analysis

Year

2017

QuarterOfYear

1

MonthName

March

Week of Month

1

DayOfWeek

**Total Sales**  
\$186,140,470.48

**2017**  
\$87,416,407.83

**2018**  
\$20,817,471.00

**2019**  
\$77,906,591.65

**1**  
\$23,434,303.60

**2**  
\$20,279,641.12

**3**  
\$22,920,282.63

**4**  
\$20,782,180.48

**February**  
\$7,216,327.65

**January**  
\$8,650,450.48

**March**  
\$7,567,525.47

**1**  
\$1,066,579.36

**2**  
\$1,937,671.62

**3**  
\$1,928,288.08

**4**  
\$2,634,986.41

**Monday**  
\$65,650.63

**Saturday**  
\$162,197.99

**Sunday**  
\$720,493.21

**Tuesday**  
\$118,237.53



## Profit Analysis

Year

2017

QuarterOfYear

1

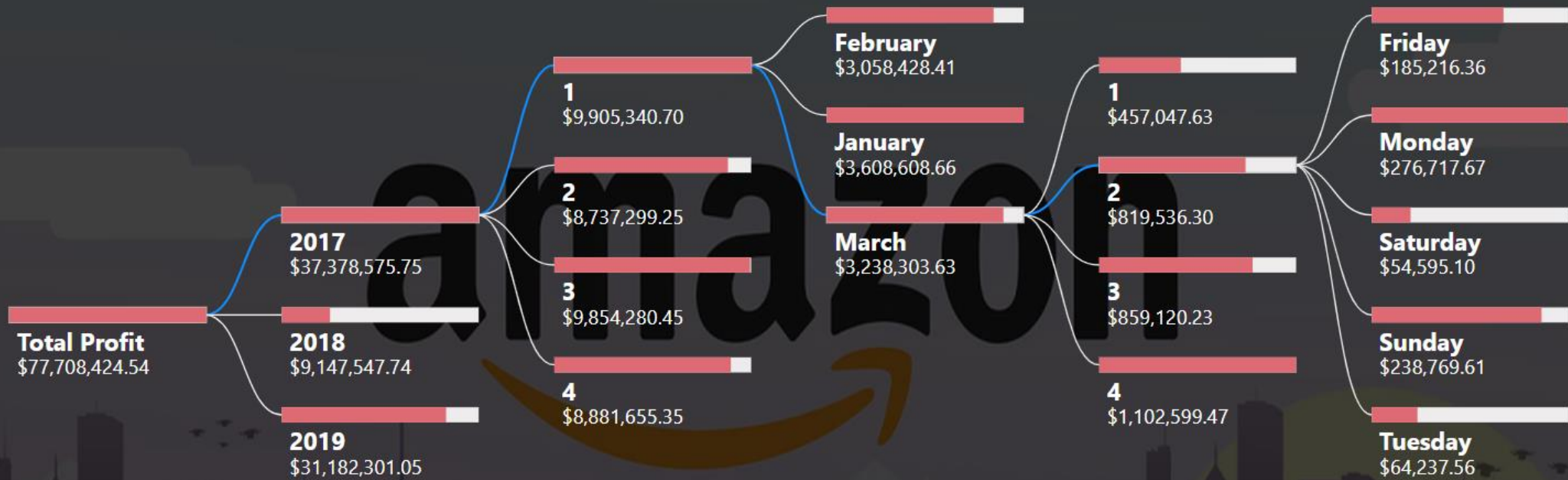
MonthName

March

Week of Month

2

DayOfWeek





### Top 5 Items by Sales

Item

Better Large Canned Shrimp	\$15.45M
High Top Dried Mushrooms	\$13.37M
Red Spade Pimento Loaf	\$5.71M
Better Canned Tuna in Oil	\$5.69M
Ebony Squash	\$5.38M

### Bottom 5 Items by Sales

Item

Tell Tale Tomatos	\$200.80
High Top Mushrooms	\$204.00
Kiwi Lox	\$204.71
Best Choice Sesame Crackers	\$206.98
Tell Tale Potatos	\$222.00

### Top 5 Items by Profit

Item

Better Large Canned Shrimp	\$5.46M
High Top Dried Mushrooms	\$4.66M
Big Time Frozen Cheese Pizza	\$2.83M
Fast Mini Donuts	\$2.66M
Discover Manicotti	\$2.38M

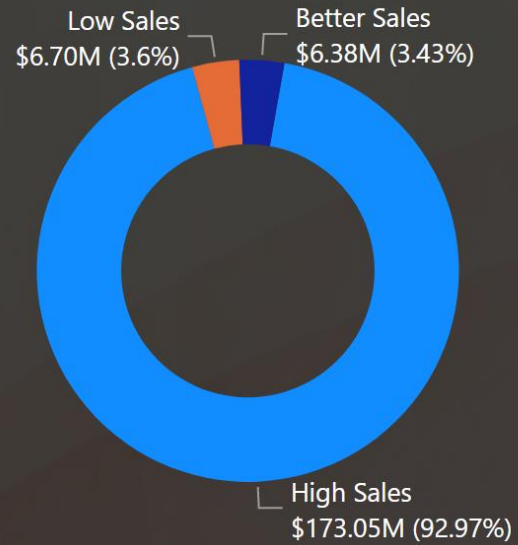
### Bottom 5 Items by Profit

Item

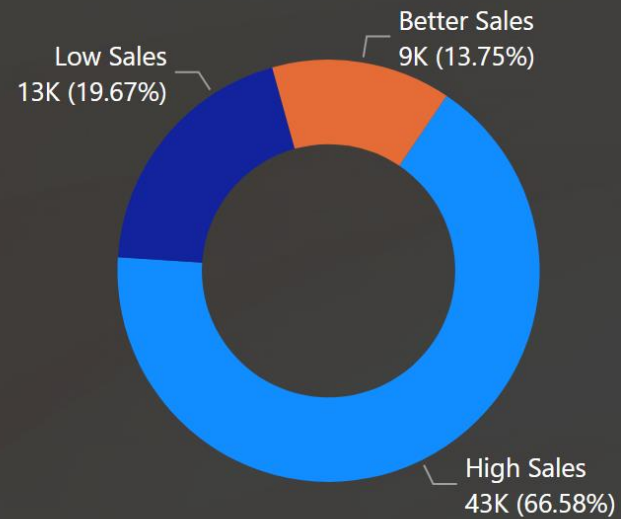
Landslide Low Fat Apple Bu...	(\$4.03K)	
Carlson Blueberry Yogurt	(\$4.28K)	
Just Right Chicken Soup	(\$17.20K)	
Best Choice Fondue Mix	(\$22.43K)	
Fast Lemon Cookies	(\$46.11K)	



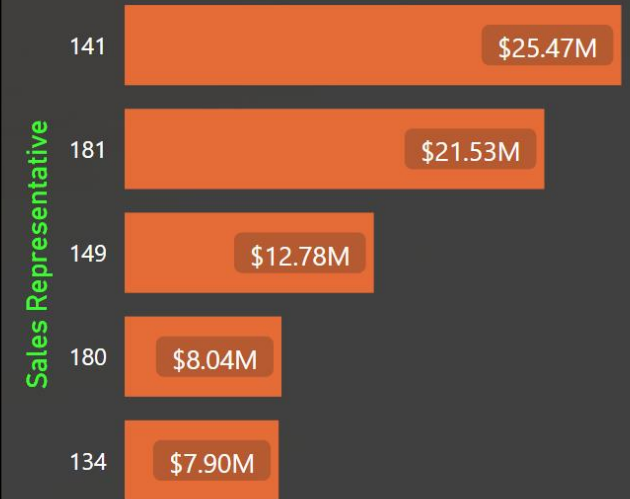
Total Sales by Sales Segment



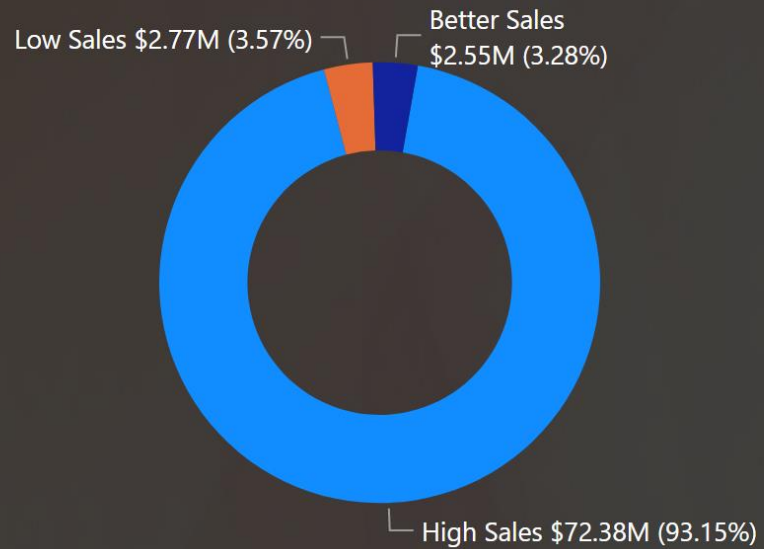
Total Orders by Sales Segment



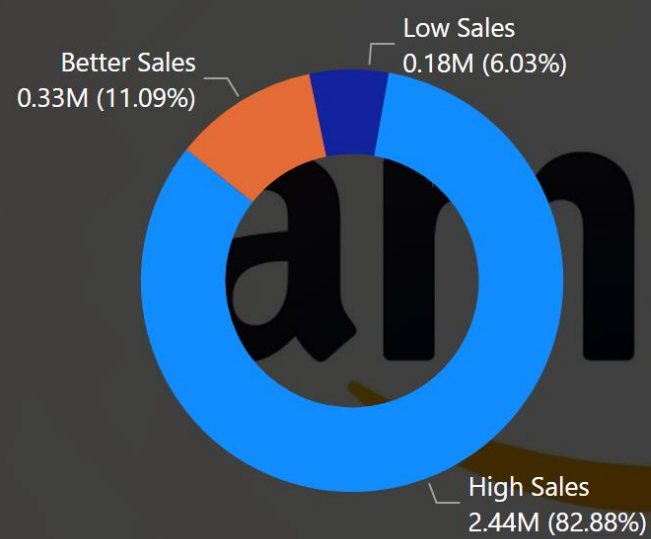
Top 5 Sales Rep



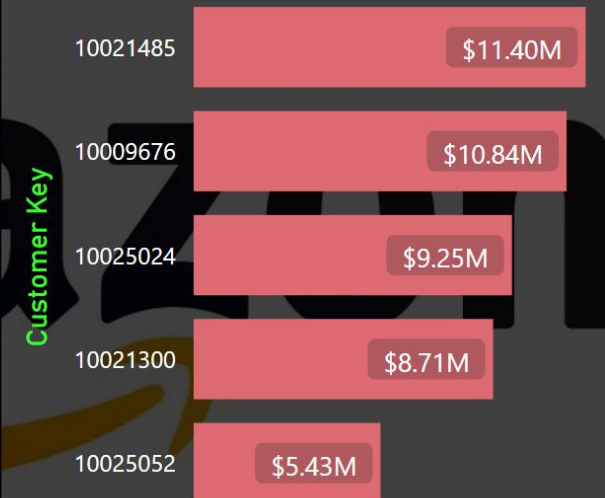
Total Profit by Sales Segment



Sales Quantity by Sales Segment



Top 5 Customer





Item	Total Sales	Total Profit	Sales Quantity	Total Orders
Better Large Canned Shrimp	\$15,454,172.47	\$5,459,826.26	590343	191
High Top Dried Mushrooms	\$13,367,714.53	\$4,659,100.16	376909	1072
Red Spade Pimento Loaf	\$5,711,486.45	\$1,513,691.17	163296	250
Better Canned Tuna in Oil	\$5,693,075.12	\$1,903,351.46	266996	93
Ebony Squash	\$5,380,727.75	\$2,336,246.16	10553	762
Big Time Frozen Cheese Pizza	\$5,127,171.17	\$2,826,772.99	27420	947
Fast Mini Donuts	\$5,009,499.08	\$2,663,325.66	27300	39
Better Fancy Canned Sardines	\$4,975,863.59	\$2,132,449.18	17595	1649
Discover Manicotti	\$4,901,139.48	\$2,381,667.84	7228	1126
Landslide White Sugar	\$4,282,290.62	\$2,079,755.46	16198	161
Tell Tale Red Delcious Apples	\$4,095,211.34	\$1,977,923.42	31120	19
Moms Turkey Hot Dogs	\$3,771,466.96	\$1,775,374.21	20680	60
Landslide French Roast Coffee	\$3,648,144.58	\$1,693,181.93	19763	187
Ebony Prepared Salad	\$3,523,251.51	\$1,619,832.26	9533	1471
Moms Sliced Turkey	\$3,386,948.16	\$1,385,972.90	8121	1192
Imagine Popsicles	\$3,347,066.54	\$1,591,326.99	5921	1191
Total	\$186,140,470.48	\$77,708,424.54	2942807	65241

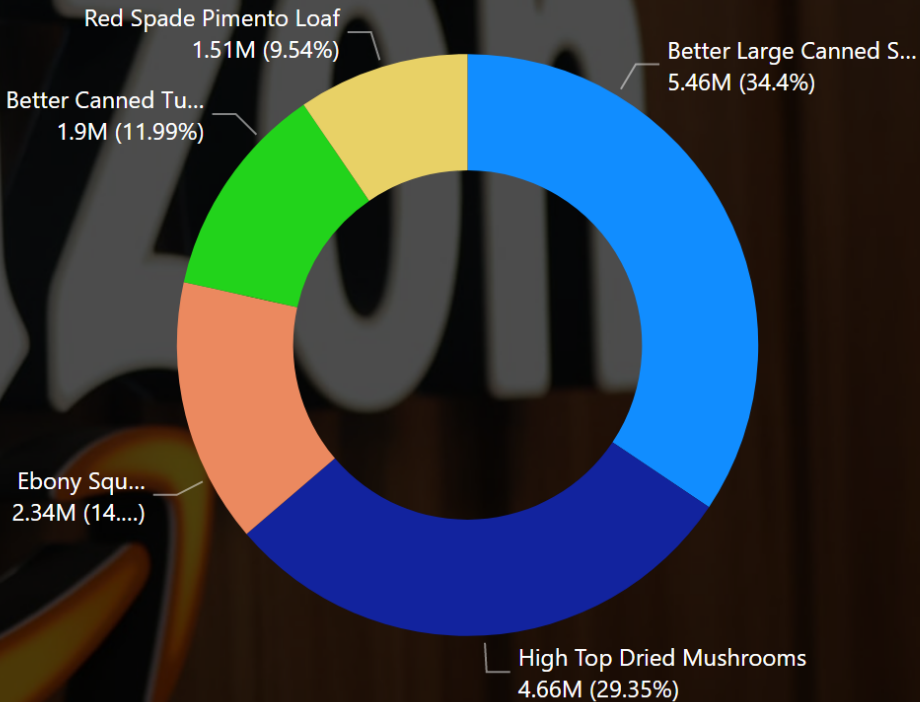


2017

2018

2019

### High Margin Items





Item wise sales difference by year 2017 and 2019

Item	Sales 2017	Sales 2019	Sales Diff
Better Large Canned Shrimp	\$6,680,923.04	\$6,411,959.80	\$268,963.24
High Top Dried Mushrooms	\$6,012,362.20	\$5,717,867.19	\$294,495.01
Fast Mini Donuts	\$2,871,341.36	\$2,080,671.36	\$790,670.00
Red Spade Pimento Loaf	\$2,642,836.46	\$2,406,963.67	\$235,872.79
Better Canned Tuna in Oil	\$2,596,886.19	\$2,300,044.46	\$296,841.73
Ebony Squash	\$2,470,941.05	\$2,266,482.62	\$204,458.43
Better Fancy Canned Sardines	\$2,407,134.26	\$2,112,570.93	\$294,563.33
Big Time Frozen Cheese Pizza	\$2,296,236.43	\$2,098,743.79	\$197,492.64
Discover Manicotti	\$2,181,451.92	\$2,040,019.55	\$141,432.37
Landslide White Sugar	\$1,943,122.71	\$1,812,372.45	\$130,750.26
Ebony Prepared Salad	\$1,835,446.15	\$1,429,000.66	\$406,445.49
Tell Tale Red Delcious Apples	\$1,756,103.20	\$1,685,859.07	\$70,244.13
Moms Turkey Hot Dogs	\$1,678,652.97	\$1,520,313.99	\$158,338.98
Landslide French Roast Coffee	\$1,601,596.45	\$1,536,229.89	\$65,366.56
Moms Sliced Turkey	\$1,597,160.72	\$1,468,135.99	\$129,024.73
Imagine Popsicles	\$1,522,293.08	\$1,436,471.40	\$85,821.68
Cutting Edge Foot-Long Hot Dogs	\$1,514,007.37	\$1,392,805.89	\$121,201.48
Big Time Frozen Peas	\$1,399,833.38	\$1,112,252.55	\$287,580.83
Walrus White Zinfandel Wine	\$1,313,521.99	\$1,130,683.72	\$182,838.27
Red Spade Foot-Long Hot Dogs	\$1,148,050.21	\$1,025,208.61	\$122,841.60
Total	\$87,416,407.83	\$77,906,591.65	\$9,509,816.18

Sales same period last year

Year	Quarter	Month	Day	Total Sales	Sales Last Year
2017	Qtr 1	January	1	\$528,853.87	
2017	Qtr 1	January	2	\$164,446.90	
2017	Qtr 1	January	3	\$186,774.92	
2017	Qtr 1	January	4	\$267,495.78	
2017	Qtr 1	January	5	\$800,201.03	
2017	Qtr 1	January	6	\$168,737.40	
2017	Qtr 1	January	7	\$572,205.38	
2017	Qtr 1	January	8	\$142,735.68	
2017	Qtr 1	January	9	\$320,463.69	
2017	Qtr 1	January	10	\$354,868.60	
2017	Qtr 1	January	11	\$640,221.40	
2017	Qtr 1	January	14	\$602,653.18	
2017	Qtr 1	January	15	\$172,614.65	
2017	Qtr 1	January	16	\$445,415.75	
2017	Qtr 1	January	17	\$106,158.01	
2017	Qtr 1	January	18	\$158,611.11	
2017	Qtr 1	January	21	\$305,306.42	
2017	Qtr 1	January	22	\$280,645.31	
2017	Qtr 1	January	23	\$438,895.78	
2017	Qtr 1	January	24	\$245,124.80	
2017	Qtr 1	January	25	\$146,405.30	

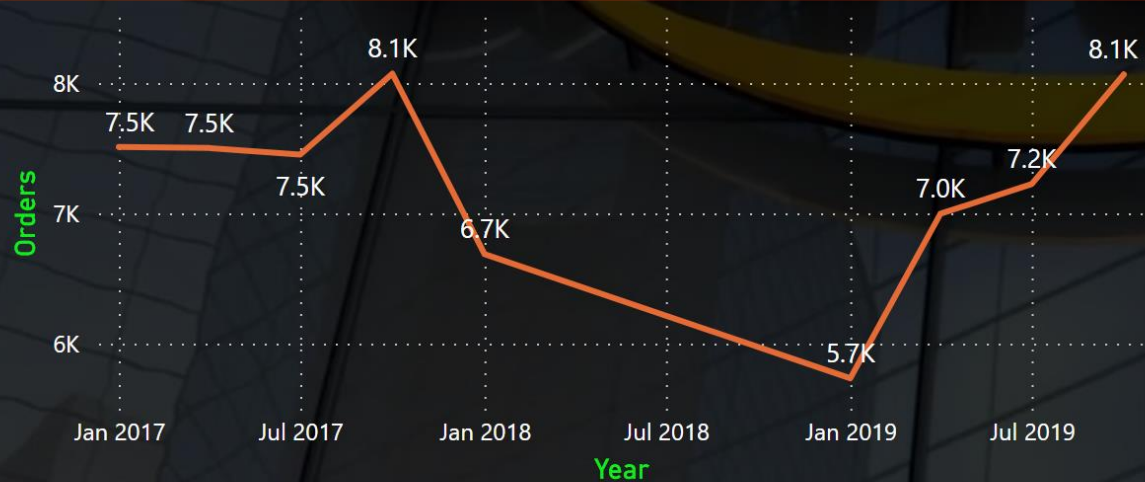




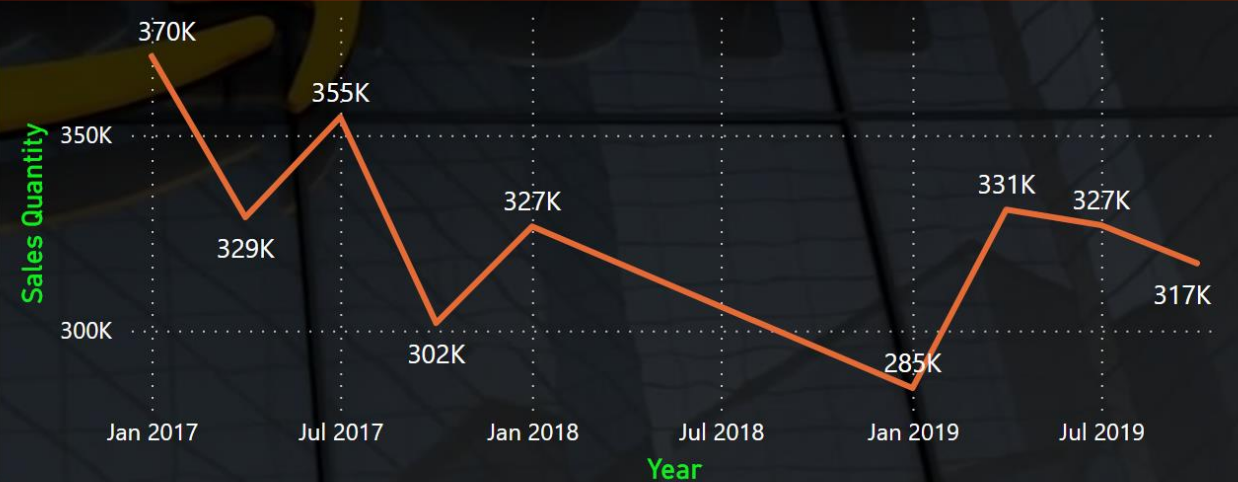
Year	Quarter	Month	Day	Orders YTD	Orders QTD	Orders MTD
2017	Qtr 1	January	1	72	72	72
2017	Qtr 1	January	2	186	186	186
2017	Qtr 1	January	3	329	329	329
2017	Qtr 1	January	4	424	424	424
2017	Qtr 1	January	5	500	500	500
2017	Qtr 1	January	6	597	597	597
2017	Qtr 1	January	7	729	729	729
2017	Qtr 1	January	8	778	778	778
2017	Qtr 1	January	9	836	836	836
2017	Qtr 1	January	10	1007	1007	1007

Year	Quarter	Month	Day	Sales Quantity YTD	Sales Quantity QTD	Sales Quantity MTD
2017	Qtr 1	January	1	3022	3022	3022
2017	Qtr 1	January	2	4800	4800	4800
2017	Qtr 1	January	3	7165	7165	7165
2017	Qtr 1	January	4	13571	13571	13571
2017	Qtr 1	January	5	23125	23125	23125
2017	Qtr 1	January	6	26326	26326	26326
2017	Qtr 1	January	7	33214	33214	33214
2017	Qtr 1	January	8	37012	37012	37012
2017	Qtr 1	January	9	39112	39112	39112
2017	Qtr 1	January	10	45700	45700	45700

Orders by Year and Quarter

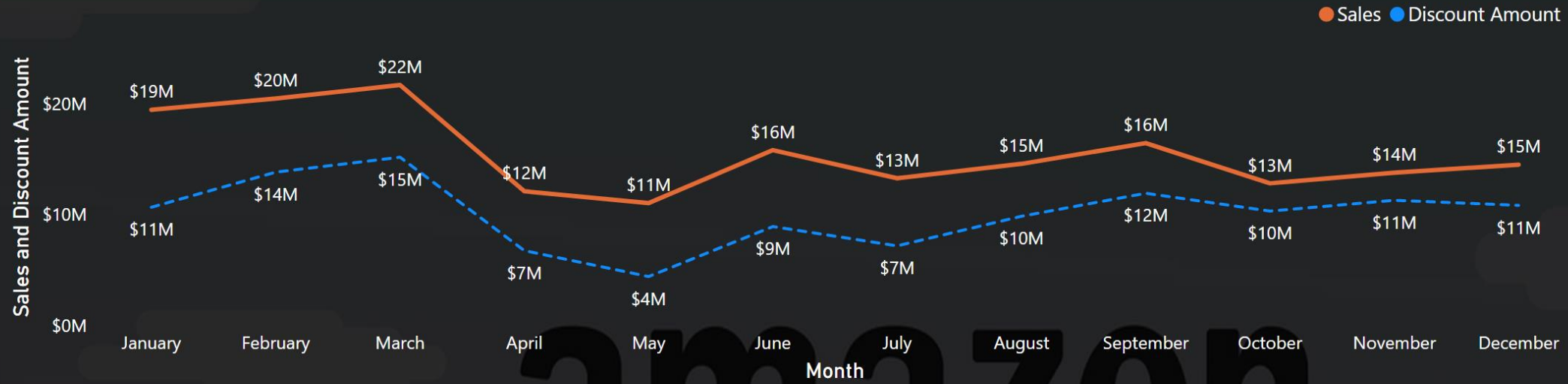


Sales Quantity by Year and Quarter





### Sales and Discount Amount by Month



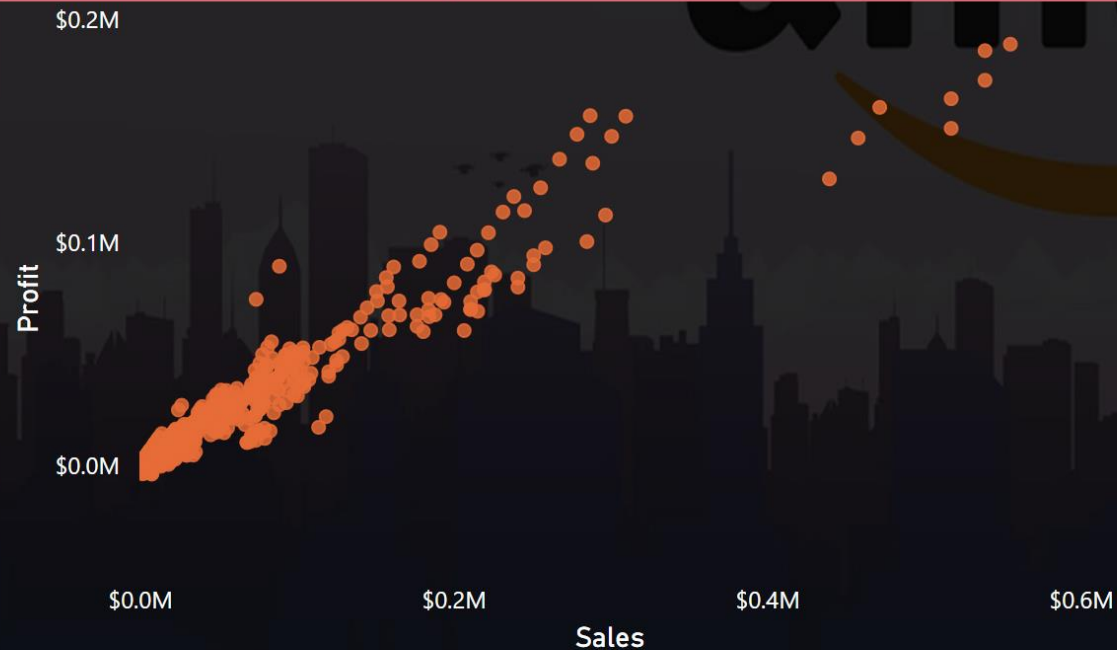
Year

2017

2018

2019

### Relationship Between Sales and Profit



### Relationship Between Sales Cost and Total Sales

