ANALYZING AMAZON SALES DATA

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INTRODUCTION

- The advent of e-commerce has revolutionized the way businesses operate and customers shop, with Amazon standing as a prominent leader in this digital marketplace. Analyzing Amazon sales is crucial for understanding market trends, consumer behavior, and the overall health of the online retail sector. This report aims to delve into the intricate details of Amazon's sales performance, offering insights that are vital for stakeholders ranging from investors and analysts to sellers and competitors.

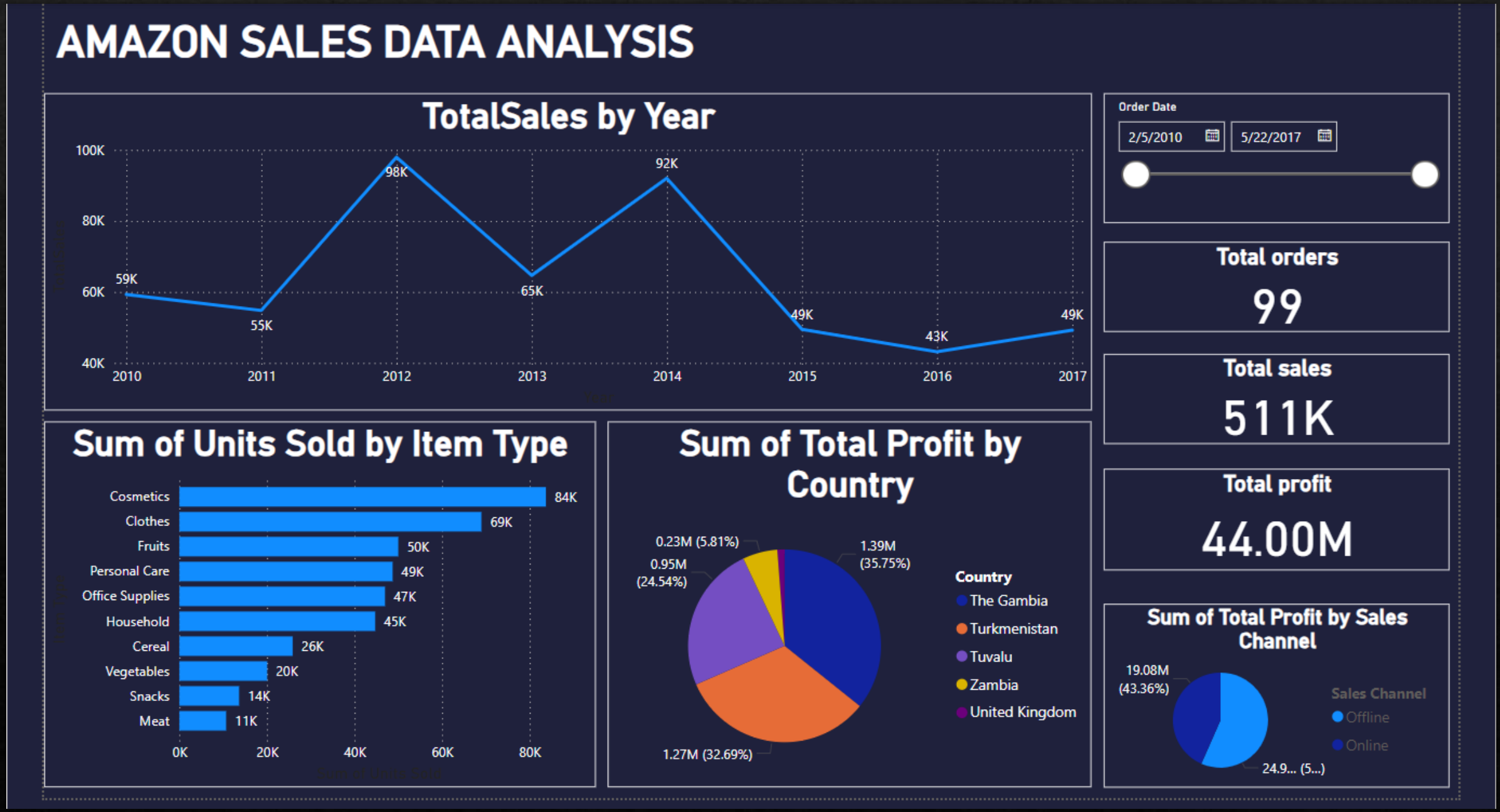
MAIN KPI'S

- Total Revenue – Revenue from sales
- Total Profit – Profit from sales
- Units Sold – Total units sold
- ROI – Return on Investment

DETAILS OF DATA

- Total revenue by year, category
- Total revenue by month
- Total revenue throughout year and month
- Filter by country

DASHBOARD DESIGN



Thank you !!