

## Amazon Financial Performance Report (2021–2024)

This report covers the full financial analysis of Amazon, including revenue trends, profitability ratios, leverage ratios, liquidity ratios, cash flow insights, SWOT analysis, and KPI dashboard summary.

### Key Insights:

- Strong and consistent revenue growth.
- Major profitability turnaround from 2022 to 2024.
- Operating Margin improved to 10.75%.
- ROE reached 20.72% indicating strong value creation.
- Debt-to-Equity decreased from 2.17 to 1.18.
- Free Cash Flow increased steadily, reaching ■63.8M.

### SWOT Analysis:

#### Strengths:

- Strong revenue growth
- High ROE
- Strong cash flows

#### Weaknesses:

- Low liquidity ratios
- High operating expenses

Opportunities:

- AWS expansion
- AI, robotics, global expansion

Threats:

- Competition
- Regulatory risks

This report also includes KPI cards and dashboard-ready values for visualization.