



# UNLOCKING PROFIT POTENTIAL

AMAZON E-COMMERCE SALES INSIGHTS : 2018

presented by Thanuri Eranthi





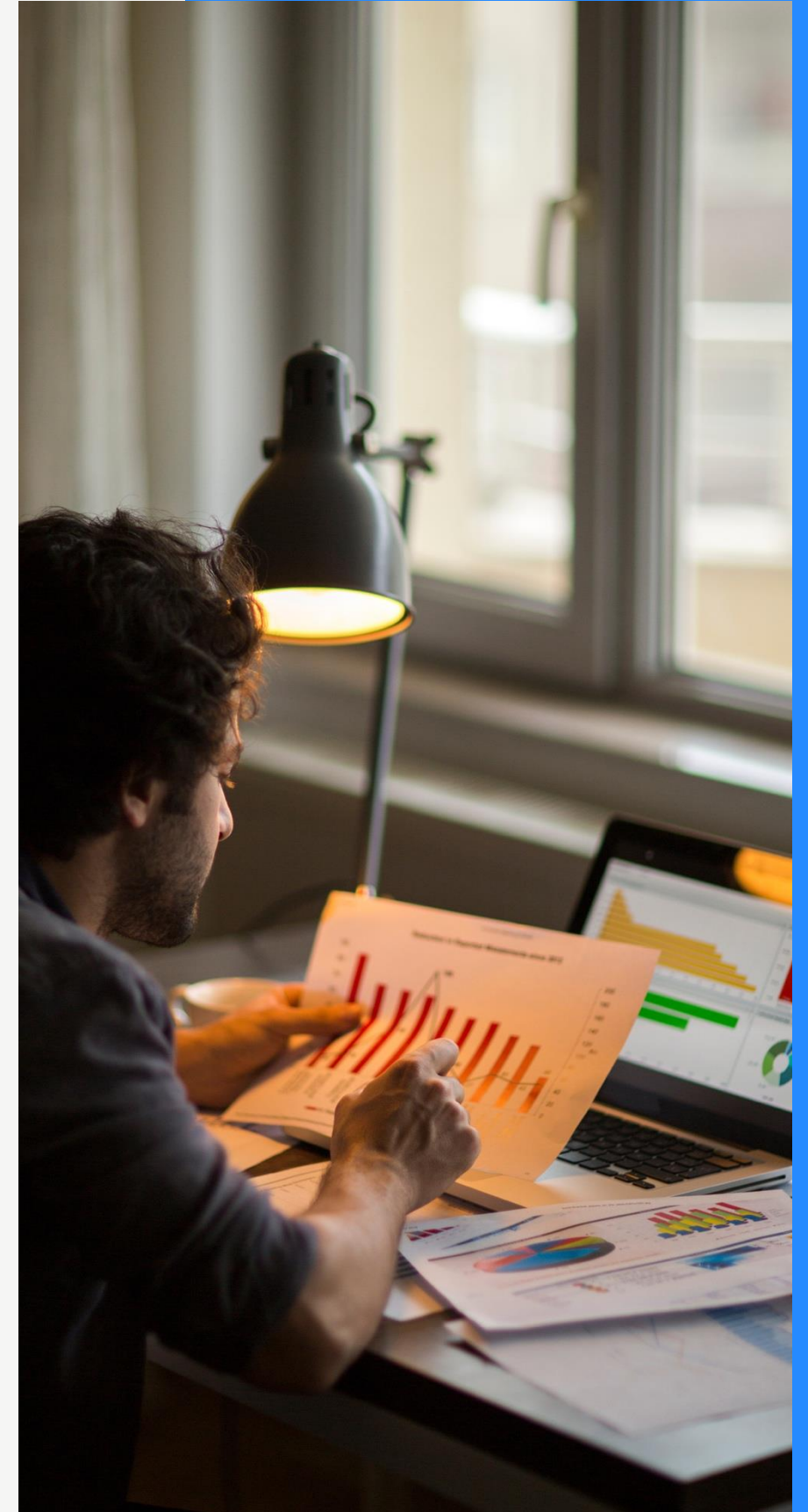
# Where is the most profit to be found?

- Seasonal trends, which products, which customer segments, discount strategies, and other factors generate the highest profit?
- How can we use this information to drive business growth?

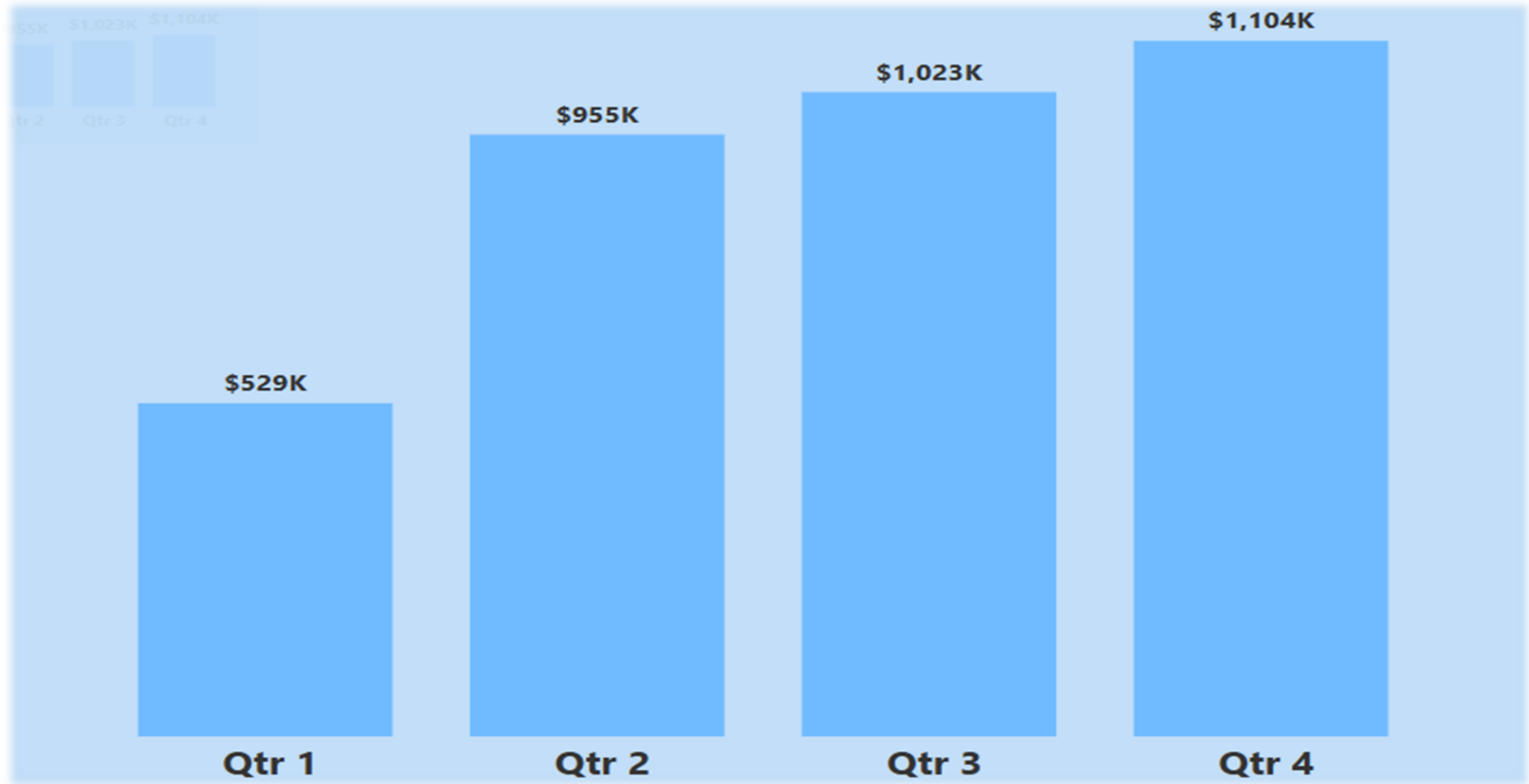




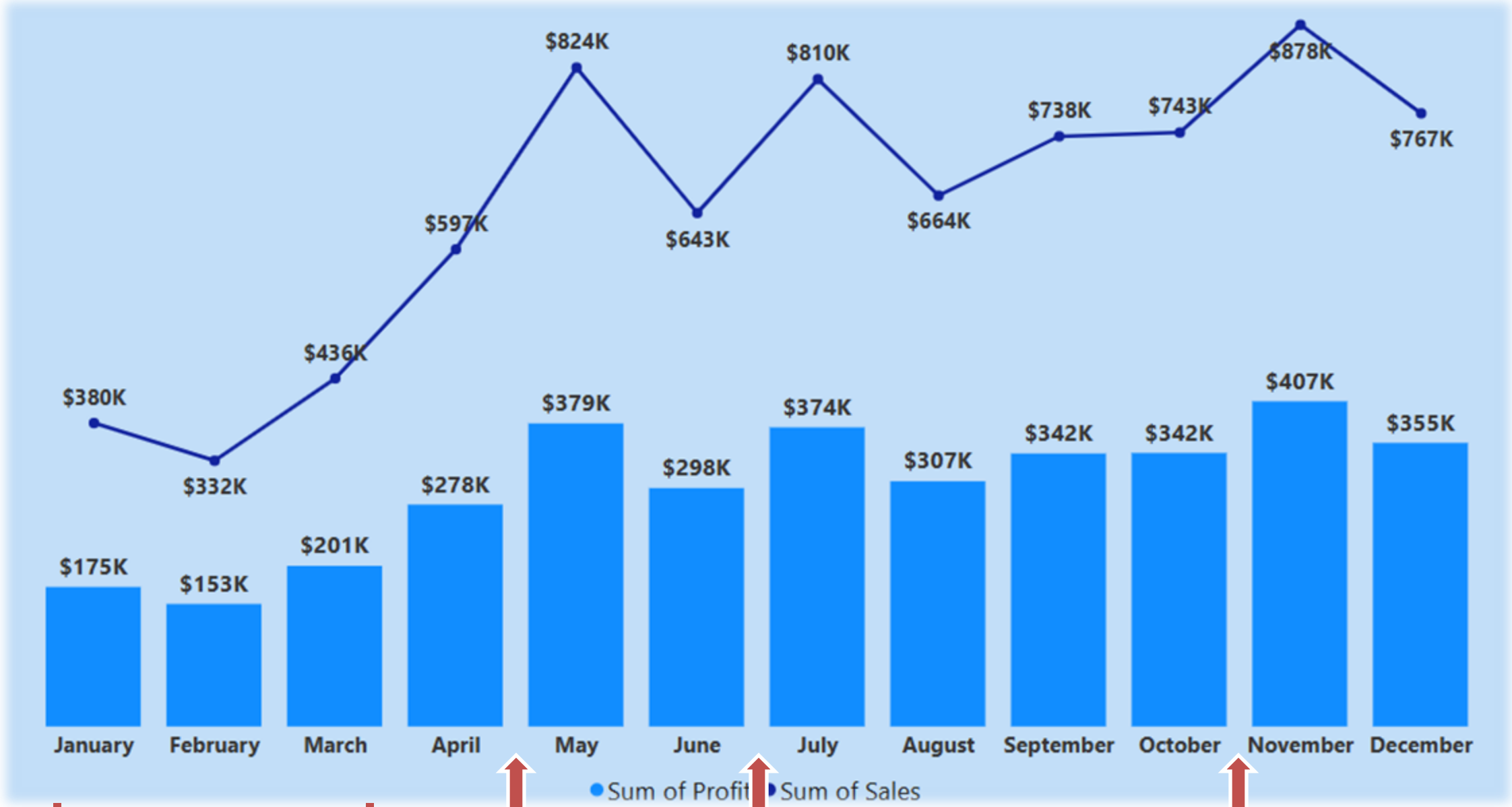
# Profitability Over Time



## How Did Profit Trend Over the Year?



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Seasonal Promotions

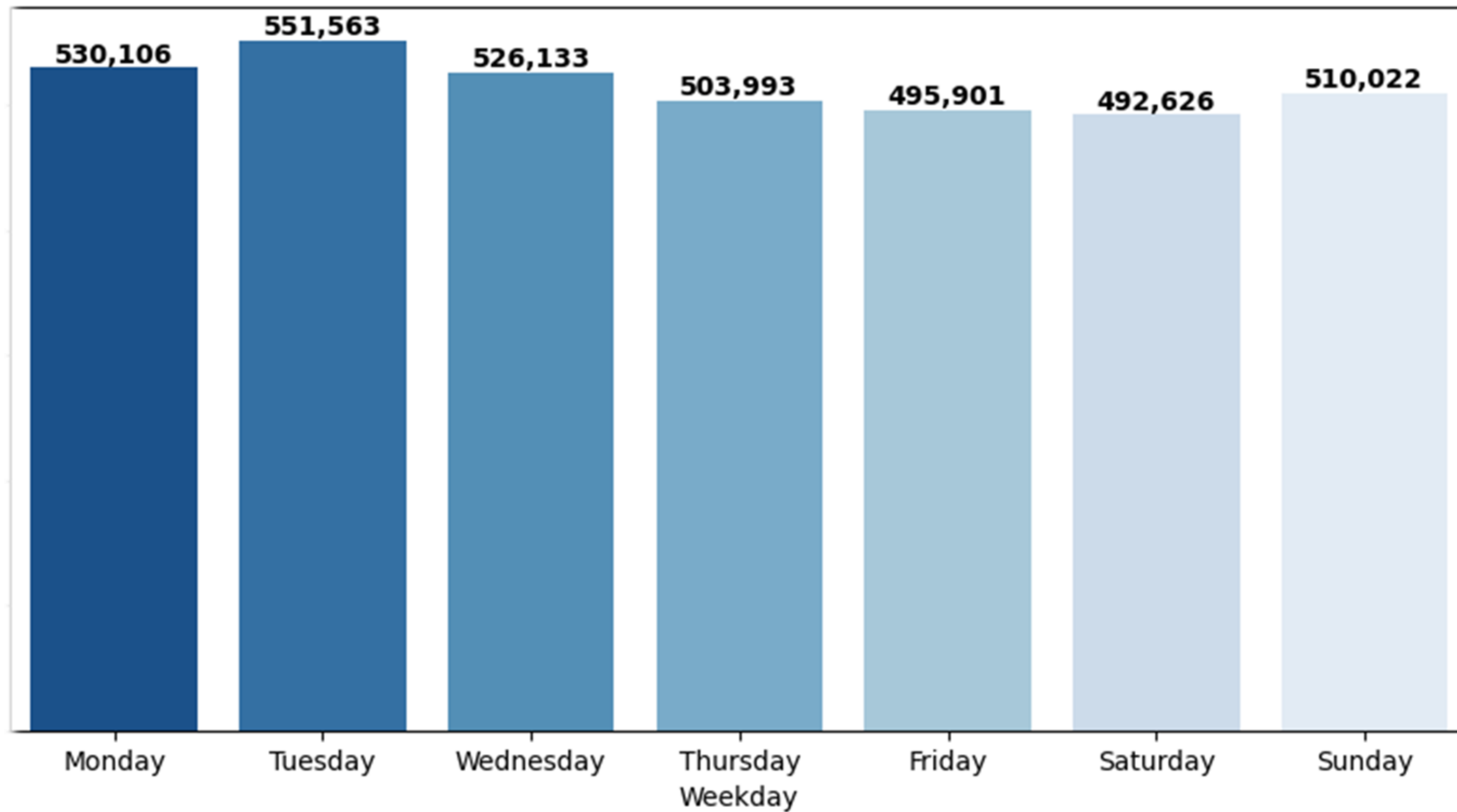
Loyalty Rewards

Discounts

Major Marketing Campaigns

If necessary

## Do certain days of the week generate more profit?

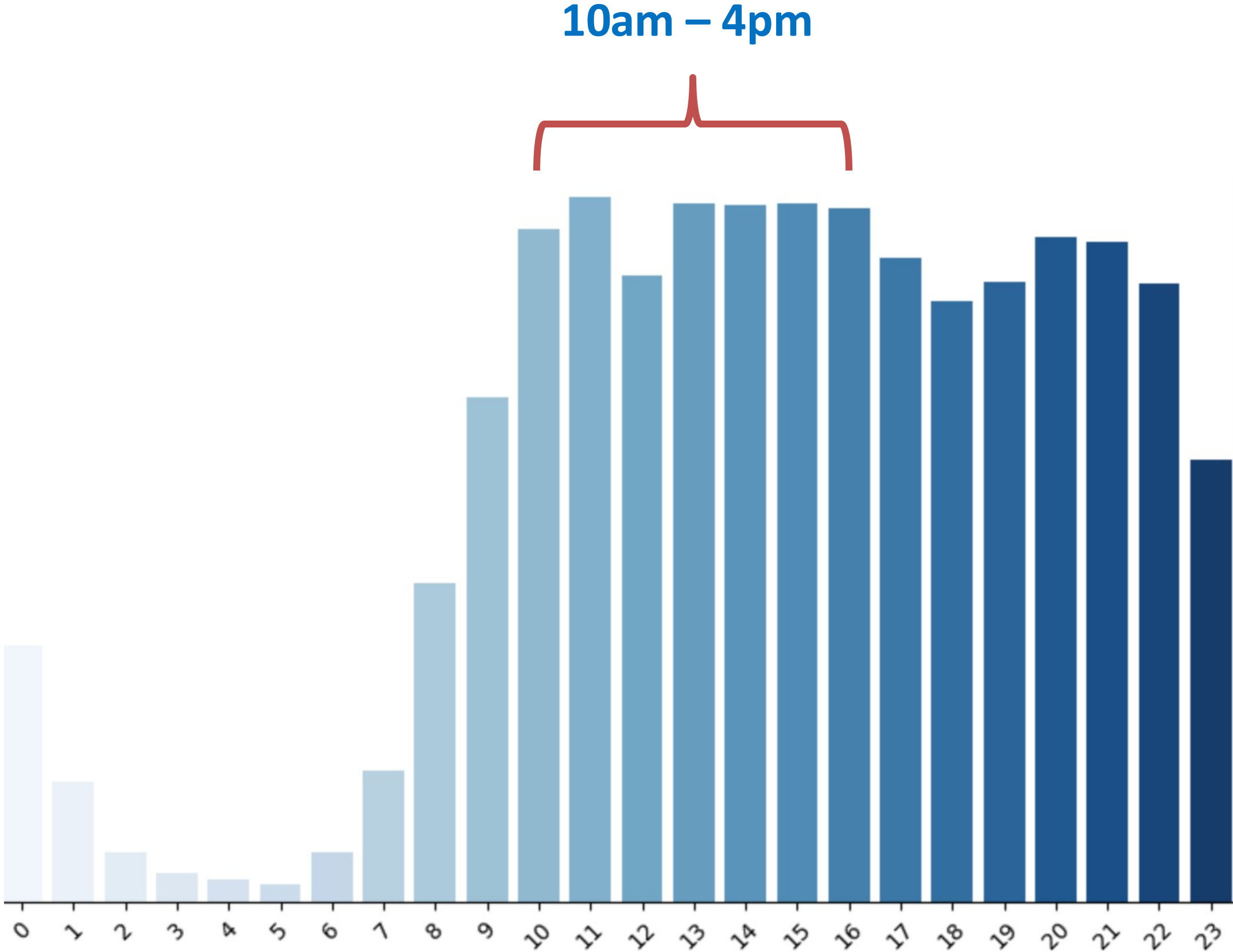


# What are the most profitable hours of the day?

Pop-up Advertisements

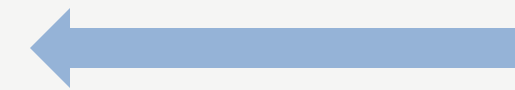
Marketing Emails

Discounts



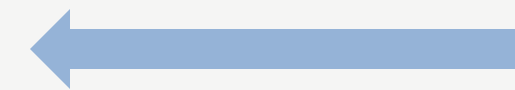
# Quick Summary

Month



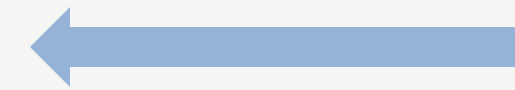
Important

Day of the Week



Not Important

Hour in the Day



Important



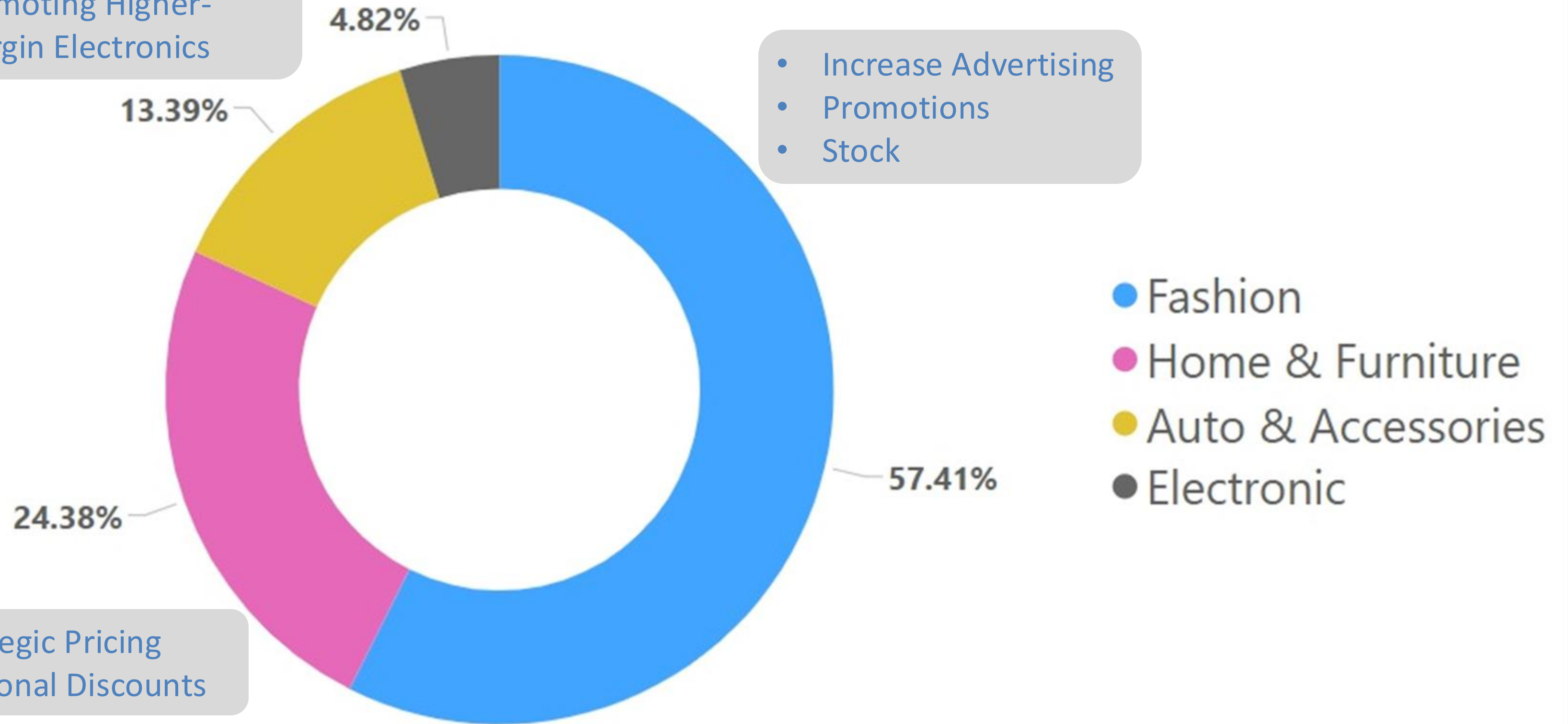
# Most Profitable Products & Categories: Where Should We Focus?



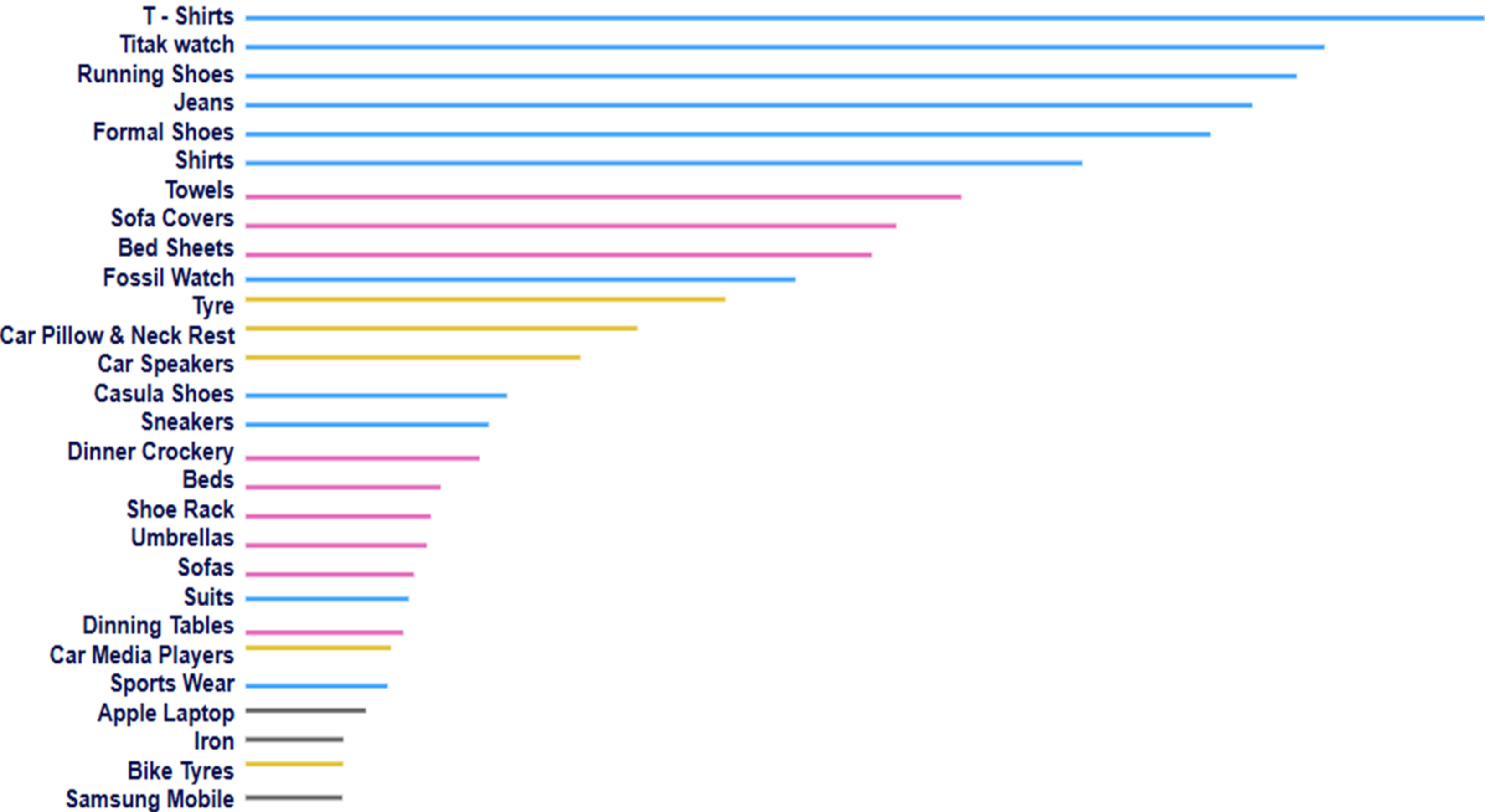
# Most Performed Product Categories

- Adjusting Pricing
- Promoting Higher-margin Electronics

- Increase Advertising
- Promotions
- Stock



# Most Performed Products





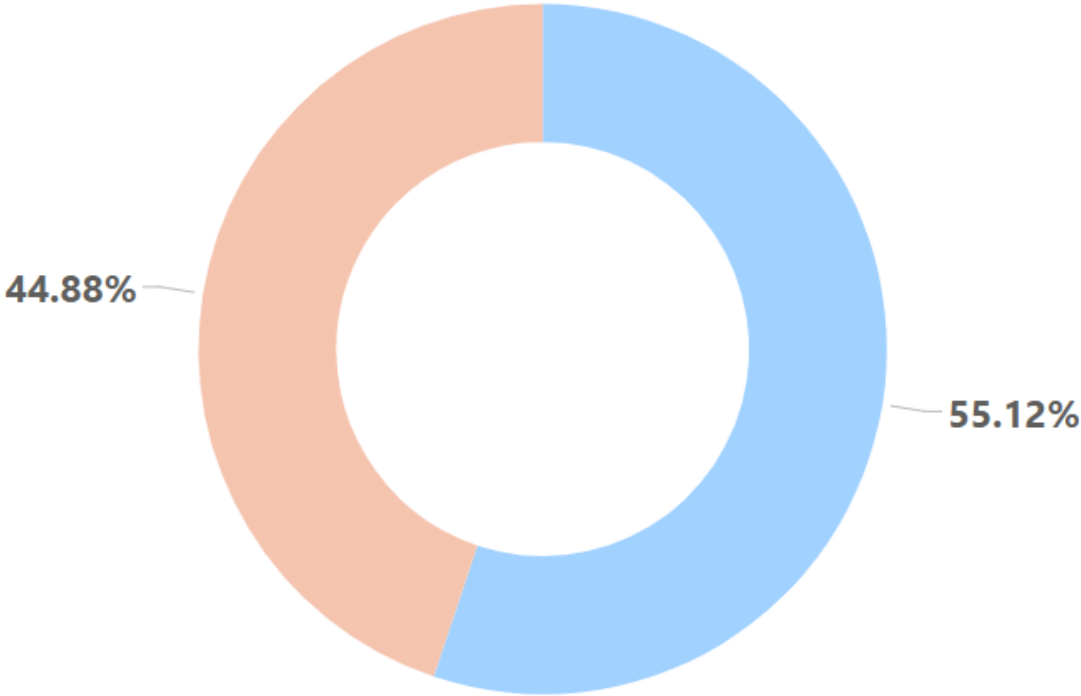
# Who Are the Most Profitable Customers?





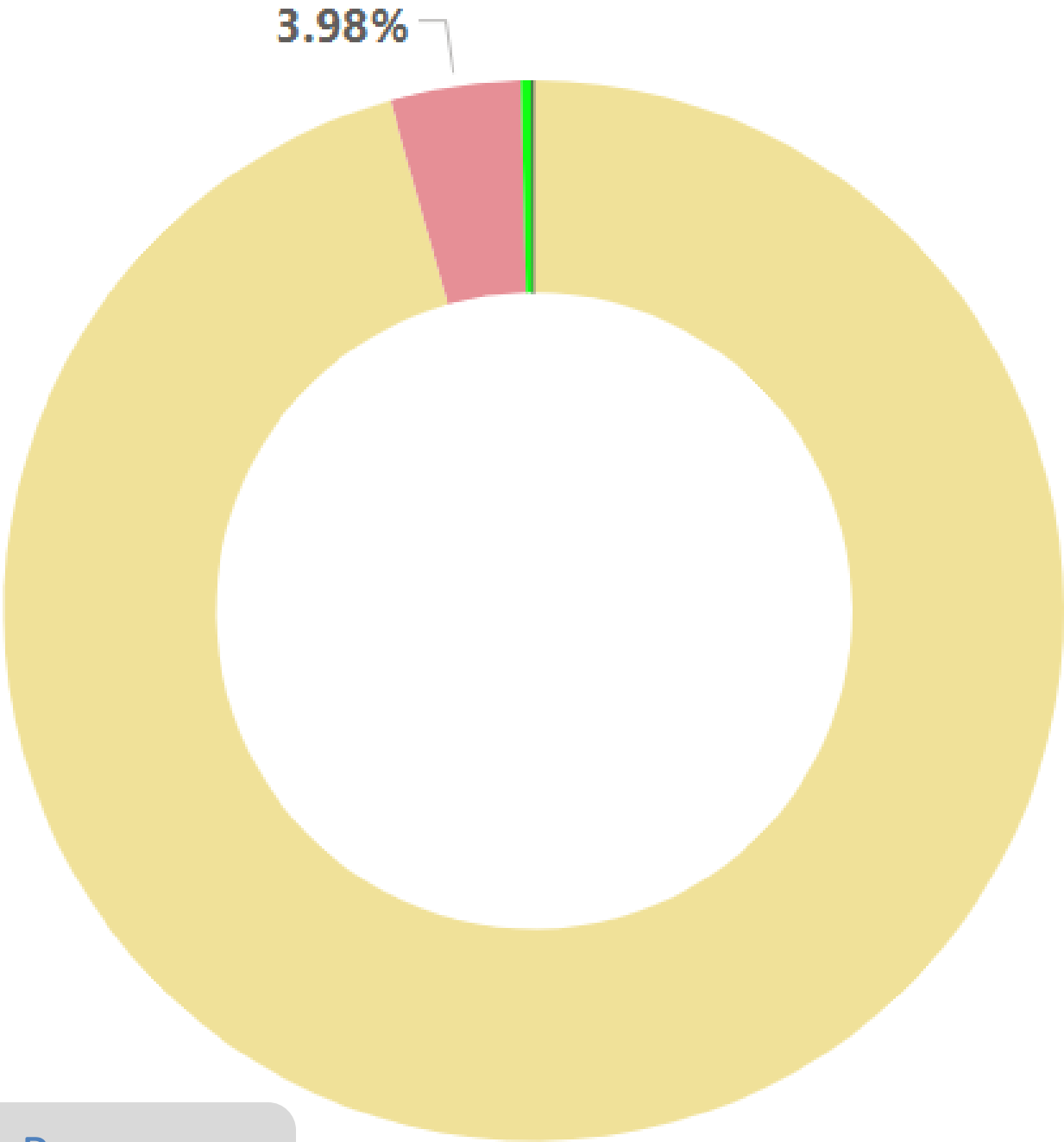
# Understanding Our Most Valuable Customers

- Improve onboarding Strategies
- First-time purchase voucher



Male Female

- Ensure marketing Campaign Target Both



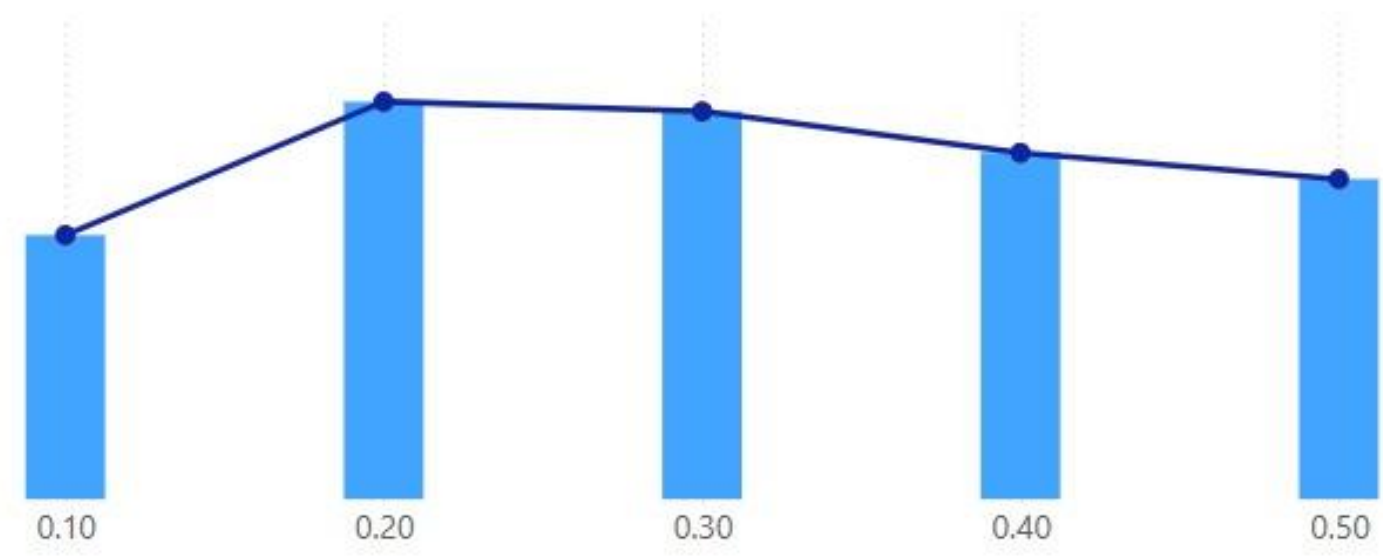
- Strengthen Loyalty Programs
- Exclusive Member Deals

Member Guest First SignUp New

# How Do Discounts Impact Profitability?



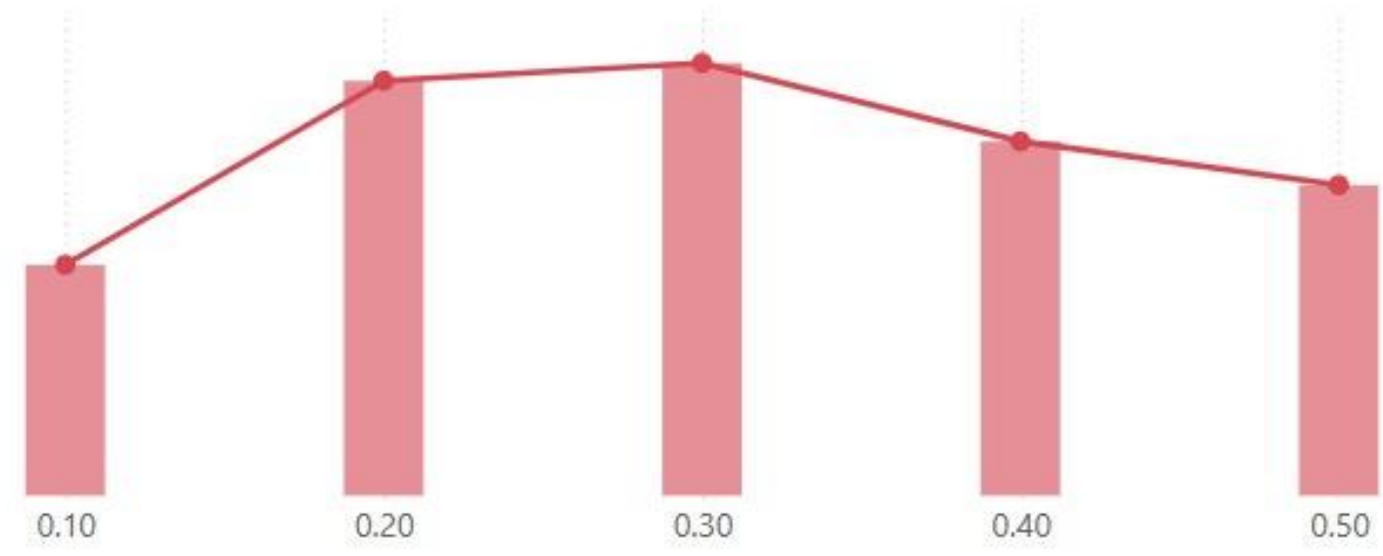
# Finding the Right Balance: Discounts vs. Profitability



20% Discount gets us most Profit

If we want to sell small # of Expensive products

But



30% Discount gets us most Sales

If we want to sell lots of Inexpensive products

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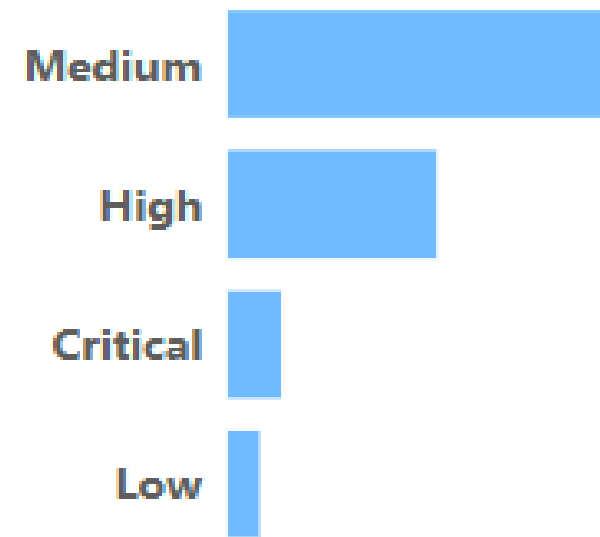
# What Else Influences Profit?



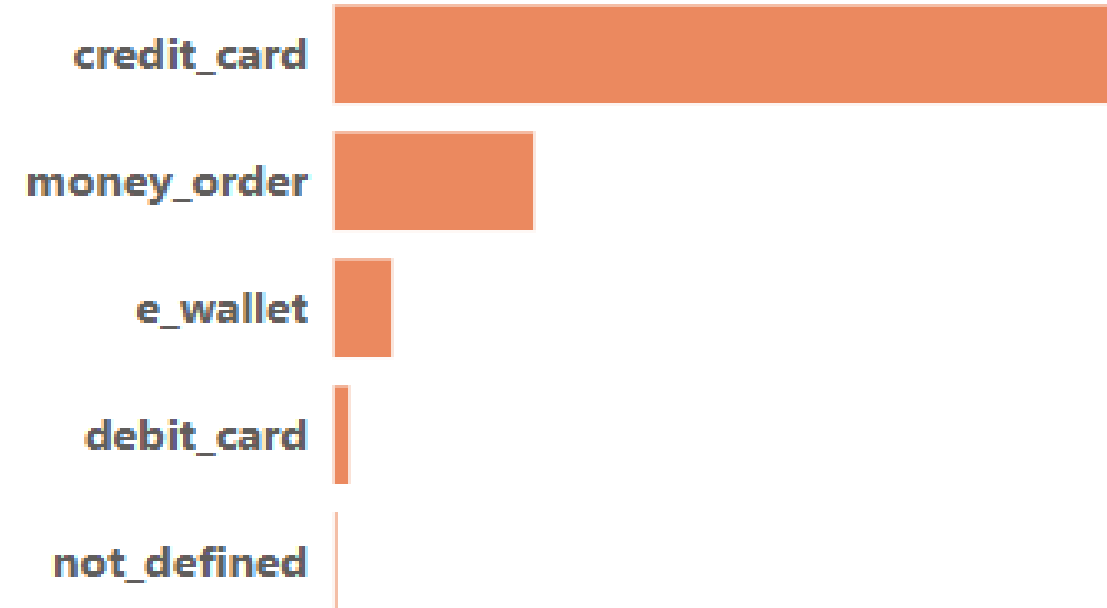


# What Else Influences Profit?

Medium Priority Order Generate the Most Profit



Credit Card Transactions Drive the Most Profit



Most Profit Generated Through Web Sales



Encourage to choose **Higher-Priority** orders by offering benefits like “**Faster shipping for Premium Customers**”

Promote credit card Payment Option:  
**Rewards**  
**Discounts**  
**Loyalty Points**

Improve **Mobile Shopping** Experience  
&  
Optimize the **mobile checkout** Process



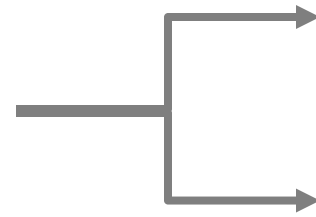
# How Can We Increase Profitability?

Boost Existing **High-Profit** Areas

And/Or

Address **Low-Profit** Areas

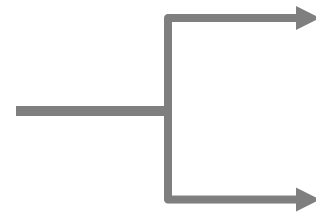
Leverage Seasonal Trends



Focus major promotions in **May, July** & specially in **November**

Introduce **retention strategies** to reduce Quarter 1 profit drop

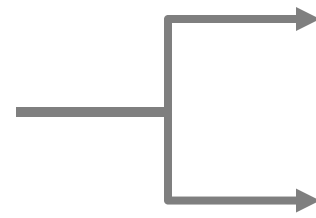
Optimize Product Category



Prioritize **Fashion** Category in marketing, Expand best-selling products

Adjust pricing for **low-performing Categories**

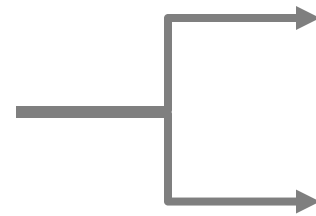
Improve Customer Retention



Enhance **member benefits & loyalty programs**

Convert **Guest Users to be a Member** with incentives

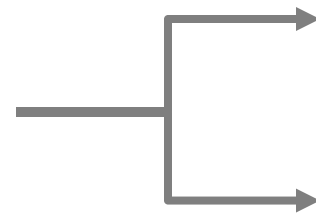
Smart Discounting



Keep discounts at **20-30%** for max profit

Avoid **excessive discounts** that reduce margins

Optimize Payment and Shopping  
Experience



Promote **credit card payments** with incentives

Improve **mobile shopping experience**





# THANK YOU

April, 2025







# Q & A