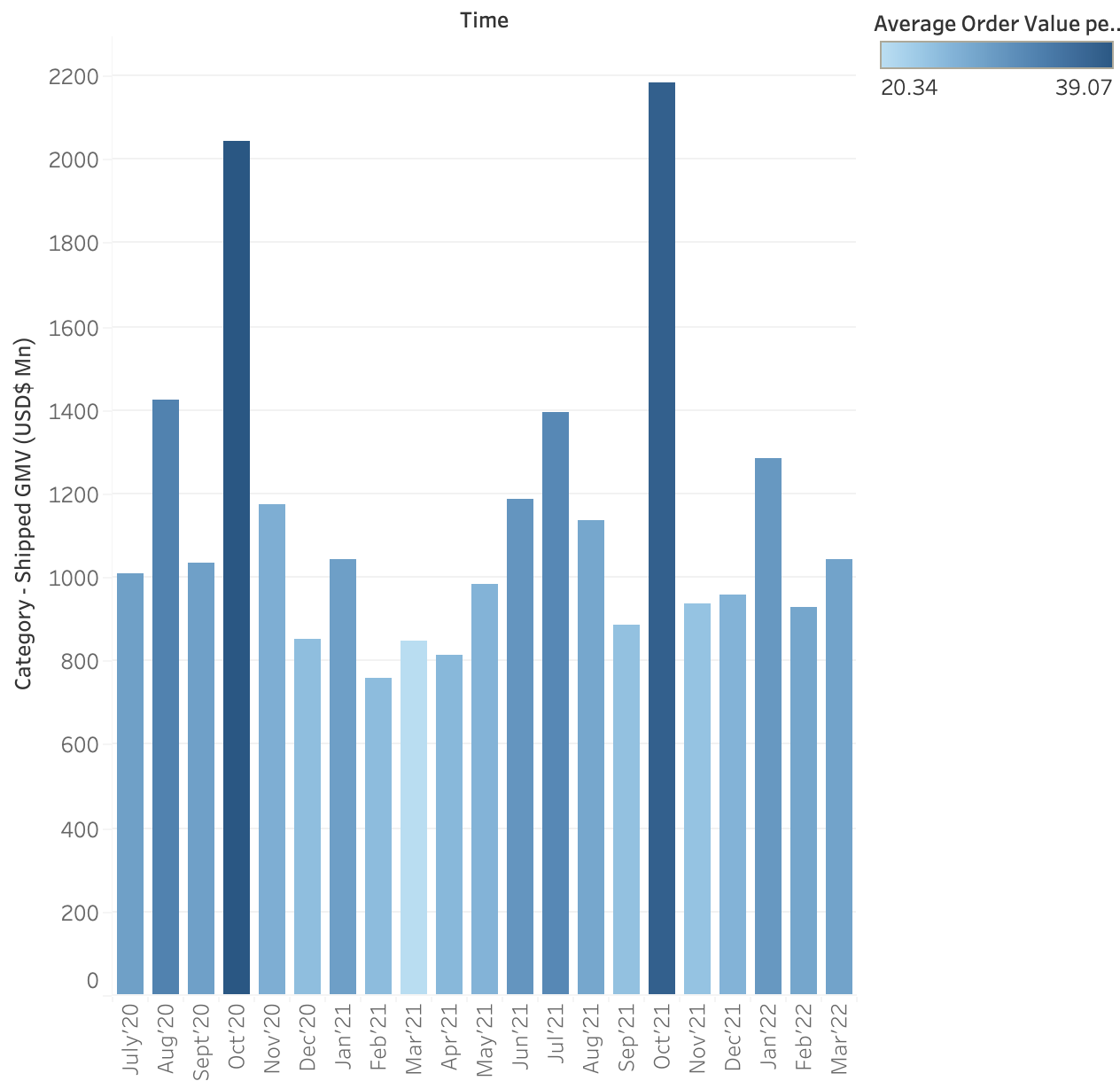


Amazon

Tableau Analysis

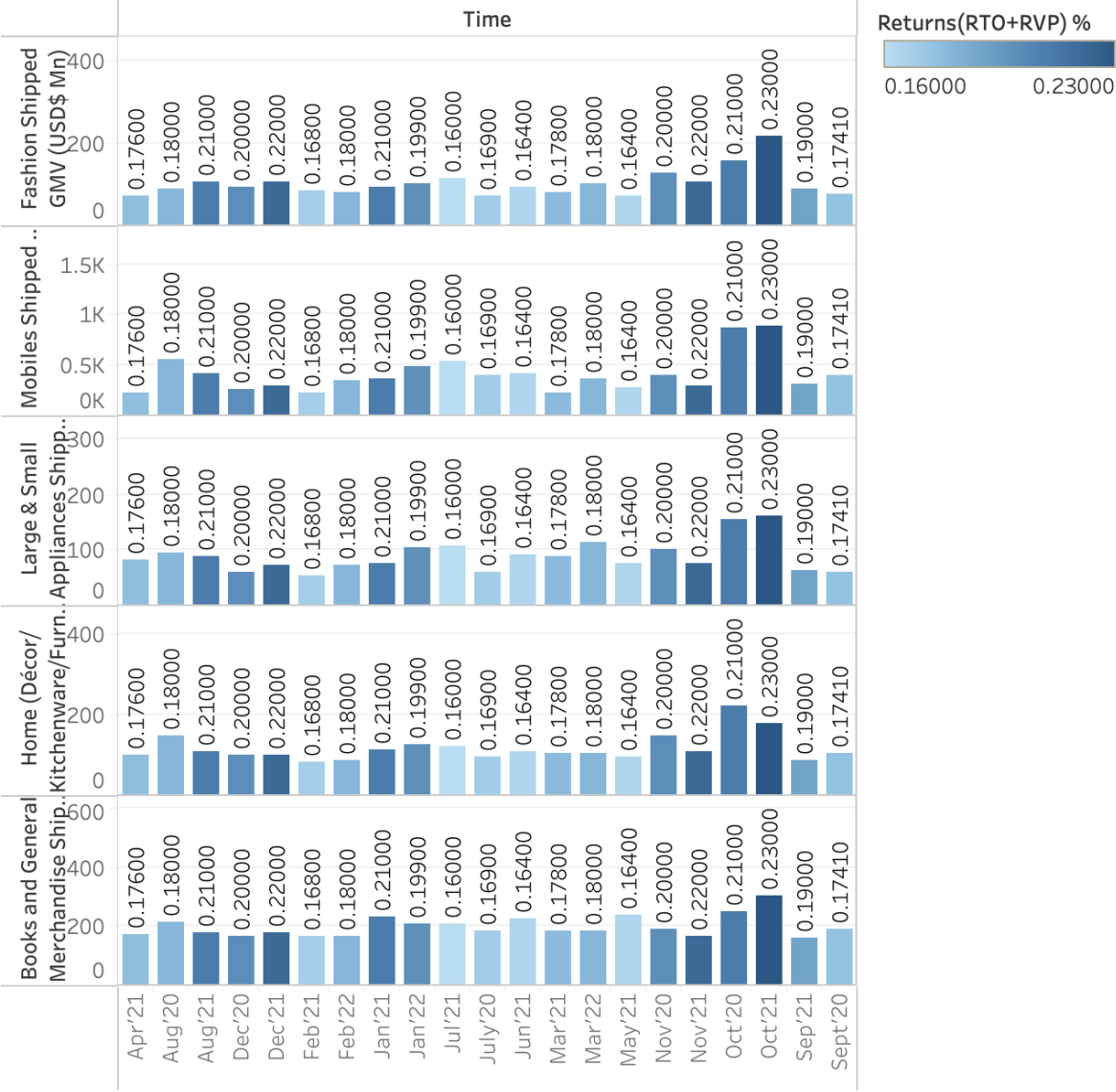
- Value ratios and proportions have been altered to protect sensitive data

Amazon India - Category - Shipped GMV (USD\$ Mn)



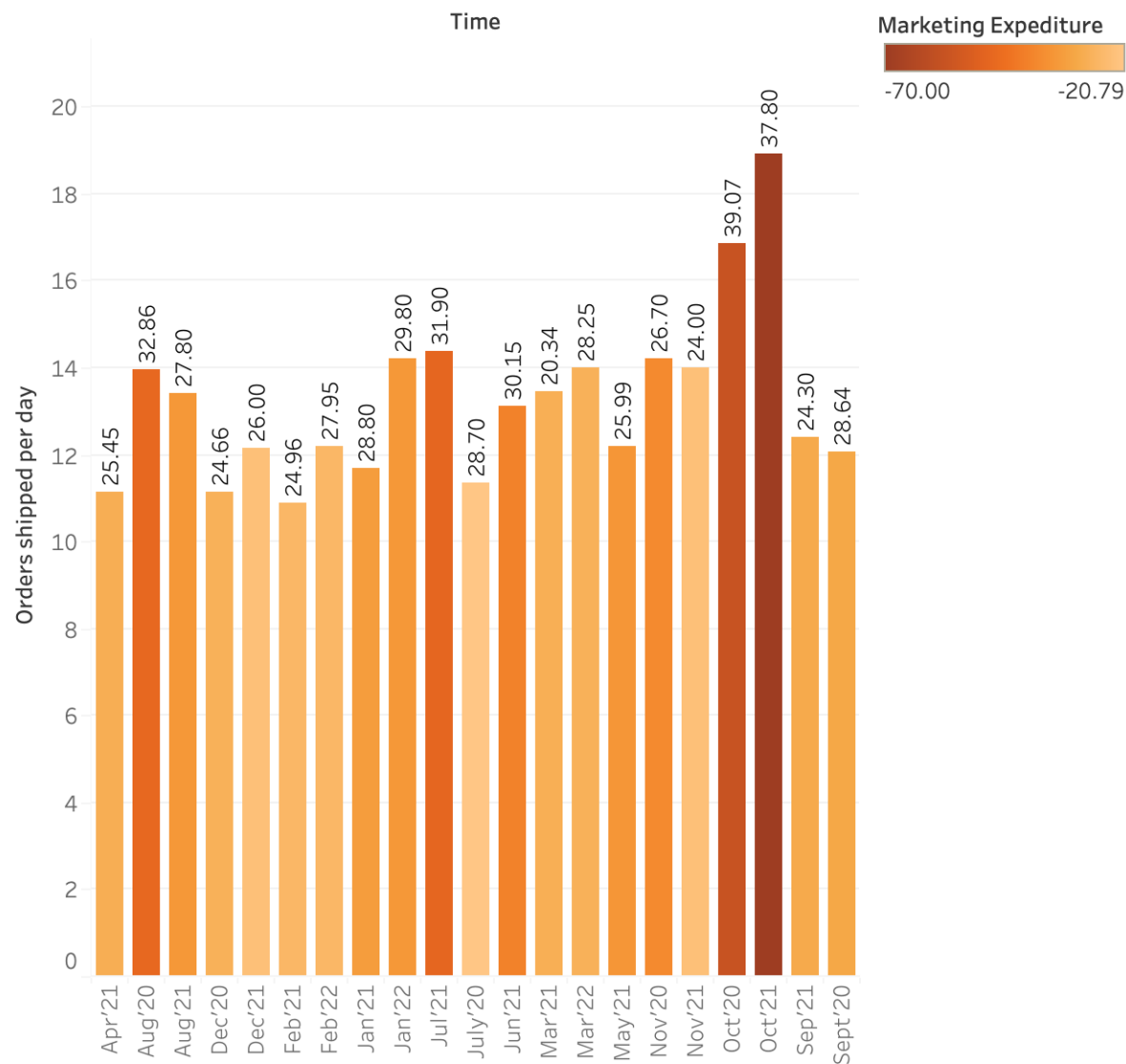
Sum of Category - Shipped GMV (USD\$ Mn) for each Time. Color shows sum of Average Order Value per transaction (USD\$).

Amazon - Category-wise Shipped GMV (USD\$ Mn)
and Rate of Returns %



Sum of Fashion Shipped GMV (USD\$ Mn), sum of Mobiles Shipped GMV (USD\$ Mn), sum of Large & Small Appliances Shipped GMV (USD\$ Mn), sum of Home (Décor/Kitchenware/Furniture) (USD\$ Mn) and sum of Books and General Merchandise Shipped GMV (USD\$ Mn) for each Time. Color shows sum of Returns(RTO+RVP). The marks are labeled by sum of Returns(RTO+RVP).

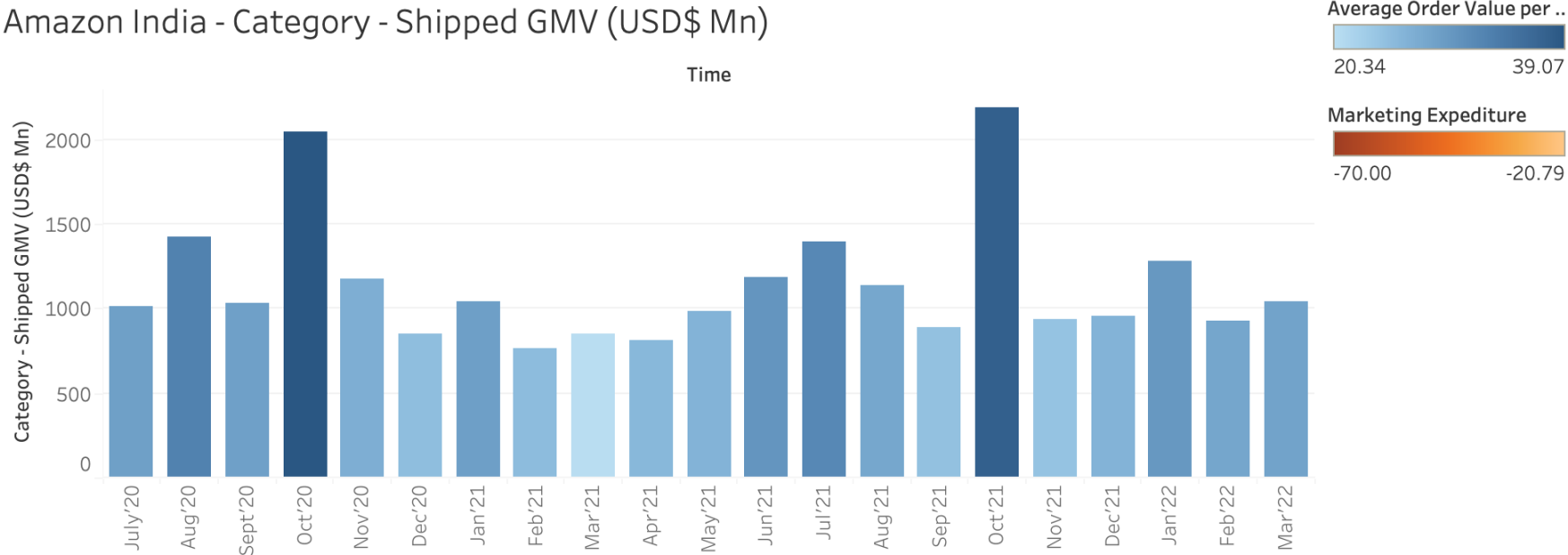
Amazon Orders shipped per day (Mn) with Avg
Order Value \$ in label and Marketing Expenditure
colour comparison



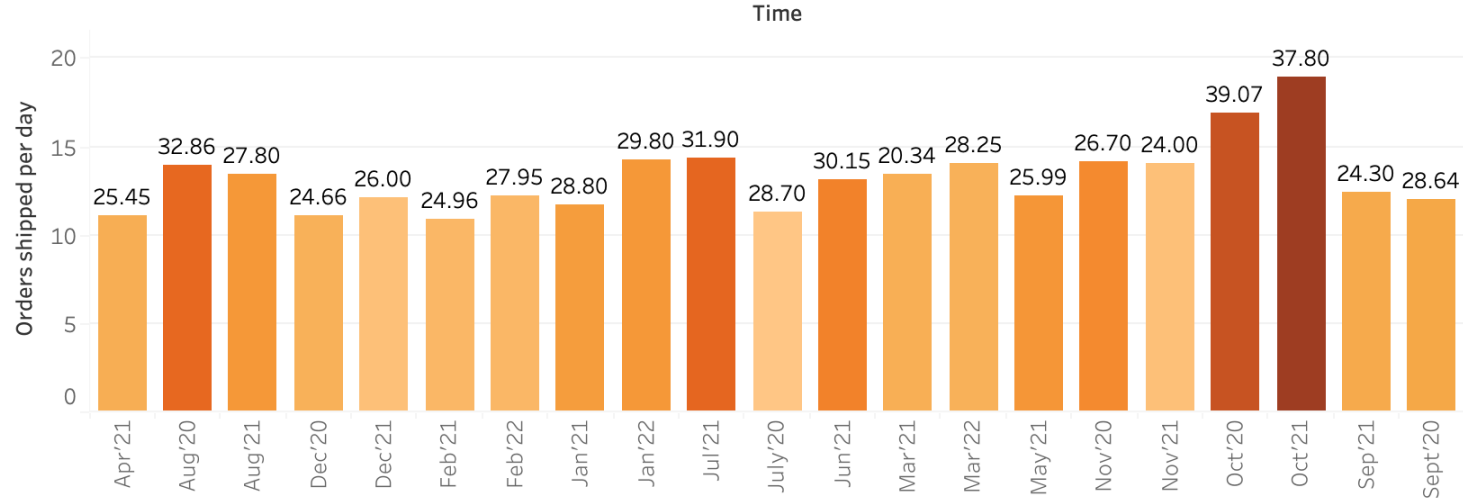
Sum of Orders shipped per day for each Time. Color shows sum of Marketing Expenditure. The marks are labeled by sum of Average Order Value per transaction (USD\$).

Dashboard 1

Amazon India - Category - Shipped GMV (USD\$ Mn)



Amazon Orders shipped per day (Mn) with Avg Order Value \$ in label and Marketing Expenditure colour comparison



Amazon - Category-wise Shipped GMV (USD\$ Mn) and Rate of Returns %

