

This Dashboard Provides A Comprehensive Overview Of Amazon's Product Sales Performance, Focusing On Total Cost, Units Sold, Total Profit, Sales Channels, Regional Distribution, And Yearly Profit Trends.

### 1. Key Performance Summary

- **Total Cost:** 8 billion
- **Units Sold:** 513K
- **Total Profit:** 3 billion

Profit accounts for approximately **37.5% of the total cost**, indicating solid sales efficiency.

### 2. Profit by Product Category

- Top profit contributors: **Office Supplies (1.3bn) and Cosmetics (1.2bn).**
- Household products also make a notable contribution with 0.5bn in profit.
- **Lowest profit contributors:** Cereal and Baby Food.

Promotional strategies can be concentrated on high-margin products, while low-performing categories should be reevaluated.

### 3. Yearly Profit Trend (2010–2017)

- Profit peaked in **2013 (0.78bn).**
- There was a sharp decline in **2015 (0.18bn)**, followed by partial recovery in **2016 (0.45bn).**

This indicates fluctuating business performance, possibly due to market trends, pricing strategies, or competition.

### 4. Units Sold by Product Category

- **Highest units sold:** Cosmetics (84K), Snacks (71K), and Beverages (59K).
- High unit sales do not always align with high profitability (e.g., Snacks has strong sales volume but lower profit margins compared to Office Supplies).

Further margin analysis is needed for high-volume but low-profit categories.

## 5. Regional Product Distribution

- **North & South America:** Dominated by Office Supplies, Household Items, Snacks → strong demand for work-related and daily-use products.
- **Europe:** Balanced mix of Cosmetics, Household Items, Office Supplies → mature and diverse consumer market.
- **Africa:** Focus on Vegetables, Fruits, Household Items → essential goods dominate sales.
- **Asia:** Leading categories are Clothes, Cosmetics, Beverages → dynamic market with growing lifestyle demand.

**Overall Insight:** Product distribution varies greatly by region → highlights the need for **targeted regional marketing strategies** to boost profitability.