**Amazon Financial Health Report**

**Introduction**

Amazon, the world's largest online retailer, has demonstrated remarkable financial resilience in recent years. This report analyzes Amazon's financial health, highlighting trends in liquidity, profitability, debt management, asset utilization, and market ratios.

**Financial Highlights (2017-2019)**

**Liquidity:** Floating (indicates its ability to meet short-term obligations).

**Profitability:** Increasing (reflects its successful expansion into new markets and efficient cost management).

**Debt Management:** Floating (demonstrates its ability to service debt obligations).

**Asset Utilization:** Increasing (potential efficiencies in inventory management and fixed asset usage).

**Market Ratios:** Increasing (indicates progress in stock price).

**Conclusion**

Amazon's financial health is generally strong, with improving liquidity, profitability, debt management, asset utilization and market ratios. To maintain its competitive edge, Amazon should focus on optimizing inventory management and fixed asset usage.

**Recommendations**

1. Enhance inventory management to improve asset turnover.

2. Optimize fixed asset utilization to reduce waste.

3. Continue debt management strategies to maintain a healthy debt-to-equity ratio.

4. Monitor market trends to adjust pricing strategies.

**Sources:**

- Amazon's Annual Reports (2017-2019)