The current ratio indicates the ability for companies to pay off short term debts. Any current ratio value that is less than 1 indicates the company might struggle to pay off its short-term debts. Amazon from 2017 to 2019 has a current ratio above 1.

The quick ratio shows company capabilities to pay for its current liabilities without worrying about selling its inventory. The higher the ratio better for the company. The ideal quick ratio should be 1:1, and unfortunately, Amazon in every year is less than 1. Indicating Amazon may not be able to pay out its full liabilities in the short term.

The cash ratio shows if the company can look out and deliver their short-term requirement like paying for the salary. 0.5 to 1 is the preferred cash ratio. Amazon has shown in from its financial figures to be between those number in from 2017 till date.

Inventory turnover between 4 to 6 is considered the ideal ratio of turnover. With Amazon, they have a high inventory level, which means that the company has good management skills. Receivable turnover shows how well and quickly the company is collecting their debts. A lower ratio means companies are collecting their debt faster. Interestingly, Amazon has a ratio decrease; from 27days in 2017 to 26days in 2019. Amazon has a healthy payable day's period and are all above 100days from 2017 to 2019. This suggests that Amazon has 100 days period to settle its suppliers which is fairly decent.

On profitability, Amazon has consistently delivered 35%-40% margins on gross profit from 2017-2019 but it's worrisome that the Net Profit margins have all been less than 5% in these years. This is due to the consistent rise in its operating cost, with Technology and content (35%) representing a chunk of these costs.

There is no information on dividend earnings as the company does not pay out dividend. Amazon since inception has focused on long term growth of the company and maximizing the wealth of its shareholders rather than declaring yearly dividend.

The return on equity is the company's ability to generate income from their equity. A ratio from 0.15 to 0.20 is considered to be good. Amazon has managed to deliver in both 2018 and 2019. Return on Assets is related to how much success the company is having based on assets. The year 2018 has the highest return on assets with 6%.

To sum up, Amazon has been the top online retailer due to how they operate their strategy efficiently. Ever since the move to online, Amazon has seen consistent increases year by year. However, the low net income and the increased liability might become an issue. But due to Amazon's commitment to investing in long-term projects and acquiring big enterprises, it is likely that Amazon can make up for any expected losses in the interim. There is no denying the progress Amazon has made, with the new project plans and new manufacture production they are creating, Amazon has shown no sign of slowing down.