



# Amazon sales report analysis

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# **Data set description**

This data set consists of 128,975 orders on Amazon India these orders were placed in the year 2022, and these orders are in the clothing sector.

# Columns description

We have 24 columns in this data set, this is a description for 7 of them.

- **Status:** Status of shipping (Shipped, Cancelled, etc).
- **Fulfillment:** The provider of the product (Amazon, merchants)
- **Style:** The style code of the product
- **SKU:** Stock keeping unit
- **Category:** The type of clothes (sets, Traditional garments, etc.)

# Columns description

- **QTY:** Quantity of the product (Items number).
- **ASIN:** Amazon standard identification number.

# **Main objective**

Determine the factors that affect the clothing type.

## **Main questions**

- **Who is the biggest supplier for each clothing type?**
- **What is the market size in each clothing type?**
- **How clothing type is affected by location?**

# Summary statistics

**664 INR**

**Average amount  
spent per order**

**1 Item**

**Average items  
per order**

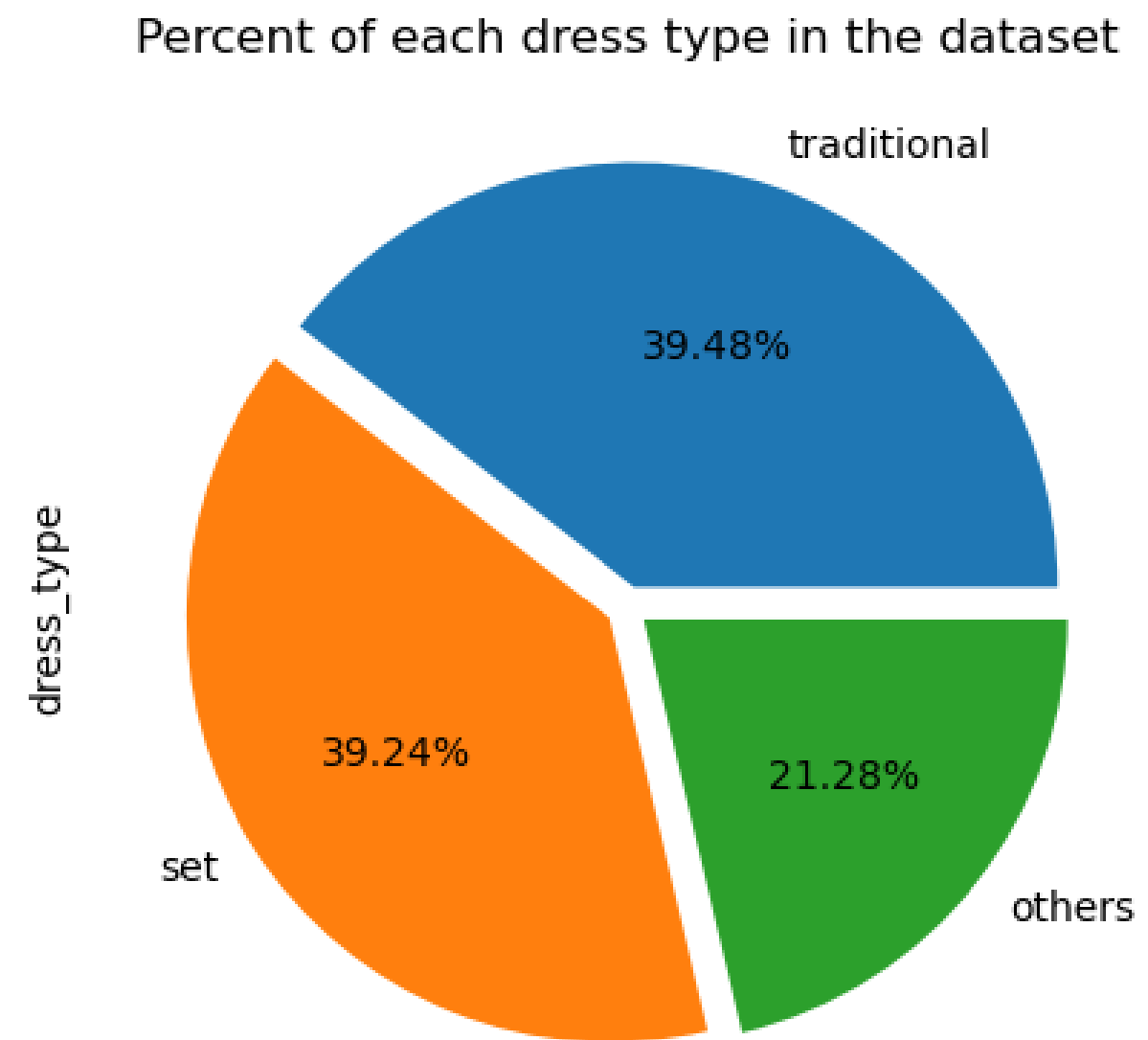
**1366 orders**

**Average  
orders per day**

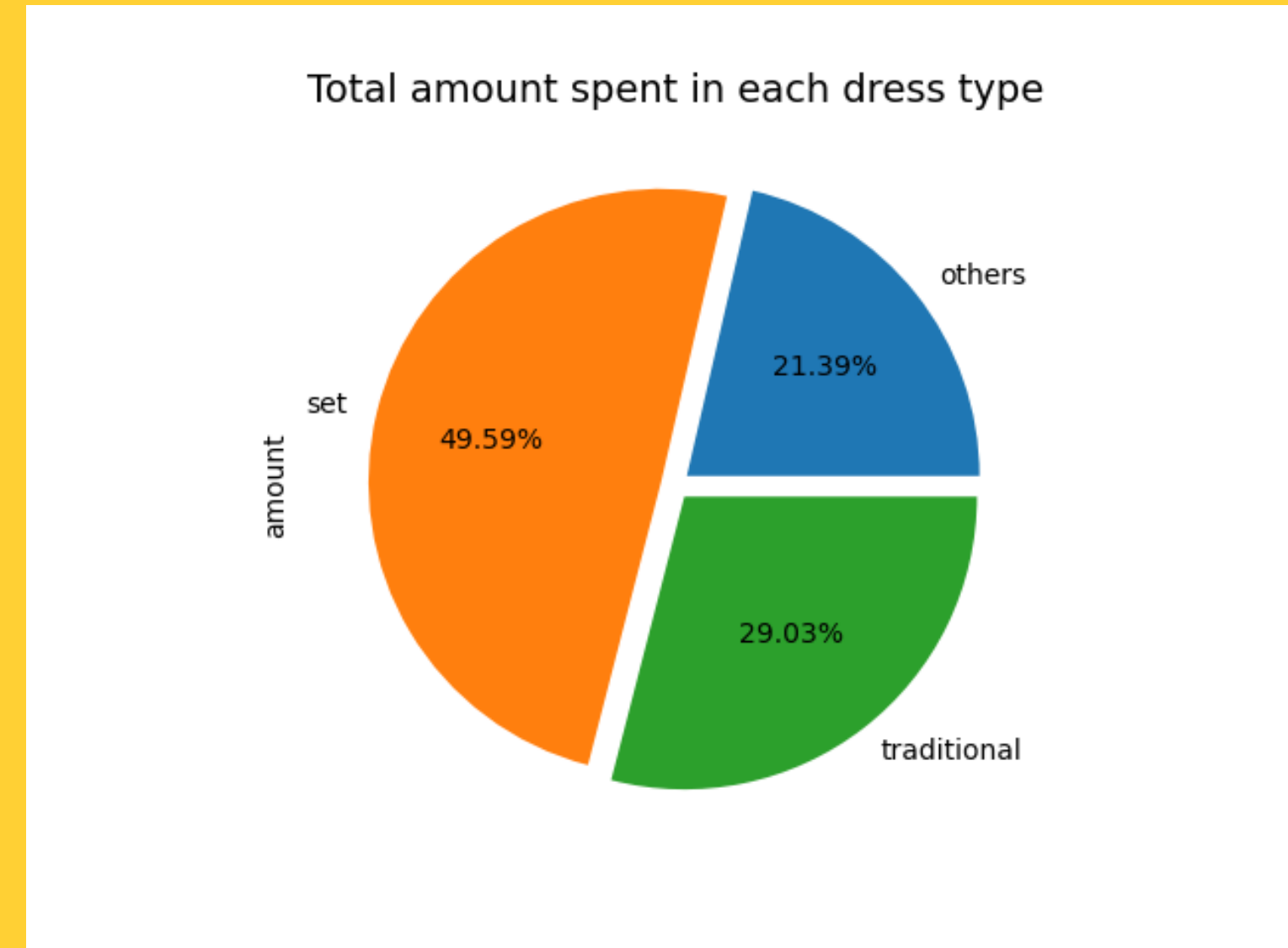
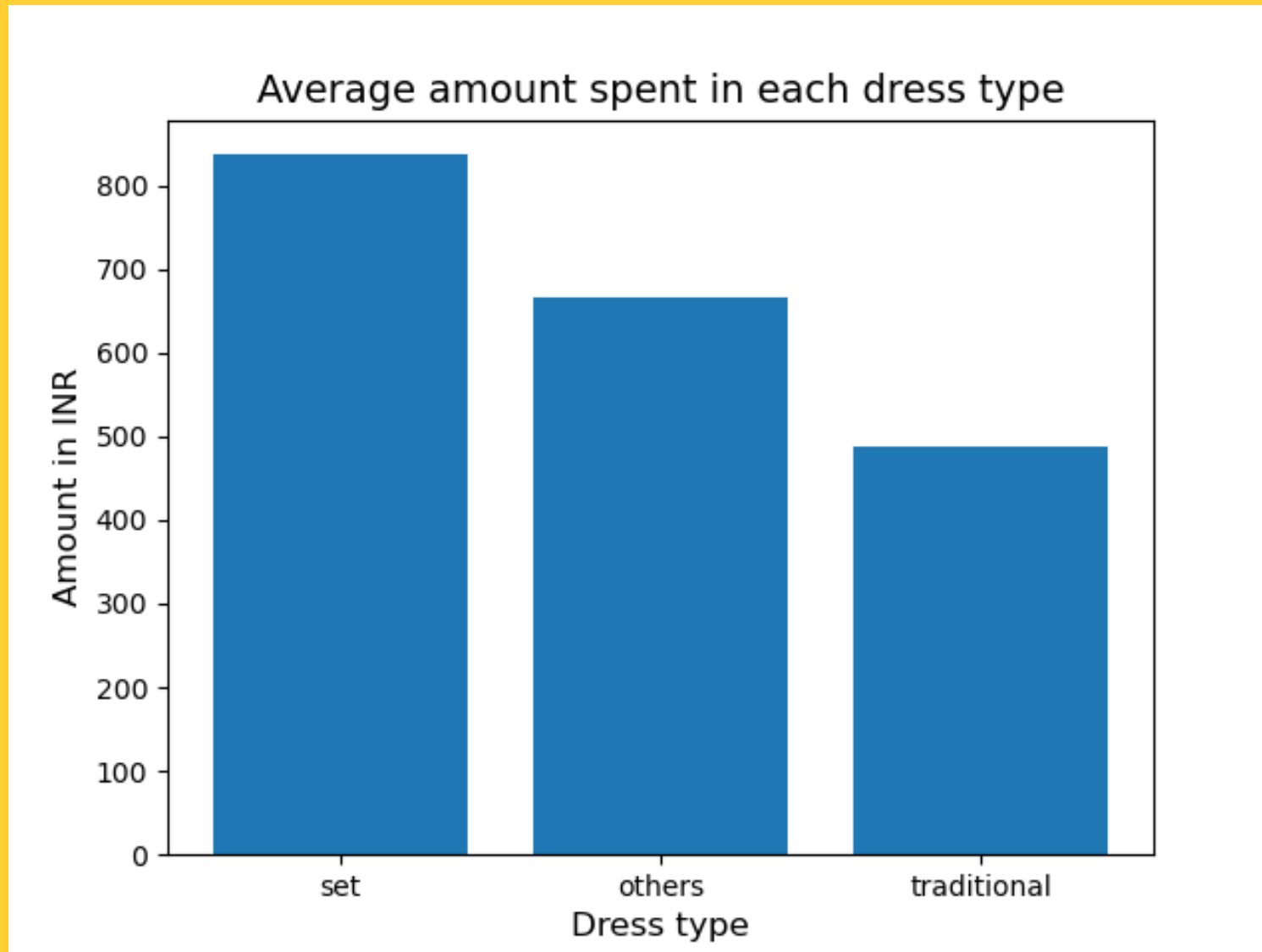
# Dress type classification

The category column has a lot of values so I classified them into "Traditional", "set" and "others".

Where traditional Indian clothes are ("Kurta", "Ethnic Dress", "Saree", "Dupatta"), and others are any type rather than traditional and sets.



# Size comparision

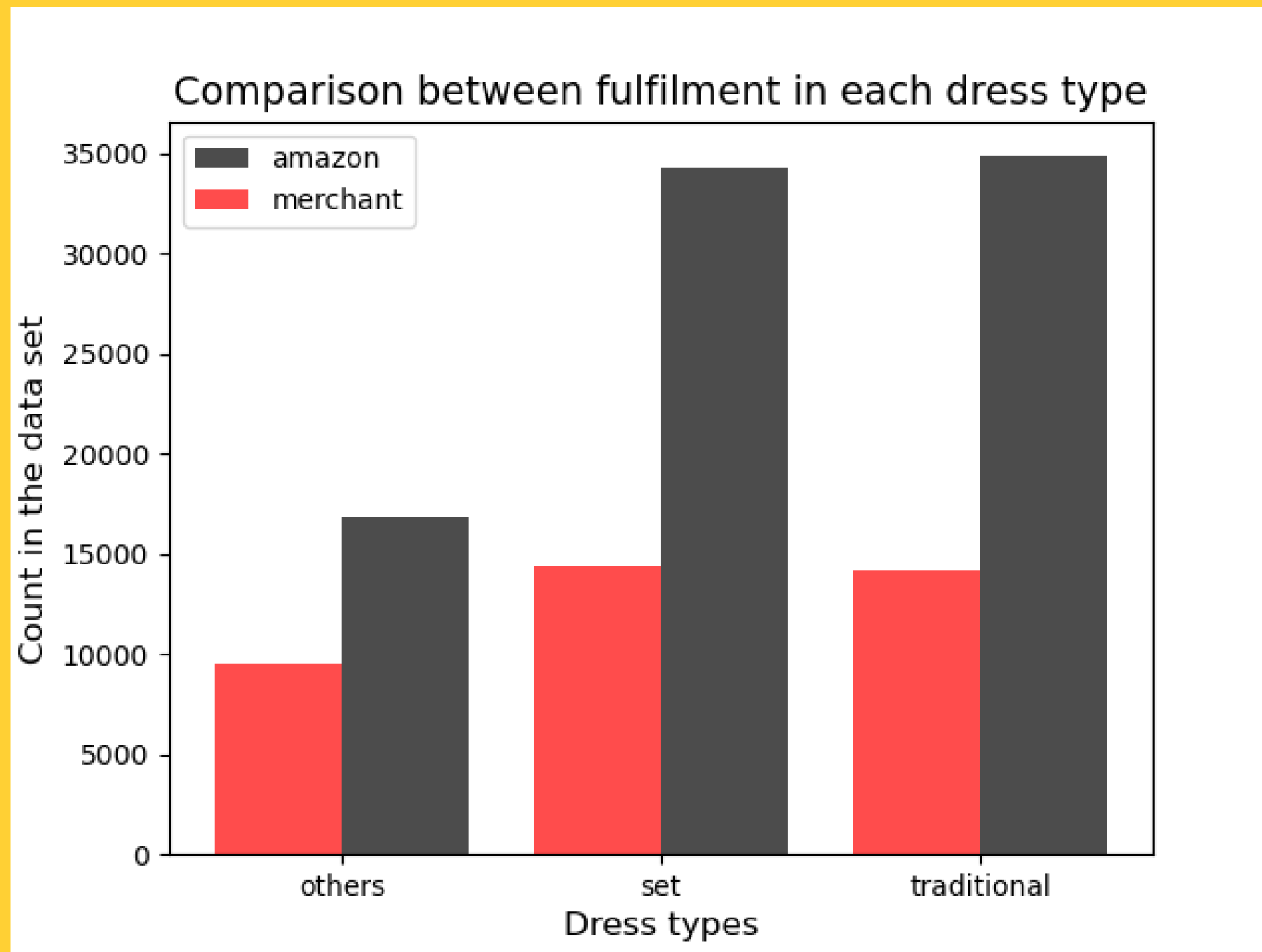


As we can see here, sets have the highest average and the highest percentage in the dataset based on the amount spent.



# Who is the biggest fulfillment

To find out who is the biggest supplier in each dress type (Amazon or merchants) I grouped each supplier.

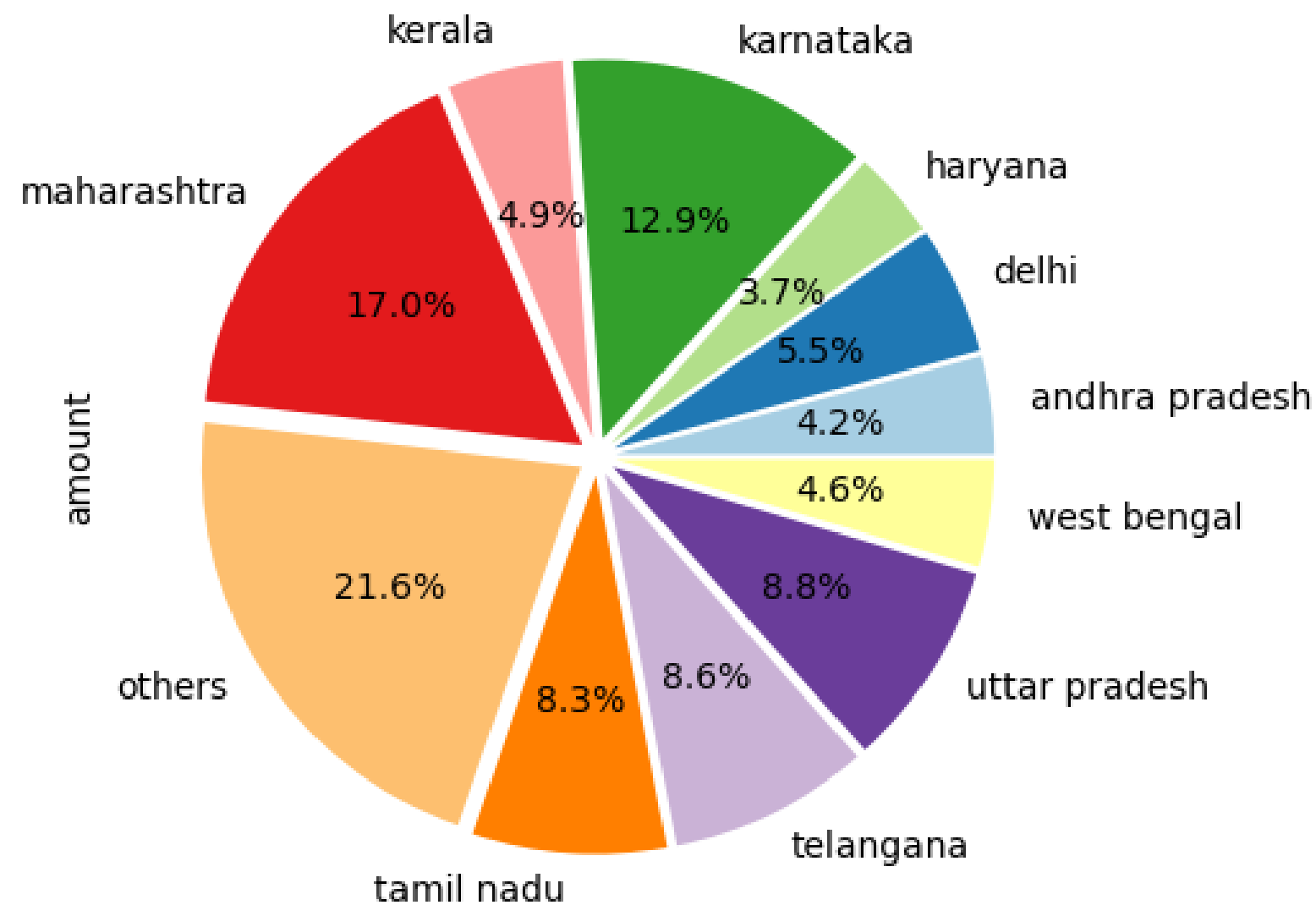


As we can see Amazon controls the biggest part of the supply, as it controls 70% of the supply in all types together.

# States comparision

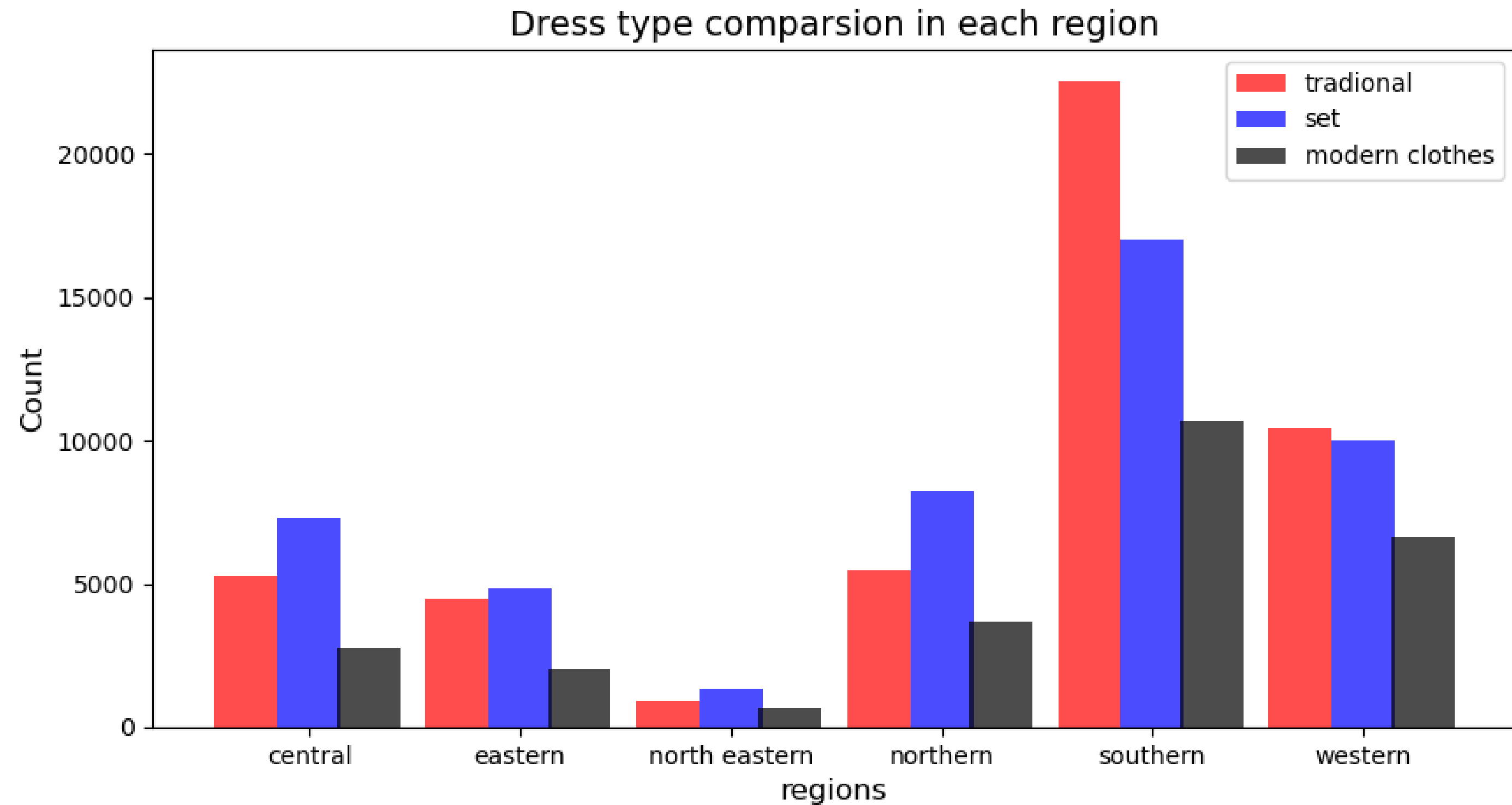
In India there are 36 states and 6 regions ([click here to know more](#))

The percent of the amount for each state, total = 82,220,229 INR

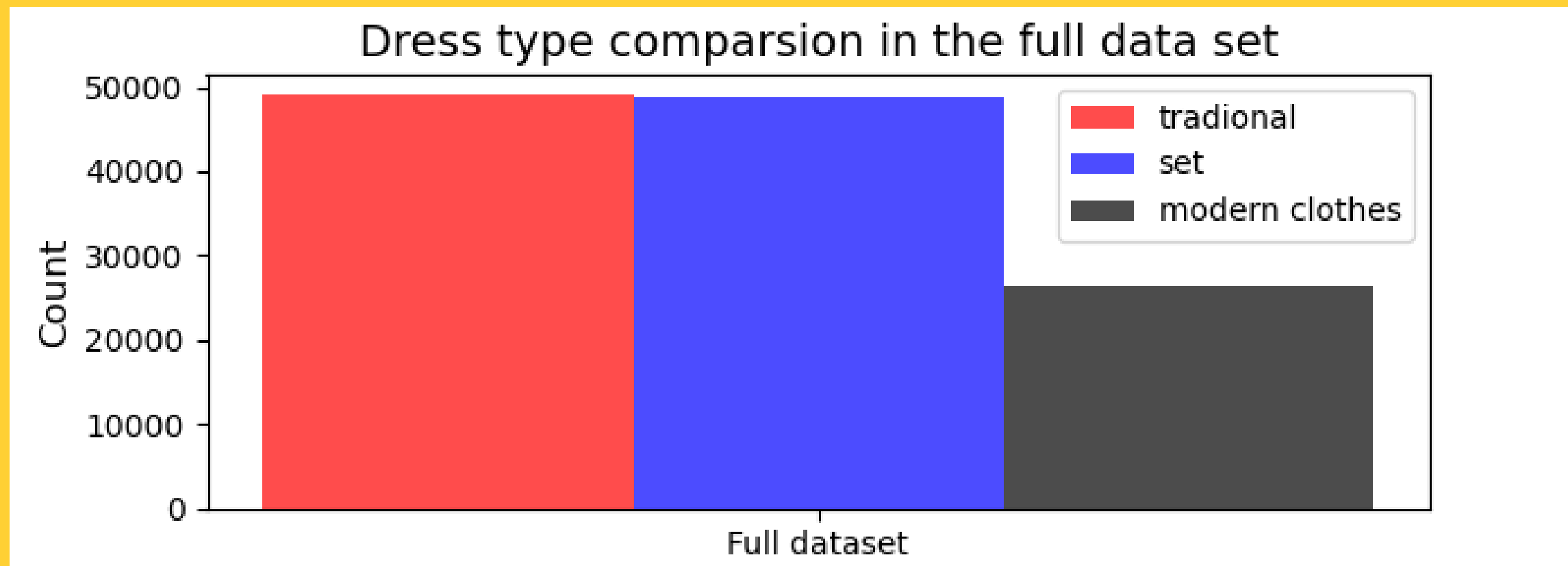


The total amount spent in the data set is about 82 million INR, and the top 10 states form 79% of this amount.

# Dress type in each region



# States comparision



From the distribution in the full dataset, we can see that **Traditional and set are nearly equal but modern clothes are less** and we can see in the region comparison graph **That the southern region shows higher orders in the traditional compared to the other types and the central and northern shows higher sets orders**, and the **other regions are near to the full data set with the traditional and sets nearly equal and modern clothes so low**

# Summary

- **Sets have the highest sales, as they have higher prices.**
- **Sets and traditional clothes are preferred more than modern clothes.**
- **Amazon is the biggest supplier in the e-commerce market.**