

AMAZON QUARTERLY SALES DASHBOARD

State

All

Month

Apr

Jun

Mar

May

Total no. of Orders

120.38K

Total Revenue

78.59M

Order by Service Plan

Expedited

Stand...

88.61K

40.36K

Order Fulfilment

Merchant
30.45%

Amazon 69.55%

Order Status

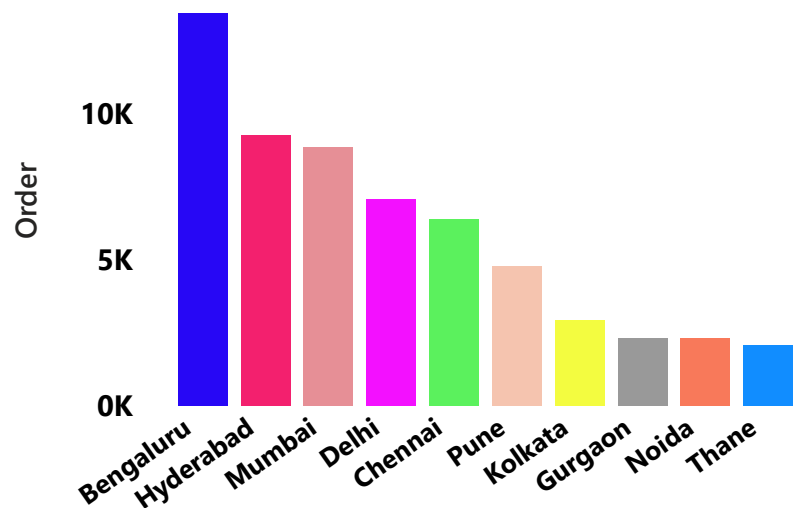
Cancelled
14.21%

Other
3.16%

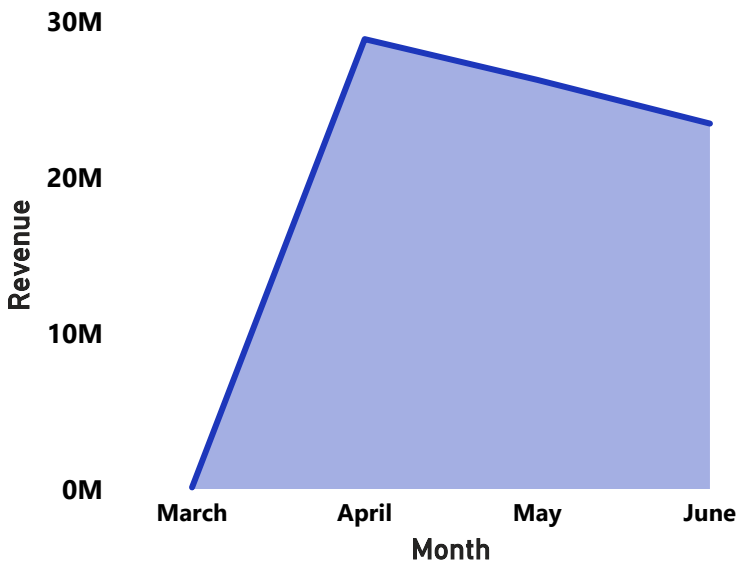
Shipped 82.63%

Category	Count of Order ID	Sum of Revenue
Set	50279	3,92,01,399.17
kurta	49873	2,12,98,480.70
Western Dress	15500	1,12,16,072.69
Top	10622	53,47,792.30
Ethnic Dress	1159	7,91,217.66
Blouse	926	4,58,408.18
Bottom	440	1,50,667.98
Saree	164	1,23,933.76
Dupatta	3	915.00
Total	128966	7,85,88,887.44

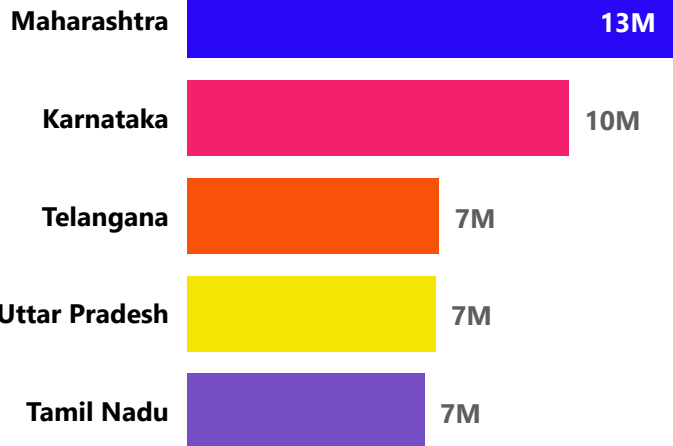
Order by Top 10 Cities



Revenue by Month



Revenue by Top 5 State



Insights & Conclusions :

* **Revenue By Month shows a negative trend in Sales.**

* **Area of Improvement to increase Amazon's Sales :**

- (1) Target customers are living in the Top 10 Cities. Increase sales in these cities by **showing ads/ Giving offers & coupons.**
- (2) Set, Kurta, Western Dress, Top & Ethnic Dress are our top 5 products we can **Increase their Stocks & Variety range.**
- (3) Try to focus on the Quality of Shipping by **giving good delivery service And avoiding Damages, Delay of product delivery and wrong item delivery.**