

# Amazon Sales Report — Analysis & Insights

Date Range: 2022-03-31 to 2022-06-29

Total Orders: 128,976

Total Sales (Amount): 78,590,170.25

Average Order Value (AOV): 609.34

Objectives: (1) Sales Overview (2) Product Analysis (3) Fulfilment Analysis (4) Customer Segmentation (5) Geography (6) Insights.

# 1) Sales Overview

Daily revenue trends reveal seasonality and peaks, guiding forecasting and promotions.

## 2) Product Analysis

Category- and size-level performance helps prioritize inventory for fast movers and popular sizes.

### 3) Fulfilment Analysis

Compare order outcomes by fulfilment method and status to improve delivery reliability and reduce returns/cancels.

## 4) Customer Segmentation (Proxy)

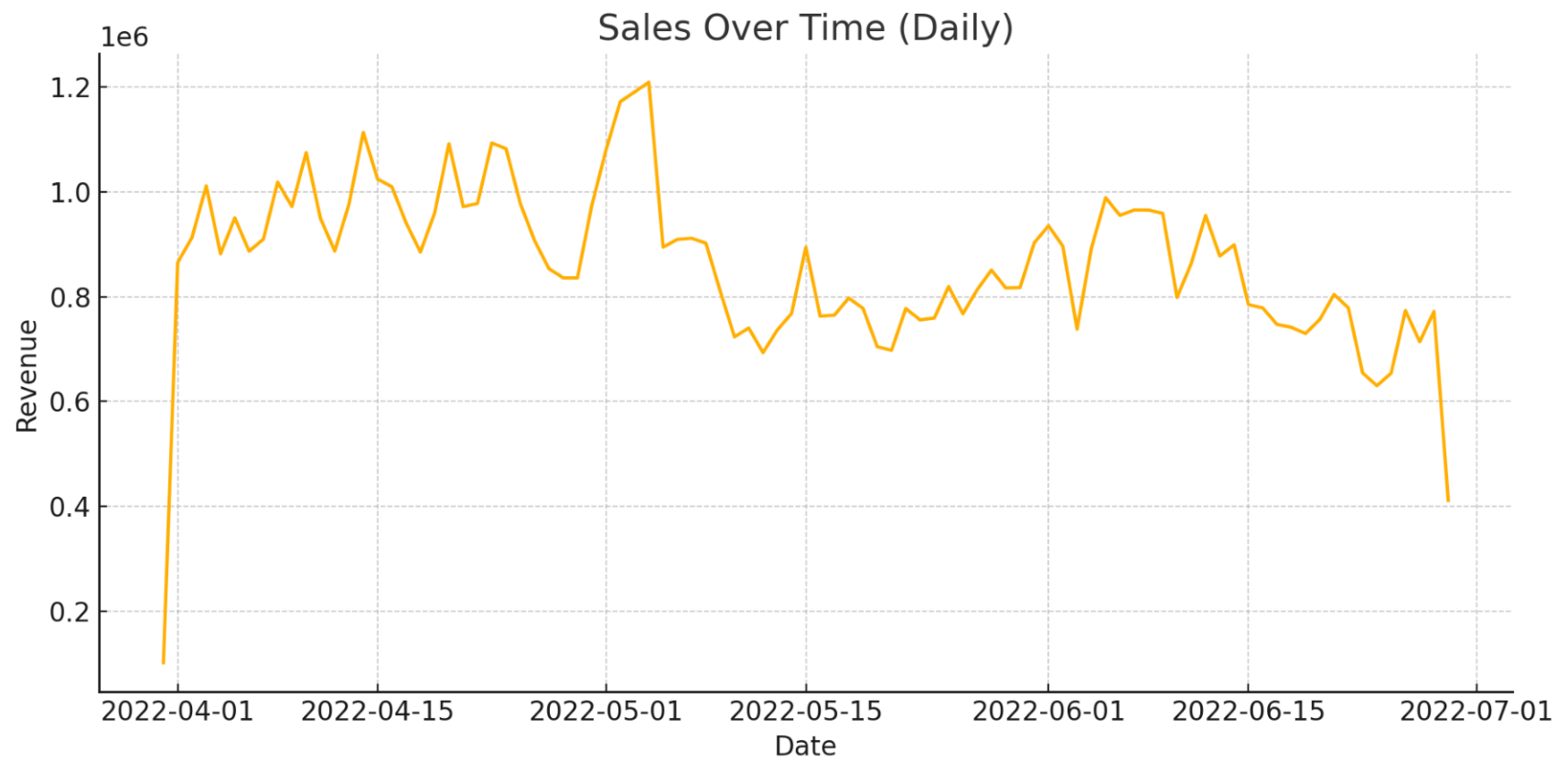
Use B2B flag if available; otherwise order-value terciles (Low/Mid/High) as a practical proxy for personalization.

## 5) Geographical Analysis

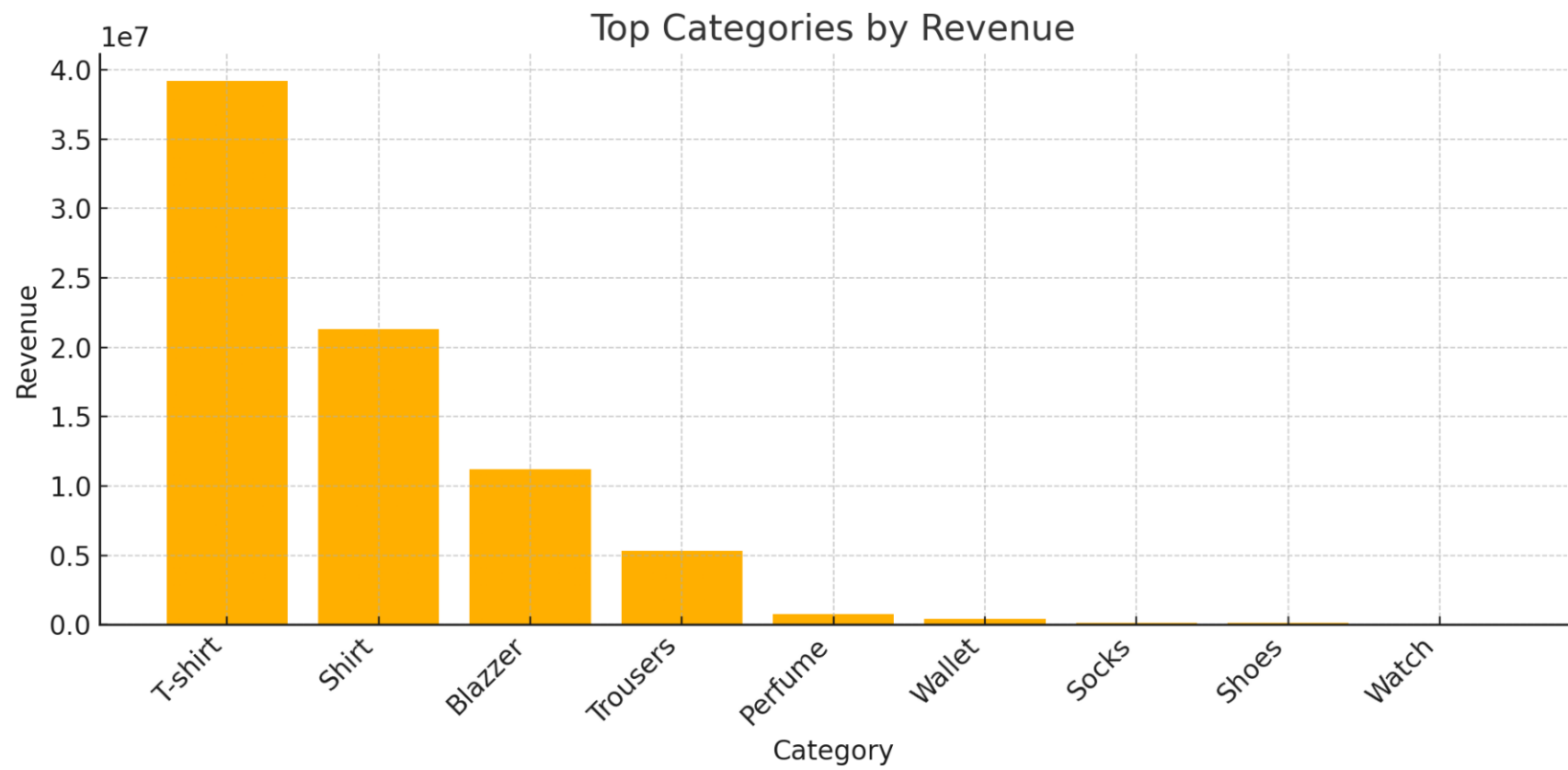
Identify top states and cities by orders and revenue to target marketing and place inventory.

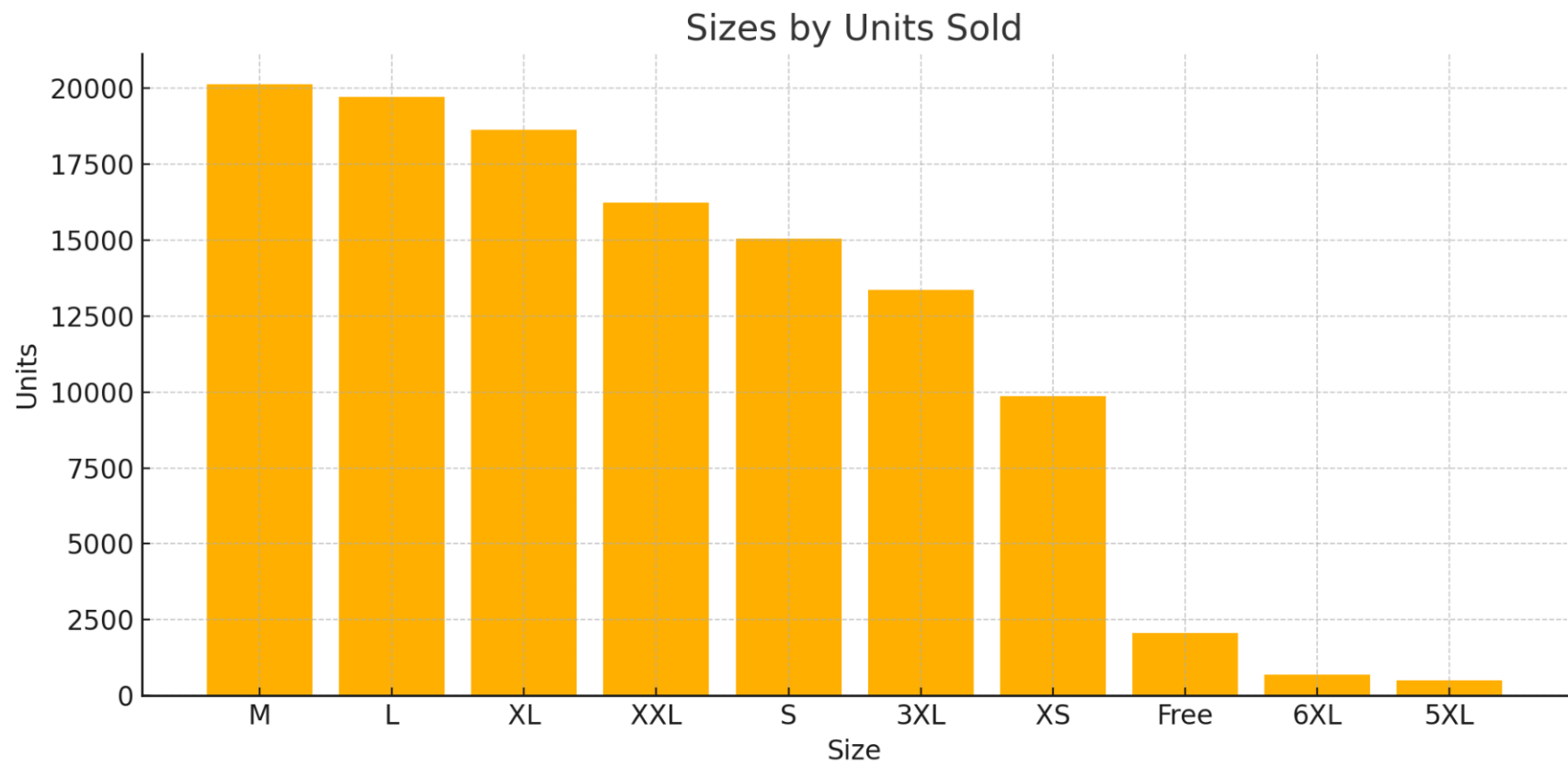
## **6) Business Insights & Recommendations**

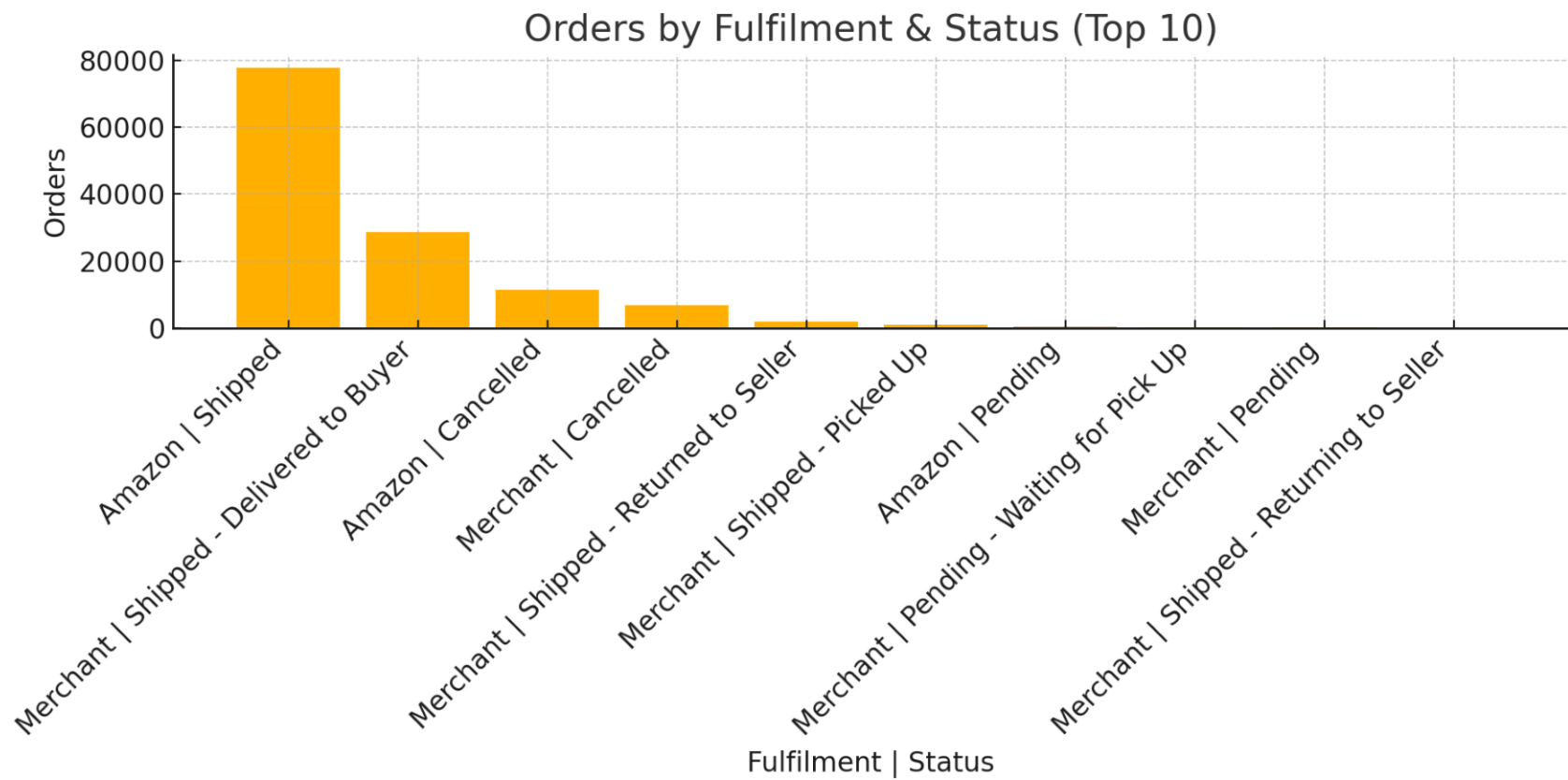
- Keep fast movers stocked with reorder points and safety stock.
- Track on-time delivery; standardize merchant fulfilment quality.
- Tailor campaigns by segment and region to improve conversion.
- Use trend data for demand forecasts and capacity planning.

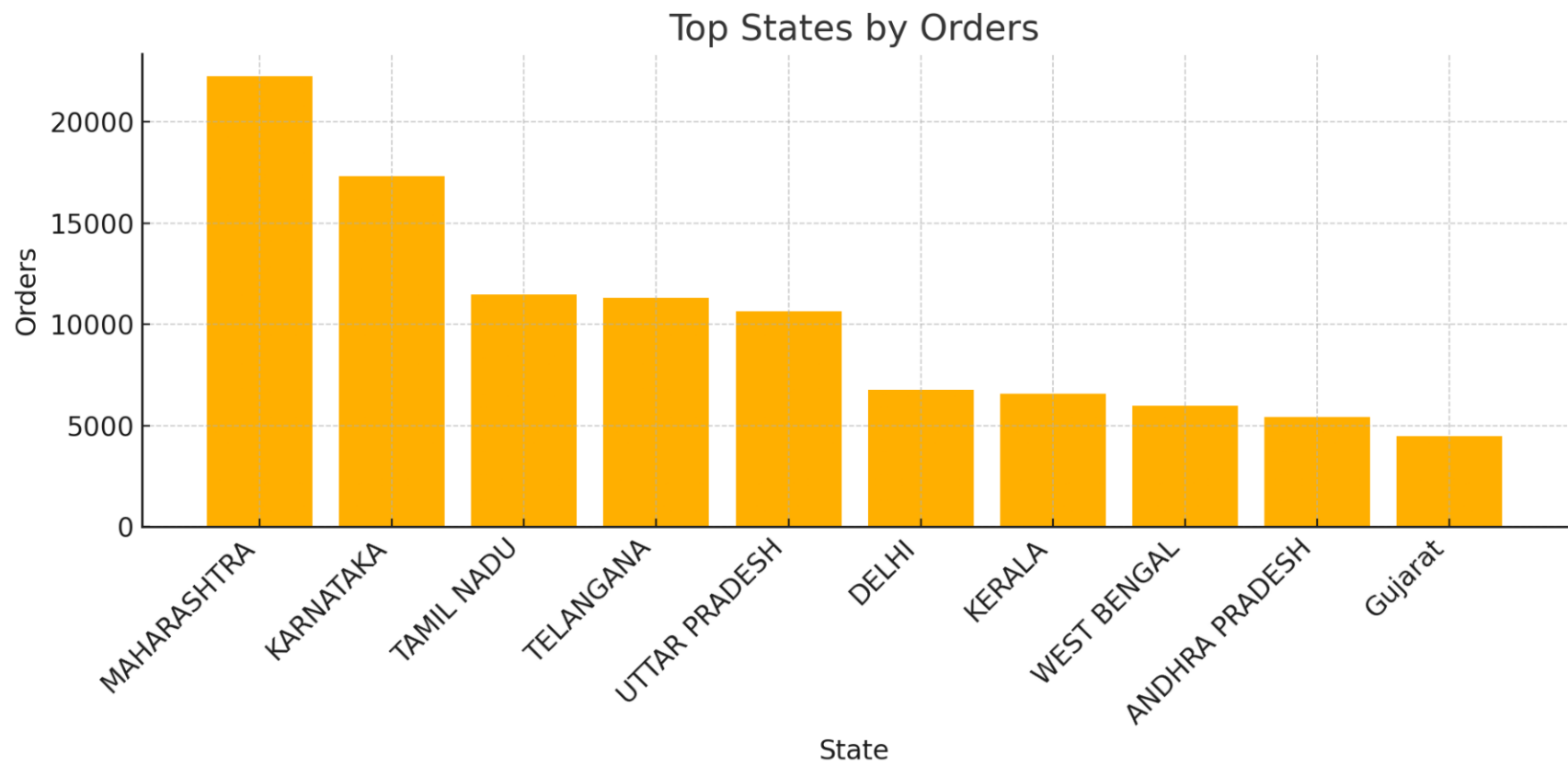












Customer Segments (Proxy)

