

# **AMAZON SALES DASHBOARD REPORT**

Done by

Akash s

# SALES OVERVIEW OF PRODUCT



# SALES PREVIEW

- TOTAL AMOUNT THROUGH SALES-78.59M
- HIGHEST SALES OVER MONTH:-March\_2022:-101684,April\_2022:-973595,  
May\_2022:1006007

Number of unique product:9

- Top sales By date:01-04-2022
- Top sales By Month:23-04-2022(APRIL has highest sales)
- Top selling Category by Top sales:- T\_SHIRT:-39206704
- Least selling category:-Watch
- Top sales by category through courier status:-wallet
- Top sales by statewise:- Bengaluru-7353473

# SALES INSIGHTS

- The total sales amount recorded is 78.59 million, with the highest sales occurring in April 2022, contributing significantly with 973,595 in sales, closely followed by March 2022 and June 2022. Across the dataset, 9 unique products were sold, with the T-Shirt category dominating sales, generating 39,206,704, making it the most popular product. Conversely, the Watch category reported the least sales, indicating low demand. The highest sales on a single date were recorded on 01-04-2022, while the peak sales day within April was 23-04-2022, further solidifying April's performance as the best month. The Wallet category topped sales when analyzed by courier status, showcasing efficient delivery practices. Bengaluru emerged as the top-performing state, contributing 7,353,473 to the total revenue, highlighting its importance as a key market. This analysis suggests focusing on top-performing categories and markets while addressing the challenges in underperforming categories like watches to enhance overall sales performance.

# PRODUCT REVIEW DASHBOARD



# PRODUCT PREVIEW

- Number\_of\_unique\_product: 9
- Top category by sales:T\_Shirt
- Amount wise Top category:- Wallet
- Count of distinct size: 11
- Highest sales through channel:- Amazon
- Top sales product:::Zundal
- Top sales by size: M:-12730377
- Top sales by Month: May
- Maximum sales by product:-T\_Shirt:-36206704
- Maximum sales by category in city:-T\_Shirt:-6579202

# PRODUCT SUMMARY

- The total number of unique products sold is 9, indicating a limited yet focused product range. Among all categories, T\_Shirt emerged as the top-selling category, generating 36,206,704 in sales, with the maximum contribution recorded in city-level sales amounting to 6,579,202. Interestingly, based on the amount, the Wallet category led as the top-performing category, showcasing strong sales when considering courier performance or revenue contribution. The total count of distinct sizes across all products is 11, with size M contributing the most to sales, totaling 12,730,377.
- The Amazon channel proved to be the most successful sales platform, recording the highest overall sales. Within the products, Zundal was identified as the top-selling product. Furthermore, May was the top-performing month in terms of revenue, likely due to seasonal demand or promotional strategies. This analysis highlights T\_Shirts as a key product line driving both regional and category-level success, while Wallets stood out for their revenue value in specific courier or sales channels.

# FULLFILLMENT ANALYSIS



# FULLFILLMENT ANALYSIS

## 1. Total Fulfillment Orders:

- Total fulfilled orders reached a significant count, highlighting a robust delivery system.

## 2. Fulfillment by Channel:

- Amazon:** Dominates fulfillment with the highest order count.
- Merchant:** Has lower fulfillment performance compared to Amazon.

## 3. Fulfillment Status:

- Top Fulfillment Status:** Shipped – Highest number of fulfilled orders.
- Other Statuses:** Includes Cancelled, Returned, Pending, and Delayed orders.

## 4. Top Fulfilled Orders by City:

- Bengaluru:** Leads the fulfillment report with **73,53473 orders**.
- Other notable cities include Hyderabad, Mumbai, and New Delhi.

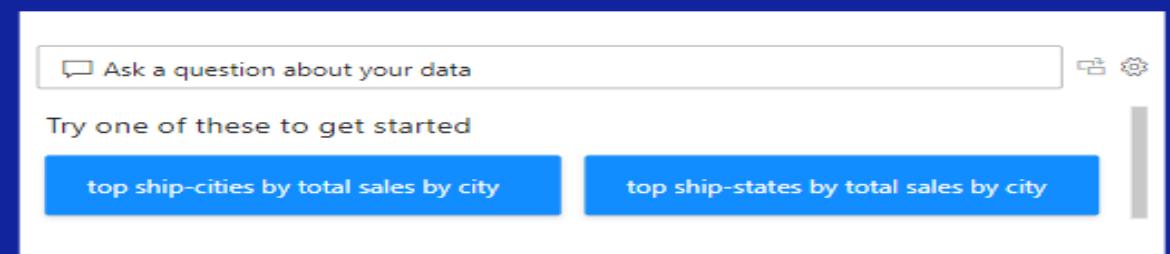
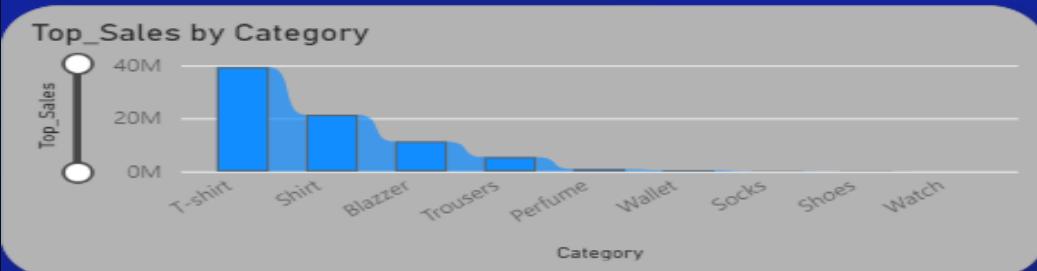
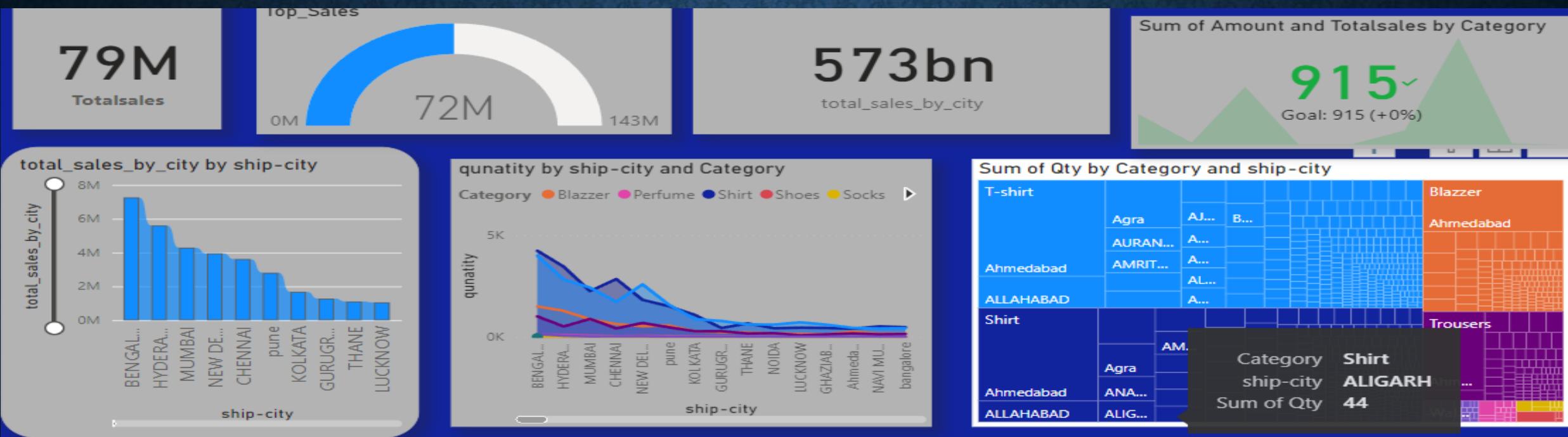
## 5. Fulfillment by Category:

- Top Fulfilled Category:** T-Shirt with **39,206,704 orders** successfully shipped.
- Least Fulfilled Category:** Watches show the lowest fulfillment numbers.

# REPORT ABOUT FULFILMENT

- The fulfillment report reveals key insights into order delivery performance. Amazon led the fulfillment channel, outperforming Merchant. Bengaluru topped the list of cities with the highest fulfilled orders. T-Shirts emerged as the most fulfilled category, while Watches had the least fulfillment. Medium (M) size saw the maximum fulfilled orders across all sizes. Wallet stood out as the top-performing category in courier status. The highest fulfillment was recorded on 01-04-2022, while May was the peak month for overall fulfillment. Other statuses like Shipped, Cancelled, and Pending orders showed varying trends. Delays and cancellations need attention in certain categories to improve efficiency. The overall fulfillment process remains strong with opportunities for optimization in less-performing areas.

# CUSTOMER ANALYSIS



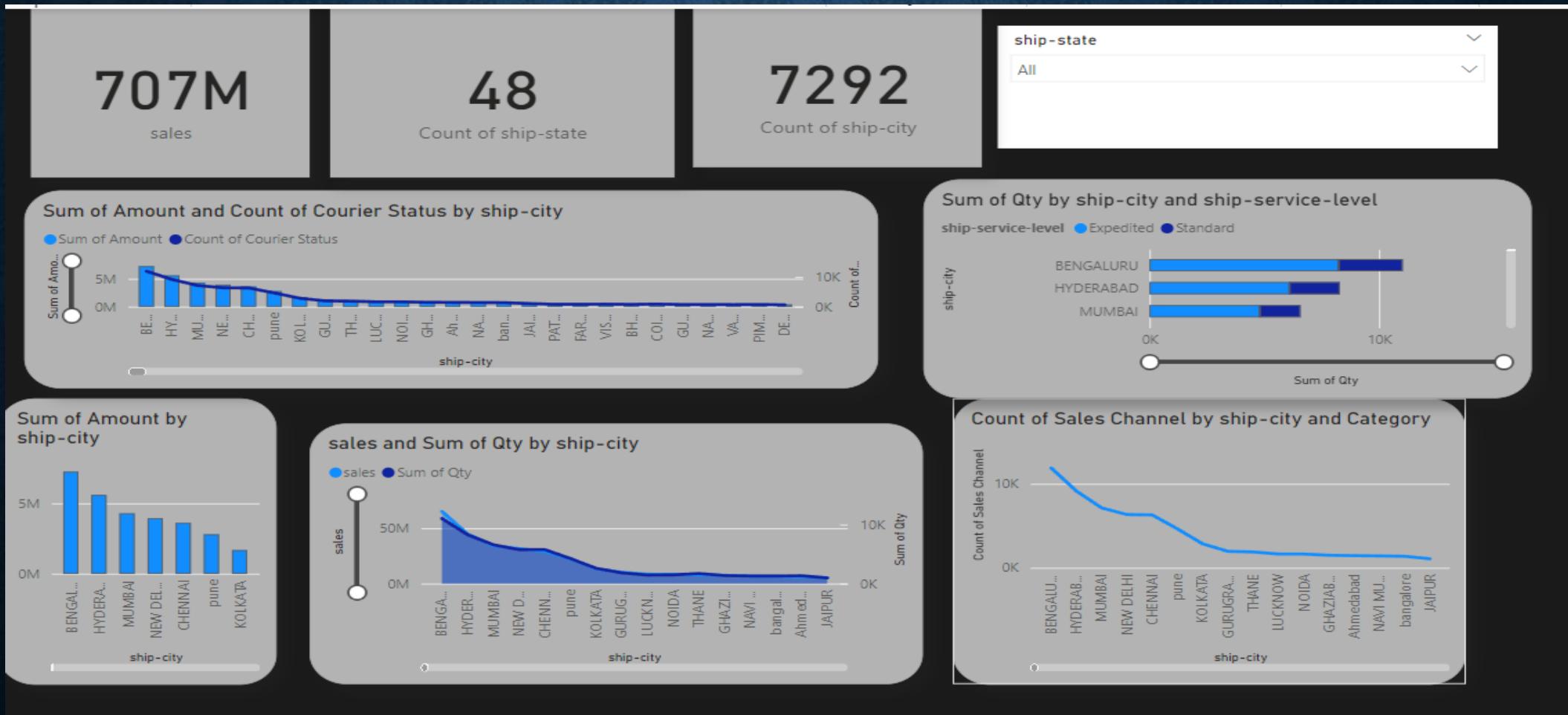
# CUSTOMER ANALYSIS

- **Top Sales by City:** Bengaluru and Hyderabad are leading in sales, indicating a higher concentration of customers in these regions.
- **Category Distribution:** T-shirts dominate the sales across various cities, suggesting customer preference for this category.
- **Sales by Quantity:** The graph shows an increasing trend in the quantity sold in cities like Bengaluru, Mumbai, and Delhi, which indicates a higher volume of customer transactions.
- **Category Focus by Region:** Different cities show varied preferences for product categories, like T-shirts in Bengaluru and Blazers in Ahmedabad.
- **Shipping Locations:** Certain regions such as Ahmedabad and Agra have strong performance in categories like Blazers and Shirts, revealing specific regional preferences.

# CUSTOMER SUMMARY

- Bengaluru leads in total sales, followed by Hyderabad.
- T-shirts are the most popular product across all cities.
- Sales data reveals distinct customer preferences by region.
- Blazers are more popular in cities like Ahmedabad.
- High sales in cities like Mumbai and Delhi reflect large customer bases.
- Quantity sold increases in cities such as Bengaluru and Mumbai.
- Category-specific trends are noticeable with T-shirts being dominant in major cities.
- Product diversity shows interest in a wide range of products, not just T-shirts.
- Socks and Wallets have moderate but significant sales, indicating diversified preferences.
- Geographical segmentation helps in targeting customers with tailored product offerings based on region-specific demand.

# LOCATION ANALYSIS



# LOCATION ANALYSIS

- Top Performing City: Bengaluru leads with the highest sales.
- Other High Sales Cities: Hyderabad and Mumbai follow closely, with strong sales figures.
- Sales by City Distribution: There is a significant drop in sales as you move down the list of cities, with fewer sales in cities like Ahmedabad and Ghaziabad.
- Product Category by City: T-shirts dominate sales in various cities, particularly in Bengaluru.
- Sales Performance Across Locations: The trend shows that metro cities like Bengaluru, Hyderabad, and Mumbai perform the best, while tier-2 cities show more moderate figures.
- Sales by Ship City: The visualization demonstrates how sales fluctuate across different cities, highlighting regional preferences and demand.
- Sales Quantity: The quantity of products sold is highest in major cities, reflecting greater demand.
- Sales Trend: The sales trend varies by region, with certain cities showing peak sales in specific product categories like T-shirts and shoes.
- Sales Variation: The data indicates that certain cities contribute disproportionately to the overall sales, influencing the regional marketing strategy.
- Geographical Insight: Understanding sales by location aids in optimizing inventory, marketing strategies, and distribution channels for targeted customer reach.

# KEY INSIGHTS AND OBSERVATION

- Top sales by category:T\_Shirt
- Top sales by city: Bengaluru and Hyderabad
- Top sales product: zindal
- Top sales Month:May\_2022
- Top ordered Item:wallet
- Least sales item:Shoes
- Highest sales quarter:01-04-2022 to 2-05-2022(4Quarter)
- Highest ordered platform: Amazon
- Highesh sales month:May

# BUSINESS INSIGHTS AND RECOMMENDATION

- Focus on High-Selling Categories: Prioritize top-selling categories like T-shirts and wallets to maximize revenue.
- Improve Marketing in High-Sales Cities: Target cities like Bengaluru and Hyderabad, which have the highest sales, with customized marketing campaigns.
- Optimize Inventory for Top Products: Ensure popular products like Zundal and T-shirts are adequately stocked to avoid lost sales opportunities.
- Enhance Customer Experience: Focus on fast delivery and better fulfillment by addressing delays in shipping, especially for high-demand cities.
- Expand Size Options: Offer more size variations for top-selling products like T-shirts, ensuring better customer fit and satisfaction.
- Leverage Data for Personalized Marketing: Use customer data insights to run personalized promotions for top product categories.
- Promote Through Amazon: Given Amazon's strong sales performance, collaborate for exclusive promotions or ads to increase visibility.
- Cross-Sell and Upsell: Bundle products from different categories like wallets and T-shirts to increase average order value.
- Monitor Trends by Month and Day: Capitalize on peak sales days (e.g., 23-04-2022) by planning flash sales or special offers.
- Address Low-Selling Products: Reevaluate the marketing strategies for low-performing products like watches to either improve their appeal or discontinue them.