Innobyte Services

AMAZON SALES REPORTAND INSIGHTS

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INTRODUCTION

This report provides an in-depth analysis of Amazon sales data , offering insights into revenue trends, category performance, geographical analysis, and customer behavior. The findings are presented using Tableau dashboards for clarity and actionable insights.

OBJECTIVES

01 Sales Overview: Understand the overall sales performance, trends, and paterns over time

02 Product Analysis: Analyze the distribution of product categories, sizes, and quantities sold to identify popular products.

03 Fulfillment Analysis: Investigate the fulfillment methods used and their effectiveness in delivering orders.

04 Customer Segmentation: Segment customers based on their buying behaviour, location, and other relevant factors

05 Geographical Analysis: Explore the geographical distribution of sales, focusing on states and cities

06 Business Insights: Provide actionable insights and recommendations based on the analysis to optimize sales strategies, improve customer satisfaction, and enhance overall business performance.

METHODOLOGY

1. Data Cleaning

The data cleaning process involved utilizing Python, a versatile and efficient programming language, to prepare the dataset for analysis. Below are the steps followed:
  • Removed Duplicates and Null Values:
Python's pandas library was used to eliminate duplicate records and handle missing values. Missing data were either removed or imputed based on the nature of the dataset and the significance of the missing attributes.
  • Standardized City Names and Categories:
Inconsistent naming conventions across cities and categorical variables were corrected using Python.

- **Data Transformation:**

    Certain columns were transformed for better analysis. This included creatingderived columns, converting date formats, and normalizing data ranges.

- **Error Detection**

    Anomalies such as outliers were identified using statistical methods like the IQR rule or z-scores.

- **Visualization Tool: Tableau**

    After data cleaning, the dataset was imported into Tableau, a powerful visualization tool, to build an interactive dashboard. The Tableau process involved the following steps:

1. **Data Import and Connection:**

    The cleaned dataset was uploaded to Tableau Desktop, where connections to files or databases were configured.

2. Data Source Management:

• Ensured that the data structure was well-defined with relationships and joins configured as needed.

• Fields were renamed and aliases applied for clarity.

3. Creating Dashboards:

• Interactive Visuals: Created charts like bar graphs, line charts, heatmaps, and pie charts. Filters, parameters, and calculated fields were added to enhance interactivity.

• Layout Design: Designed intuitive layouts for dashboards, ensuring clarity in storytelling.

• Geographical Analysis: Leveraged Tableau's mapping capabilities to visualize city-specific metrics.

For example, a heatmap was created to compare sales across cities with filters allowing users to drill down by category and date.

4. Publishing the Dashboard:

The dashboard was published on Tableau Public or Tableau Server to make it accessible to stakeholders. It was designed to be user-friendly and mobile-optimized.

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KEY INSIGHTS & ANALYSIS

KPI Dashboard

"The total revenue generated was $78,496,786.39, with 120,229 total orders. The average order value was $652.89, indicating high-value transactions."

Fulfillment Analysis

The majority of orders (84.89%) were shipped successfully, while 5.18% remained unshipped. Canceled orders accounted for 4.60%, indicating room for fulfillment process improvement.

Revenue by Region

"Bengaluru, Hyderabad, and Mumbai contributed the highest revenue. Pune and Chennai also showed significant sales figures."

Geographical Analysis

Northern and Southern regions dominated sales, with Bengaluru and Hyderabad as top contributors. Sales in smaller cities like Guwahati and Chandigarh show growth potential

![Innobyte Services]

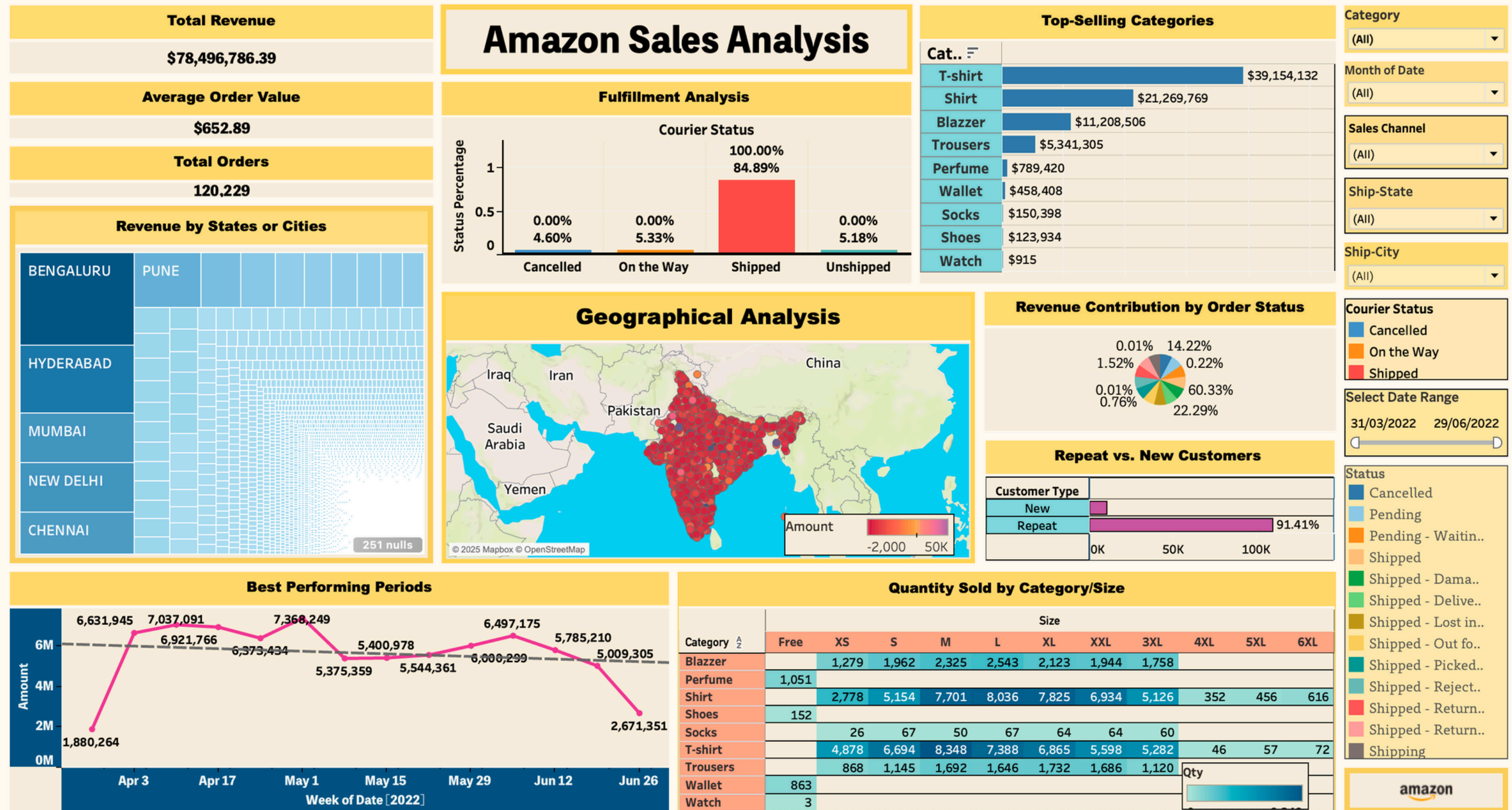# KEY INSIGHTS & ANALYSIS

● **Top-Selling Categories**

T-shirts and shirts dominated sales, contributing over 50% of the total revenue. Perfume and wallets were less popular but still contributed to niche segments.
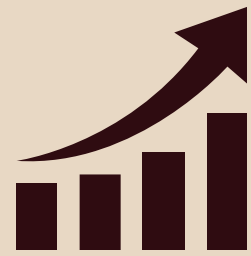
● **Customer Behavior**

91.41% of customers were repeat buyers, indicating high brand loyalty. However, targeting new customers could expand revenue
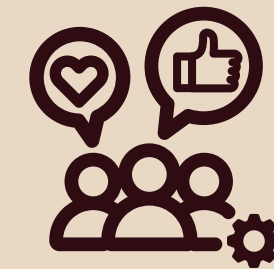
DASHBOARD

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Amazon Sales Analysis

Total Revenue
$78,496,786.39

Average Order Value
$652.89

Total Orders
120,229

Revenue by States or Cities
BENGALURU | PUNE
HYDERABAD
MUMBAI
NEW DELHI
CHENNAI
251 nulls

Fulfillment Analysis

Courier Status

Cancelled	On the Way	Shipped	Unshipped
0.00% 4.60%	0.00% 5.33%	100.00% 84.89%	0.00% 5.18%

Geographical Analysis

Amount: -2,000 to 50K
© 2025 Mapbox © OpenStreetMap

Best Performing Periods

6,631,945 · 7,037,091 · 6,921,766 · 6,373,434 · 7,368,249 · 5,375,359 · 5,400,978 · 5,544,361 · 6,000,299 · 6,497,175 · 5,785,210 · 5,009,305 · 1,880,264 · 2,671,351

Week of Date [2022]: Apr 3, Apr 17, May 1, May 15, May 29, Jun 12, Jun 26

Top-Selling Categories

Cat..	
T-shirt	$39,154,132
Shirt	$21,269,769
Blazzer	$11,208,506
Trousers	$5,341,305
Perfume	$789,420
Wallet	$458,408
Socks	$150,398
Shoes	$123,934
Watch	$915

Revenue Contribution by Order Status

0.01% 14.22% · 1.52% 0.22% · 0.01% 60.33% · 0.76% 22.29%

Repeat vs. New Customers

Customer Type	
New	
Repeat	91.41%

0K · 50K · 100K

Quantity Sold by Category/Size

Category	Free	XS	S	M	L	XL	XXL	3XL	4XL	5XL	6XL
Blazzer		1,279	1,962	2,325	2,543	2,123	1,944	1,758			
Perfume	1,051										
Shirt		2,778	5,154	7,701	8,036	7,825	6,934	5,126	352	456	616
Shoes	152										
Socks		26	67	50	67	64	64	60			
T-shirt		4,878	6,694	8,348	7,388	6,865	5,598	5,282	46	57	72
Trousers		868	1,145	1,692	1,646	1,732	1,686	1,120			
Wallet	863										
Watch	3										

Qty

Category
(All)

Month of Date
(All)

Sales Channel
(All)

Ship-State
(All)

Ship-City
(All)

Courier Status
- Cancelled
- On the Way
- Shipped

Select Date Range
31/03/2022 — 29/06/2022

Status
- Cancelled
- Pending
- Pending - Waitin..
- Shipped
- Shipped - Dama..
- Shipped - Delive..
- Shipped - Lost in..
- Shipped - Out fo..
- Shipped - Picked..
- Shipped - Reject..
- Shipped - Return..
- Shipped - Return..
- Shipping

amazon