**Amazon Sales Analysis Report**

**Executive Summary**

This report provides a comprehensive analysis of sales data from Amazon, focusing on key metrics such as order status, fulfillment, sales channels, sales trends, product categories, and geographical distribution. The objective is to identify insights and recommend strategies to improve sales performance, inventory management, and customer satisfaction.

**Key Findings and Insights**

1. **Order Status Distribution:**
   * **Shipped:** 60.33%
   * **Shipped - Delivered to Buyer:** 22.30%
   * **Cancelled:** 14.22%
   * The majority of orders (82.63%) are shipped and either delivered to the buyer or pending delivery.
   * A notable percentage of orders (14.22%) are canceled, indicating potential issues in the order processing or customer satisfaction.
2. **Fulfilment Distribution:**
   * **Amazon:** 69.56%
   * **Merchant:** 30.44%
   * Amazon handles the majority of the fulfilment, suggesting reliance on Amazon's logistics network.
3. **Sales Channel Distribution:**
   * **Amazon.in:** 99.9%
   * **Non-Amazon:** 0.1%
   * The overwhelming majority of sales occur on Amazon.in, indicating a strong preference for this platform among customers.
4. **Sales Metrics:**
   * **Total Sales:** ₹3,92,06,756.65
   * **Average Sales per Order:** To be calculated
   * **Sales Trends Over Time:** Analysis of monthly sales shows fluctuations and trends that could indicate seasonality or promotional impacts.
     + Significant decrease in sales amounting to 91.13% between January 4, 2022, and January 31, 2022.
     + Sales amount dropped steeply between January 4, 2022, and January 6, 2022, from ₹1,13,22,512.76 to ₹1,09,15,191.02.
5. **Product Category Distribution:**
   * **Top Categories by Quantity:**
     + T-shirt: 45,292
     + Shirt: 45,044
     + Blazzer: 13,943
   * **Top Categories by Sales Amount:**
     + T-shirt: ₹3,92,06,756.65 (49.89% of total sales amount)
     + Shirt: ₹2,12,97,770.08
     + Blazzer: ₹1,12,15,104.12
6. **Product Size Distribution:**

Detailed distribution of product sizes could help in inventory management and demand forecasting.

1. **Top Selling Products:**

**Top Products by Quantity:** T-shirts and Shirts are the best sellers by a significant margin.

1. **Geographical Sales Distribution:**
   * **BENGALURU:** Accounted for 9.23% of the total sales amount.
   * Sales across all 7,292 ship-cities ranged from ₹0.00 to ₹72,53,474.46.
2. **Order Count by Fulfilment:**
   * **Amazon:** 89,713 orders (69.56%)
   * **Merchant:** 39,263 orders

**Recommendations**

1. **Improve Order Fulfillment and Reduce Cancellations:**
   * Investigate the reasons behind the high cancellation rate (14.22%).
   * Improve the order tracking and customer communication to reduce cancellations.
2. **Enhance Sales Strategies:**
   * Focus on top-selling categories (T-shirts, Shirts, and Blazzers) for promotions.
   * Consider increasing the variety in these categories to attract more customers.
   * Leverage high-selling periods identified in the sales trends to launch targeted promotions.
3. **Inventory Management:**
   * Use the distribution data of product sizes and categories to optimize inventory levels.
   * Ensure popular sizes and categories are well-stocked to meet demand.
4. **Customer Service Improvement:**
   * Enhance customer service to address the reasons behind returned and rejected orders.
   * Implement feedback mechanisms to understand and address customer pain points.
5. **Geographical Focus:**
   * Pay special attention to high-performing cities like Bengaluru, which accounted for a significant portion of sales.