

# Amazon Sales Analysis Report

## 1. Sales Performance Overview

The analysis of monthly sales revealed peak performance during festive and end-of-season months. Line charts showed upward trends in both sales amount and quantity, indicating positive growth. This suggests strategic timing of promotions can enhance returns.

## 2. Product Analysis

Top product categories included Apparel, Electronics, and Home Supplies. The most demanded sizes were Medium and Large. A heatmap also identified strong category-size sales combinations. This can inform stocking and bundling strategies.

## 3. Fulfillment Analysis

Orders fulfilled by Amazon showed a lower rate of failure compared to Self-fulfilled ones. Amazon Fulfillment is more reliable and can lead to improved customer satisfaction and operational efficiency.

## 4. Customer Segmentation

Customers were segmented into Premium, Regular, and Occasional tiers based on spending. Premium customers, though fewer, contributed disproportionately to revenue. Regular buyers have potential to be upgraded via targeted promotions.

## 5. Geographical Sales Distribution

Top-performing states included Maharashtra, Karnataka, and Delhi. Sales were concentrated in urban areas, suggesting opportunity for rural or Tier-2 market expansion with tailored strategies.

## 6. Key Recommendations

## **Amazon Sales Analysis Report**

- Focus on fast-moving product categories and sizes.
- Use FBA for more reliable order fulfillment.
- Run campaigns during sales-heavy months.
- Target ads and offers to Premium and Regular customer segments.
- Focus on high-performing states and explore untapped cities for expansion.