**Problem Statement:**

Analyze and Provide Insights on Amazon Sales Report

**Key Objectives:**

1. Sales Overview: Understand the overall sales performance, trends, and patterns over time.

**Findings:** In the month of March, the revenue generated was ₹98,261. There was a significant increase in revenue in April, reaching ₹27,836,836. However, in May, the revenue slightly decreased to ₹25,320,057 and continued to decline in June, with the revenue amounting to ₹22,757,098. This trend indicates a peak in sales during April, followed by a gradual decrease in the subsequent months.

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

**Findings:** The top 5 popular product categories were T-shirt, Shirt, Blazer, Trouser, and Perfume. Among these categories:

* + T-shirts: The most sold size was Medium.
  + Shirts: The most sold size was Large (L).
  + Blazers: The most sold size was Large (L).
  + Trousers: The most sold size was Extra Large (XL).
  + In terms of the sum of quantity across all product categories, **size Medium was the most sold.**

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

**Findings:** There were two fulfillment methods used in our data, Easy ship which was fulfilled by merchants, and FBA for the orders fulfilled by Amazon.

* FBA (Fulfilled by Amazon): The quantity sold through FBA was 89690.
* Easy Ship (Fulfilled by Merchant): The quantity sold through Easy Ship was 32,9250.

1. **Customer Segmentation**: Segment customers based on their buying behavior, location, and other relevant factors.

**Findings:**

1. Orders placed by customers peak on Sundays, followed closely by Tuesdays and Wednesdays. The lowest count of orders is on Thursdays. This pattern indicates that weekends and early weekdays are the most active periods for order placement.
2. The three cities with the highest count of Order IDs are:

* Bengaluru
* Hyderabad
* Mumbai

1. The top 5 states with the highest sum of quantity ordered are:

* Maharashtra: 20,338
* Karnataka: 15,901
* Tamil Nadu: 10,416
* Telangana: 10,253
* Uttar Pradesh: 9,507

These insights indicate that Maharashtra, Karnataka, Tamil Nadu, Telangana, and Uttar Pradesh are the leading states in terms of order quantity.

1. The total revenue generated by different shipping service levels. Expedited shipping has generated a revenue of 54,670,800, while standard shipping has brought in 21,341,452. The combined total revenue from both shipping service levels amounts to 76,012,252. This indicates that expedited shipping contributes significantly more to the total revenue compared to standard shipping.

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

**Findings:** The top five states driving high revenue from March to June for Amazon sales are Maharashtra, Karnataka, Telangana, Uttar Pradesh, and Tamil Nadu.

* The top five cities driving high revenue from March to June for Amazon sales are Bengaluru, Hyderabad, Mumbai, New Delhi, and Chennai.

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

**Recommendations:**

1. Implement targeted marketing campaigns and promotional activities leading up to the peak sales period in April each year to sustain higher revenue levels and mitigate the post-peak decline.
2. Optimize inventory levels for the most popular sizes (Medium, Large, and Extra Large) across the top-selling product categories (T-shirts, Shirts, Blazers, Trousers, and Perfume) to ensure consistent availability and meet customer demand effectively.
3. Expand the use of FBA (Fulfilled by Amazon) due to its effectiveness in handling large quantities, while also reviewing and improving the Easy Ship process to increase its efficiency and reliability.
4. Focus advertising and promotional efforts on weekends and early weekdays, particularly targeting the peak order days (Sundays, Tuesdays, and Wednesdays).
5. Target high-order cities such as Bengaluru, Hyderabad, and Mumbai, and the top-performing states Maharashtra, Karnataka, Tamil Nadu, Telangana, and Uttar Pradesh to maximize customer engagement and order volumes.
6. Promote and potentially offer incentives for expedited shipping, as it generates significantly higher revenue compared to standard shipping, encouraging more customers to choose this option.