

# Amazon Sales & Order Analysis Dashboard

Total Quantity Sold

2M

Total Sales Revenue

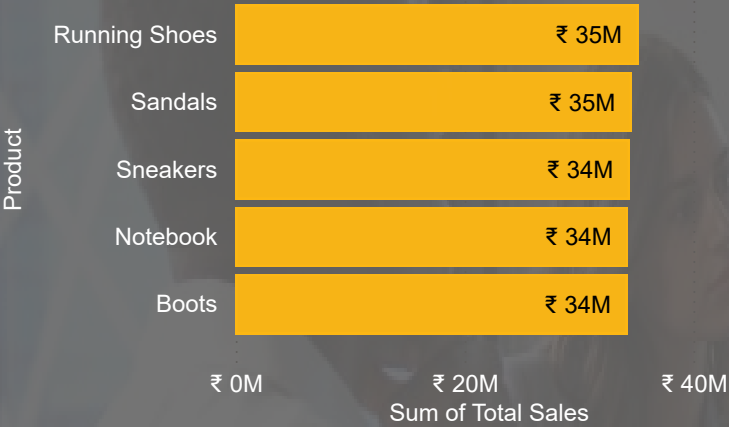
₹ 1bn

Total Order Processed

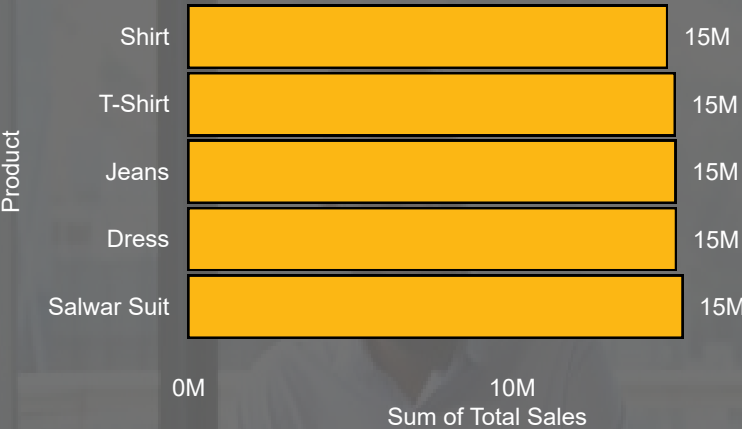
500K

₹ 2,200

Top 5 products by sales



Bottom 5 products by sales

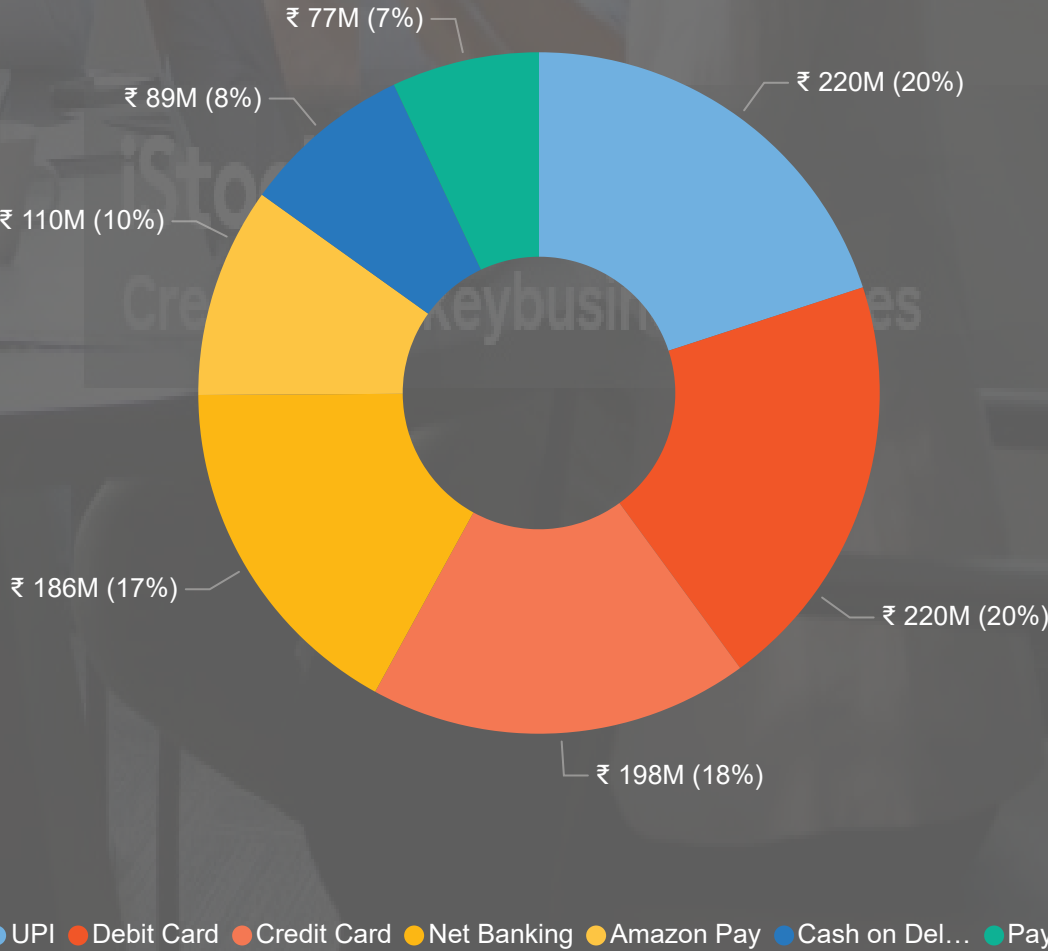


Category	Sum of Total Sales
Books	₹ 135,057,468
Beauty	₹ 135,942,729
Clothing	₹ 136,978,279
Electronics	₹ 137,562,233
Groceries	₹ 138,073,971
Footwear	₹ 138,422,297
Home Appliances	₹ 138,885,070
Sports	₹ 139,148,510
Total	₹ 1,100,070,557

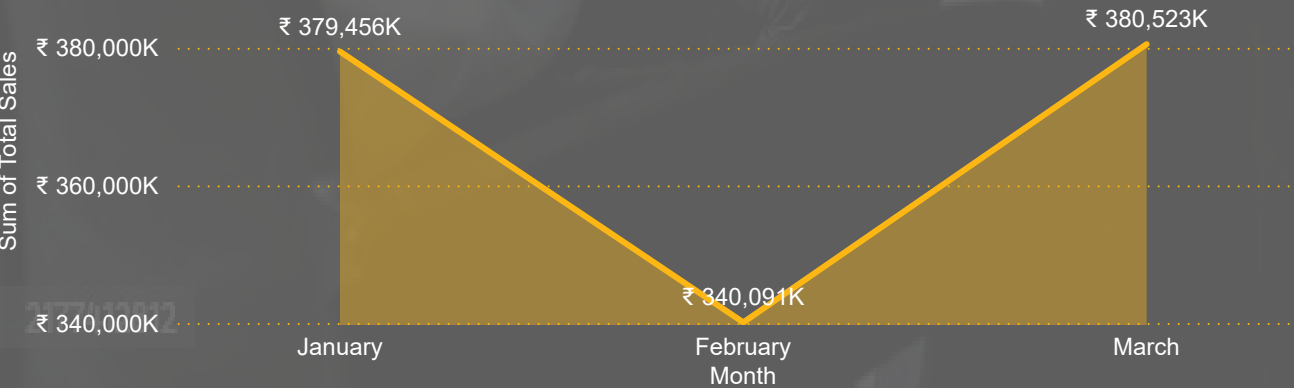
City-wise Sales Breakdown by Products

Product	Andhra Pradesh	Arunachal Pradesh	Assam	Bihar	Chhattisgarh	Delhi
Running Shoes	₹ 1,173,854	₹ 1,100,375	₹ 1,170,820	₹ 1,098,241	₹ 1,271,834	₹ 1,119,456
Sandals	₹ 1,187,501	₹ 1,087,709	₹ 1,155,783	₹ 1,127,937	₹ 1,034,504	₹ 1,119,456
Sneakers	₹ 1,141,178	₹ 1,294,275	₹ 1,091,782	₹ 1,108,374	₹ 1,070,414	₹ 800,000
Notebook	₹ 1,129,435	₹ 1,164,695	₹ 1,093,111	₹ 1,007,604	₹ 1,088,479	₹ 1,119,456
Boots	₹ 1,016,061	₹ 980,585	₹ 1,239,446	₹ 1,122,620	₹ 1,091,935	₹ 1,239,446
Comics	₹ 1,239,493	₹ 932,656	₹ 1,041,098	₹ 1,252,602	₹ 1,200,133	₹ 1,041,098
Magazine	₹ 1,095,225	₹ 1,210,496	₹ 1,030,298	₹ 1,007,904	₹ 1,001,093	₹ 1,041,098
Book	₹ 1,197,030	₹ 1,153,880	₹ 1,023,650	₹ 1,275,931	₹ 1,069,236	₹ 1,041,098
Football	₹ 779,715	₹ 970,291	₹ 975,167	₹ 794,231	₹ 882,279	₹ 975,167
Tennis Racket	₹ 922,315	₹ 841,687	₹ 973,161	₹ 902,895	₹ 810,870	₹ 975,167
Cricket Bat	₹ 862,924	₹ 869,699	₹ 955,445	₹ 1,000,722	₹ 770,687	₹ 975,167
Badminton Racket	₹ 872,545	₹ 896,037	₹ 1,011,409	₹ 924,710	₹ 889,796	₹ 975,167
Yoga Mat	₹ 802,238	₹ 709,319	₹ 743,082	₹ 860,455	₹ 933,831	₹ 975,167

Sales Distribution by Payment Method



Monthly Sales Trend ( Feb - Apr )





# Product & Payment - Based Cancellation Insights

Total sales for selected Products

1bn

Total Cancelled Orders

50K

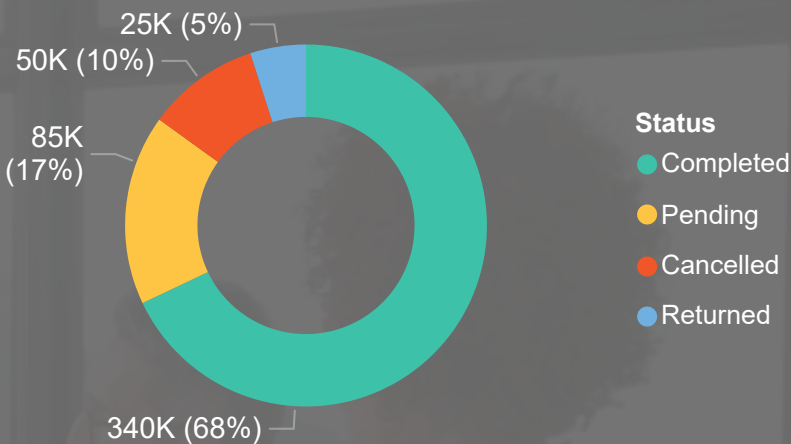
Order Cancellation Rate

10%

Payment Me... ▾

- ☐ Amazon Pay
- ☐ Cash on Deliv..
- ☐ Credit Card
- ☐ Debit Card

Order Quantity Breakdown by Status

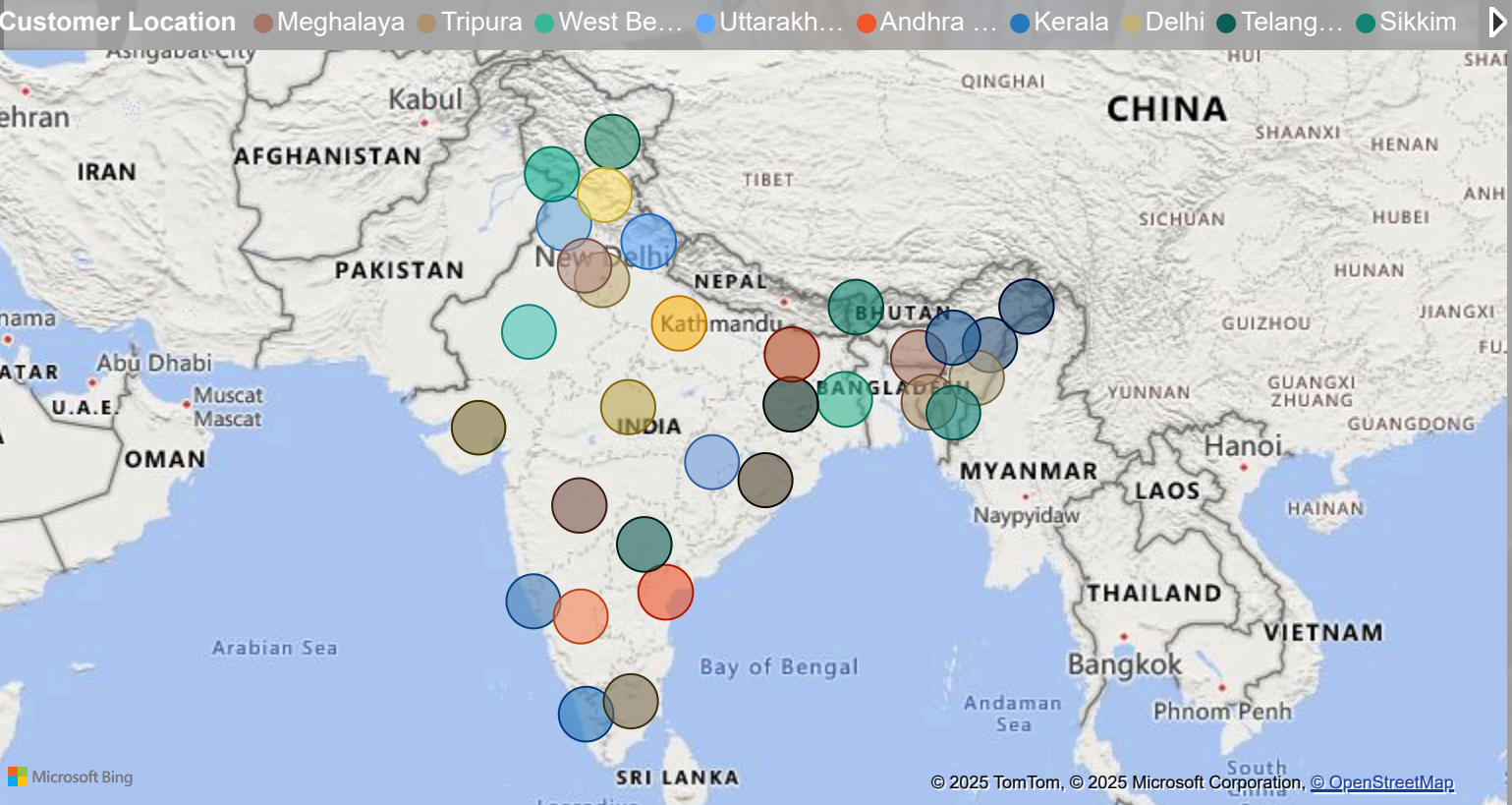


Customer-wise Order Status & Payment Type

Customer Location	Status	Payment Method	Totalsales
Assam	Completed	Debit Card	₹ 5,188,674
Mizoram	Completed	UPI	₹ 5,156,076
Telangana	Completed	UPI	₹ 5,090,848
Bihar	Completed	Debit Card	₹ 5,083,315
Tripura	Completed	Debit Card	₹ 5,068,286
Andhra Pradesh	Completed	UPI	₹ 5,063,802
Himachal Pradesh	Completed	Debit Card	₹ 5,058,310
Bihar	Completed	UPI	₹ 5,039,312
Meghalaya	Completed	Debit Card	₹ 5,029,916
Punjab	Completed	UPI	₹ 5,024,974
Andhra Pradesh	Completed	Debit Card	₹ 4,995,918
Manipur	Completed	UPI	₹ 4,960,702
Sikkim	Completed	Debit Card	₹ 4,937,262
Uttar Pradesh	Completed	Debit Card	₹ 4,932,580
Delhi	Completed	UPI	₹ 4,901,533
Assam	Completed	UPI	₹ 4,897,672
Meghalaya	Completed	UPI	₹ 4,889,391
West Bengal	Completed	Debit Card	₹ 4,878,172
Tamil Nadu	Completed	UPI	₹ 4,877,095
Chhattisgarh	Completed	UPI	₹ 4,875,659
Uttarakhand	Completed	Debit Card	₹ 4,871,706
Odisha	Completed	UPI	₹ 4,865,431
Nagaland	Completed	UPI	₹ 4,855,373
Maharashtra	Completed	Debit Card	₹ 4,852,026

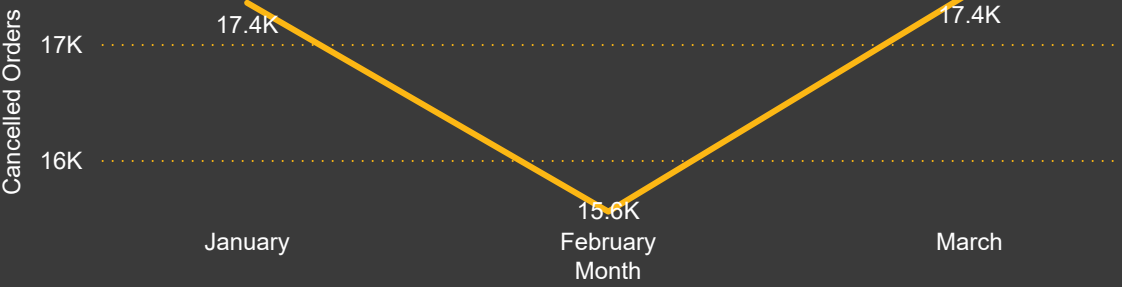
⚠ This visual type is being retired soon. Contact your admin to upgrade.

Sales Distribution by Customer Location



# Sales & Cancellation Analysis

Monthly Trend of Cancelled Orders



Potential Recovery From Cancelled Orders

₹ 55.3M

Potential Recovery

Category, Product

All

Customer Location

All

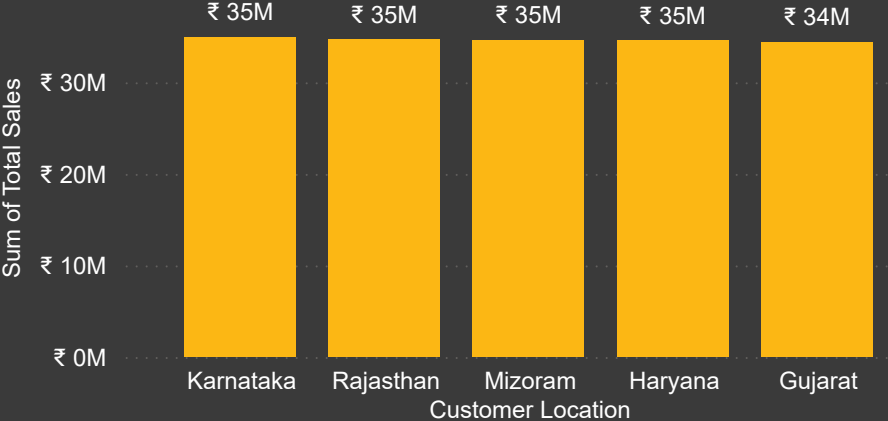
Order Details

Product	Status	Payment Method	Totalsales
Dress	Cancelled	Amazon Pay	₹ 139,659
Dress	Cancelled	Cash on Delivery	₹ 139,446
Dress	Cancelled	Credit Card	₹ 328,410
Dress	Cancelled	Debit Card	₹ 270,979
Dress	Cancelled	Net Banking	₹ 258,118
Dress	Cancelled	Paytm	₹ 96,142
Dress	Cancelled	UPI	₹ 317,131
Jeans	Cancelled	Amazon Pay	₹ 122,928
Jeans	Cancelled	Cash on Delivery	₹ 94,054
Jeans	Cancelled	Credit Card	₹ 282,779
Jeans	Cancelled	Debit Card	₹ 263,133
Jeans	Cancelled	Net Banking	₹ 197,927

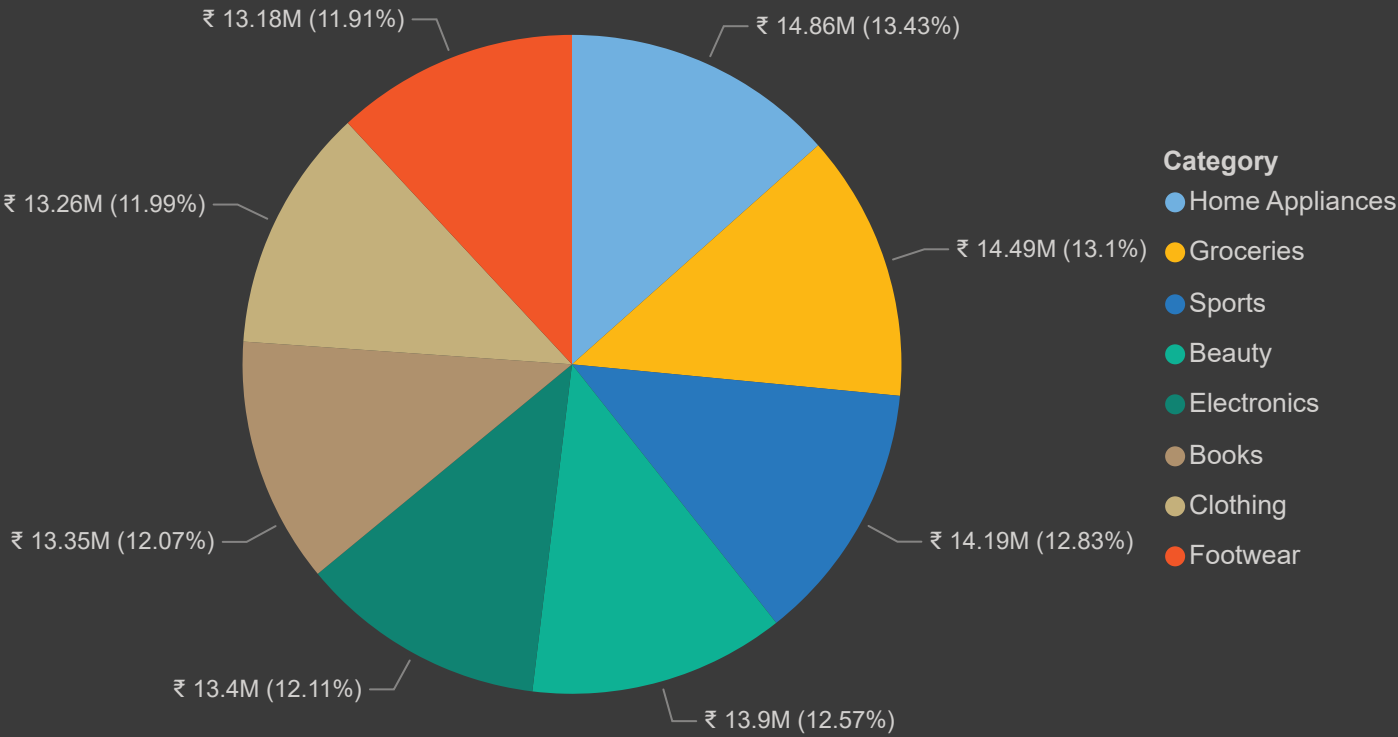
Total Sales by Products



Total Sales by Customer Location



Cancelled Orders by Category and Payment Methods





# Cancelled Orders Overview

Date

1/1/2025

3/31/2025

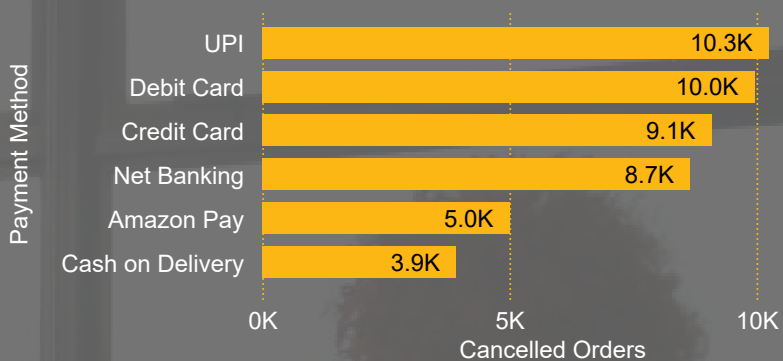
Total Orders

500K

Cancelled Orders

50K

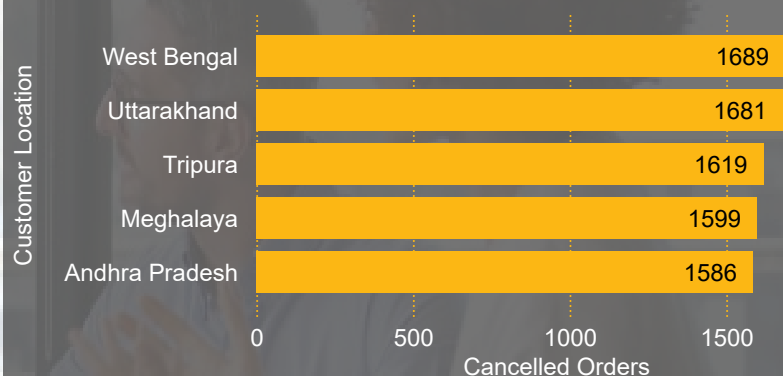
## Cancelled Orders by Payment Method



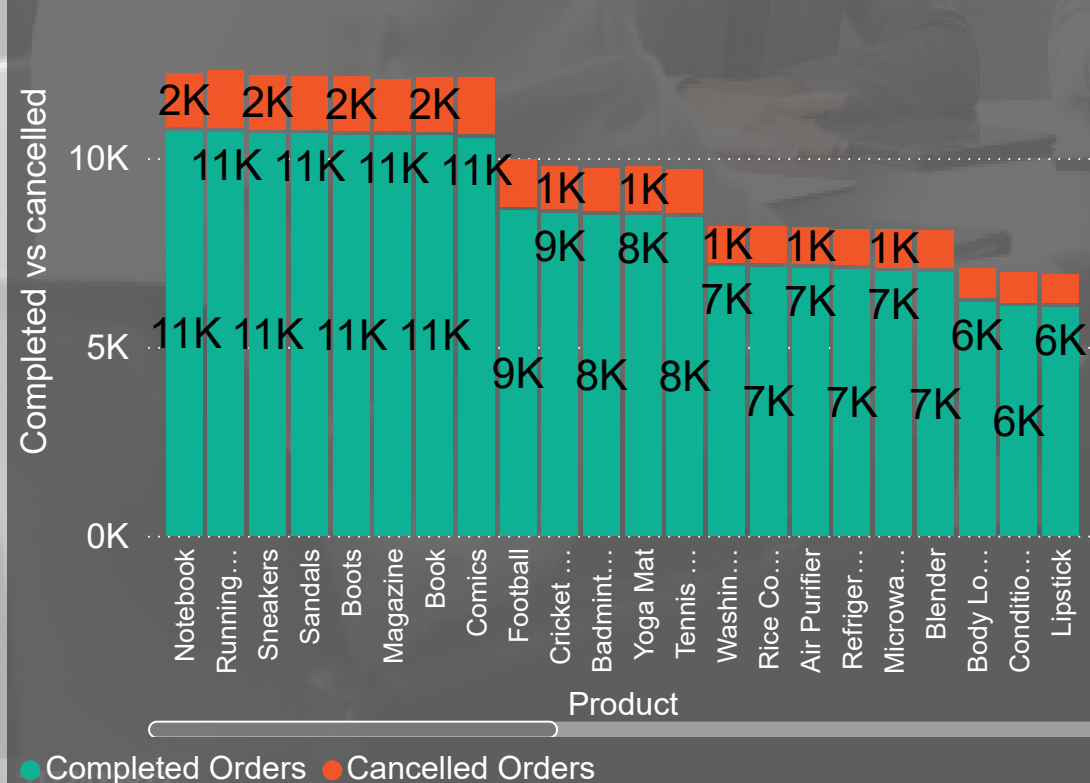
## Cancelled Orders by Products Category and location

Category	Andhra Pradesh	Arunachal Pradesh	Assam	Bihar	Chhattisgarh	Delhi	Goa	Gujarat	Haryana	Himachal
Beauty	198	200	202	223	221	181	189	211	179	
Books	184	206	160	213	190	196	199	198	199	
Clothing	201	190	189	212	207	226	195	183	189	
Electronics	209	208	186	209	209	199	213	211	211	
Footwear	211	183	226	226	203	216	196	205	200	
Groceries	198	228	219	207	194	218	197	214	183	
Home Appliances	198	224	200	226	223	215	193	222	227	

## Cancelled Orders by location



## Completed vs Cancelled Orders by Products



## Order Details

Order ID	Product	Sum of Quantity	Status	Quarter	Month	Day	Customer Location
ORD000024	Smartphone	2	Completed	Qtr 1	March	12	Andhra Pradesh
ORD000052	Magazine	1	Cancelled	Qtr 1	January	28	Andhra Pradesh
ORD000065	Blender	11	Completed	Qtr 1	March	24	Andhra Pradesh
ORD000075	Kajal	2	Completed	Qtr 1	March	12	Andhra Pradesh
ORD000078	Magazine	6	Completed	Qtr 1	February	26	Andhra Pradesh
ORD000127	Tea	1	Completed	Qtr 1	March	19	Andhra Pradesh
ORD000150	Rice Cooker	9	Pending	Qtr 1	February	28	Andhra Pradesh
ORD000155	Notebook	3	Pending	Qtr 1	February	13	Andhra Pradesh
ORD000164	Laptop	10	Pending	Qtr 1	January	11	Andhra Pradesh
ORD000214	Comics	1	Completed	Qtr 1	February	6	Andhra Pradesh
ORD000244	Kajal	1	Completed	Qtr 1	February	10	Andhra Pradesh
ORD000274	Cricket Bat	4	Completed	Qtr 1	February	9	Andhra Pradesh
ORD000298	Oil	2	Completed	Qtr 1	January	26	Andhra Pradesh
ORD000329	Milk	12	Completed	Qtr 1	January	25	Andhra Pradesh
ORD000339	Running Shoes	12	Completed	Qtr 1	January	4	Andhra Pradesh
Total		1864958					