DEVAADHARSINI B
DATA ANALYST INTERN AT INNOBYTES
BATCH (JULY 20 2024- AUG 20 2024)
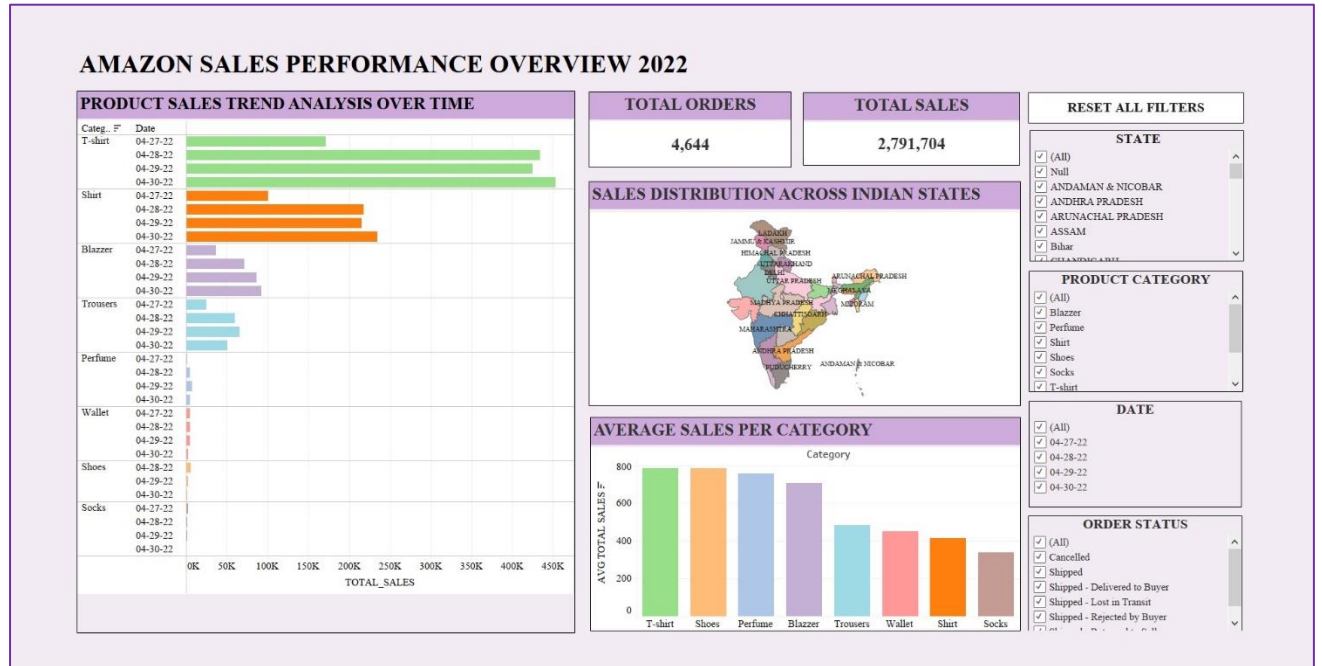PROJECT ID: 78G0OL
INTERN ID: **IS/A1/A7720**

DASHBOARD USING TABLEAU:

Amazon Sales Performance Overview 2022

Dashboard Insights

1. **Product Sales Trend Analysis Over Time:**
   - **Observation:** The bar chart indicates that T-shirts, Shirts, and Blazers are the top-selling products in the given period. April 29, 2022, seems to be a peak day for sales, especially for Shirts.
   - **Insight:** Shirts and T-shirts are leading in sales, suggesting a strong demand in these categories. The peak sales on specific days could be due to promotional events or seasonal factors.

2. **Total Orders and Total Sales:**
   - **Observation:** The dashboard shows 4,644 total orders, resulting in a total sales amount of 2,791,704
   - **Insight:** This total sales figure provides an overview of the volume and monetary value of sales during the analysis period, helping to gauge overall performance.

3. **Sales Distribution Across Indian States:**
   - **Observation:** The map visual shows the geographical distribution of sales, with different colours representing various states.
   - **Insight:** States like Maharashtra, Uttar Pradesh, and Tamil Nadu appear to be key markets with higher sales volumes. This can help in targeting marketing campaigns and optimizing logistics.

4. **Average Sales Per Category:**
   - **Observation:** The bar chart indicates that T-shirts, Shoes, and Perfume categories have the highest average sales, with Socks and Wallets trailing behind.
   - **Insight:** The average sales data can inform inventory decisions and highlight which categories need more focus in terms of promotions or stock adjustments.

SQL Query Analysis

1. **Total Sales Amount:**
   - The query calculates the total sales amount, which aligns with the total sales figure shown on the dashboard.

2. **Average Order Value:**
   - The average order value calculation provides insight into customer spending patterns, which can be useful for setting pricing strategies or minimum order values.

3. **Top-Selling Days:**
   - Identifying the top-selling days helps in understanding purchasing behaviour and can be crucial for planning promotions or managing inventory.

4. **Seasonal Trends:**
   - The analysis of seasonal trends is crucial for preparing for high-demand periods. The SQL query helps identify these trends, which can inform stock management and marketing activities.

5. **Product Category Performance:**
    o The queries related to product categories help identify the top-performing categories and those with low sales volumes, which is essential for inventory management and marketing strategies. The product category which sold out very low volume is shoe, why because the month end of April is schools closing time. So, Amazon sellers should change the season for selling shoes. For example, June is the school opening month.
6. **Cancellation Analysis:**
    o Analysing cancellation rates and revenue lost due to cancellations can help identify issues with specific products or fulfilment methods, enabling targeted improvements.
7. **Order Composition:**
    o Understanding how many items are typically included in an order and how this varies by product category and location can inform decisions around bundling, promotions, and logistics.

Recommendations

1. **Targeted Marketing Campaigns:**
    o Focus on states with higher sales volumes and on top-selling product categories like Shirts and T-shirts. Use the insights from peak sales days to plan promotional events.

2. **Inventory Optimization:**
    o Ensure adequate stock for top-selling categories and adjust inventory levels for low-performing products to reduce carrying costs and avoid overstocking.
3. **Seasonal Planning:**
    o Use the seasonal trends identified to plan for high-demand periods, ensuring that inventory and logistics are prepared to meet increased demand.
4. **Reduce Cancellations:**
    o Investigate the causes of higher cancellation rates in certain product categories or fulfilment methods. Consider improving customer communication or refining the fulfilment process to reduce cancellations.
5. **Product Diversification:**
    o Explore opportunities to boost sales in underperforming categories, such as Shoes, Socks and Wallets, through targeted promotions or by bundling with more popular products.
6. **Customer Engagement:**
    o Enhance customer engagement by offering personalized promotions based on the average order value and purchasing patterns identified in the analysis.