

Amazon Sales Analysis Report

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1. Introduction

This report presents an in-depth analysis of Amazon sales performance using Power BI insights. The analysis focuses on sales trends, customer behaviors, product performance, and fulfillment efficiency to provide data-driven recommendations for optimizing business strategies.

2. Sales Performance Overview

2.1 Monthly Sales Performance – Trends & Growth

- The total revenue across different months shows significant fluctuations, with peak revenue observed in select months.
- Sales trends indicate a high in **December (18M)** and lows in other months around **3M–15M**.

Key Insights:

- December had the highest sales performance, suggesting holiday-driven demand.
- Low-performing months may require additional marketing efforts.

Figure 1: Monthly Sales Trends (Sales peaked in December with a total revenue of 18M, while January saw the lowest revenue at 3M.)

3. Order Fulfillment Analysis

3.1 Order Fulfillment Breakdown – Amazon vs. Merchant

- **Fulfilled by Amazon (FBA):** 69.59% (89.09K orders)
- **Merchant Fulfilled (MFN):** 30.41% (38.93K orders)
- Amazon-fulfilled orders show a higher efficiency rate with lower return rates.

Key Insights:

- FBA fulfillment ensures better delivery times and lower return rates.
- Expanding FBA use could enhance customer satisfaction.

Figure 2: Order Fulfillment Breakdown *(FBA accounts for the majority of orders, ensuring faster delivery and fewer returns.)*

4. Product Analysis

4.1 Top-Selling Product Categories – Sales & Demand Insights

- Most purchased categories include:
 - T-Shirts
 - Shirts
 - Blazers
 - Trousers
 - Perfumes
- Category-wise revenue distribution follows a similar trend.

Figure 3: Best-Selling Product Categories *(T-Shirts and Shirts dominate sales, followed by Blazers and Trousers.)*

4.2 Impact of Product Size on Sales – Revenue Distribution

- Revenue is highest for sizes **M, L, XL, and XXL**.
- Sales contribution from smaller and larger sizes is relatively lower.

Key Insights:

- Stocking up on medium and large sizes will cater to the highest demand.

Figure 4: Impact of Product Size on Sales *(Most purchases were for M, L, and XL sizes, while extreme sizes had lower sales.)*

5. Market Segmentation

5.1 B2B vs. B2C Sales Contribution – Market Segmentation

- **B2C Sales:** 99.25% (77.59M revenue)
- **B2B Sales:** 0.75% (0.59M revenue)

Key Insights:

- The majority of revenue comes from B2C transactions.
- Future strategies could include increasing B2B sales through bulk purchase incentives.

Figure 5: B2B vs. B2C Sales Contribution *(B2C dominates sales, indicating strong individual customer purchases.)*

5.2 Top Revenue-Generating Cities – Sales & Order Volume

- Cities contributing the highest revenue:
 - **Aamby Valley (3,156.00 revenue, 7 orders)**
 - **Hyderabad (563.00 revenue, 1 order)**
 - **Raibarely Road, Faizabad (1,122.00 revenue, 1 order)**

Key Insights:

- Expanding market presence in high-performing cities can drive further sales.

Figure 6: Top Revenue-Generating Cities *(Certain urban centers drive the majority of revenue, highlighting regional opportunities.)*

5.3 Sales Distribution Across States – Regional Performance

- Highest sales revenue observed in select states, with a total revenue of **78.18M**.

Figure 7: Sales Distribution Across States *(State-level analysis highlights key regional markets for sales.)*

6. Delivery Performance

6.1 On-Time vs. Delayed Shipments – Delivery Efficiency

- The majority of orders were successfully shipped on time, with minimal cancellations.

Key Insights:

- On-time deliveries enhance customer trust.
- Optimizing courier partnerships could further reduce delays.

Figure 8: On-Time vs. Delayed Shipments *(Shipping efficiency is high, but further improvements can be explored.)*

7. Recommendations

- **Stock Optimization:** Increase inventory for top-selling categories and sizes.
 - **Customer Retention:** Implement targeted loyalty programs to enhance repeat purchases.
 - **Fulfillment Strategy:** Prioritize FBA fulfillment for better delivery efficiency.
 - **Geographic Expansion:** Focus marketing efforts on high-revenue cities and states.
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8. Conclusion

The Power BI analysis provides actionable insights into sales trends, product demand, customer segmentation, and order fulfillment. Implementing these strategies will enhance revenue, improve efficiency, and strengthen customer loyalty.

Appendix: Power BI Dashboard Snapshots

To provide an overview of sales trends, fulfillment efficiency, and customer segmentation, below are selected Power BI dashboard snapshots:

- **Executive Sales Overview Dashboard**
- **Top-Selling Products by Category**
- **Regional Sales Performance map**

(For a detailed breakdown, refer to the Power BI dashboard File.)