Amazon Sales Analysis Report

PREPARED BY

FATHIMA S

IS/A1/F7216

1. Executive Summary

- Total **111.4K orders** analyzed after cleaning duplicates/inconsistencies.

- Total **Revenue: 70M** (includes shipped, delivered, cancelled, and returned orders).

- Best selling day: **4th May 2022**.

- Top product by sales: **T-shirt** (35.25M revenue).

- Top city: **Bengaluru** (7M revenue).

- Top state: **Maharashtra** (12M revenue).

- Blazer has the **highest return rate** (1.979K orders, 1M revenue lost).

- Highest cancellations occurred on **2nd April 2022** (10.79K cancelled orders worth ~3M).

2. Data Cleaning & Preparation

- Original dataset: **120K+ rows** with inconsistent formats.

- Standardized **order statuses** into: *Shipped, Delivered, Cancelled, Returned, Pending, In Transit, Rejected*.

- Removed duplicates and missing values.

- Final dataset used for analysis: **111.408K valid records**.

3. Key Insights

3.1 Sales Performance

- **Revenue peaked on 4th May 2022**, suggesting a seasonal event or promotion.

- **T-shirt dominates sales** (50%+ share), contributing significantly to total revenue.

- Sales trend shows initial growth in April → peak in May → stabilization in June.

3.2 Customer & Product Behavior

- **Blazers** have the **highest return rate**, signaling possible **quality issues or sizing problems**.

- **Shoes have the lowest return rate**, suggesting strong customer satisfaction.

- Cancelled orders were notably high (~3M revenue lost), with the worst day being 2nd April.

3.3 Geographic Insights

- **Bengaluru** is the strongest city market (7M revenue).

- **Maharashtra** leads at the state level (12M revenue, 19.36K orders).

- Karnataka and Tamil Nadu also contribute significantly (together ~30% of orders).

3.4 Fulfillment Analysis

- **73.8% of orders fulfilled by merchants**, while only 26.2% by Amazon.

- Indicates a **dependency on third-party sellers**, which could affect service quality & consistency.

4. Recommendations

Product Quality & Returns

- Investigate **Blazer category** for quality/sizing issues.

- Introduce better size guides or quality checks.

Cancellations

- Review **2nd April cancellation spike** to identify operational/supply chain issues.

- Implement proactive alerts (inventory mismanagement, payment failures).

Sales Strategy

- Leverage **T-shirt demand**: run bundle offers with other categories (e.g., T-shirt + Wallet).

- Push high-revenue states (Maharashtra, Karnataka, Tamil Nadu) with targeted campaigns.

Fulfillment Optimization

- Improve **Amazon-fulfilled share** to boost customer trust.

- Provide incentives for sellers to switch to FBA (Fulfillment by Amazon).

Customer Experience

- Reduce return friction via **easy exchanges instead of refunds**.

- Encourage reviews/feedback, especially in top-selling categories.