



Presentation 2024

STORY TELLING USING AMAZON CLOTHING SALES DATA

Content

01

Overview

02

Our Team

03

Objectives

04

Target Audience

05

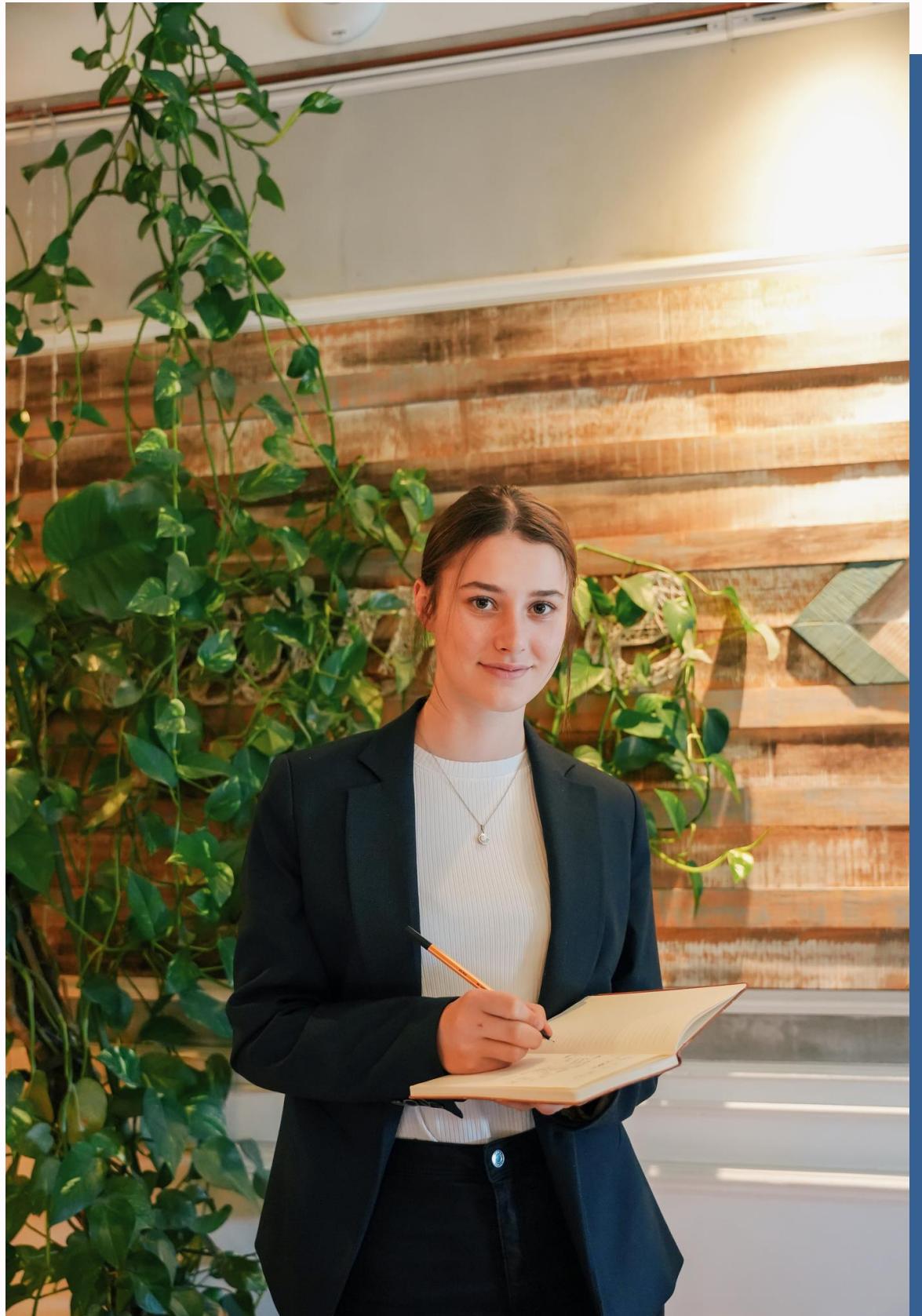
Insights

06

Recommendations

07

Thank you



Overview

This project explores storytelling through data analysis of 3-month sales of Amazon Clothing categories in India. By leveraging SQL for data extraction and manipulation, we prepare the data for insightful analysis. Power BI then transforms this analysis into interactive visualizations, allowing us to uncover trends and consumer behaviors. Our goal is to demonstrate how effective storytelling can make complex data accessible and actionable, empowering businesses to make informed decisions that drive growth.

01



Analyze sales performance across different product categories to identify top performers and growth opportunities.

02



Evaluate the total number of sales made to understand demand patterns and inventory needs.

03



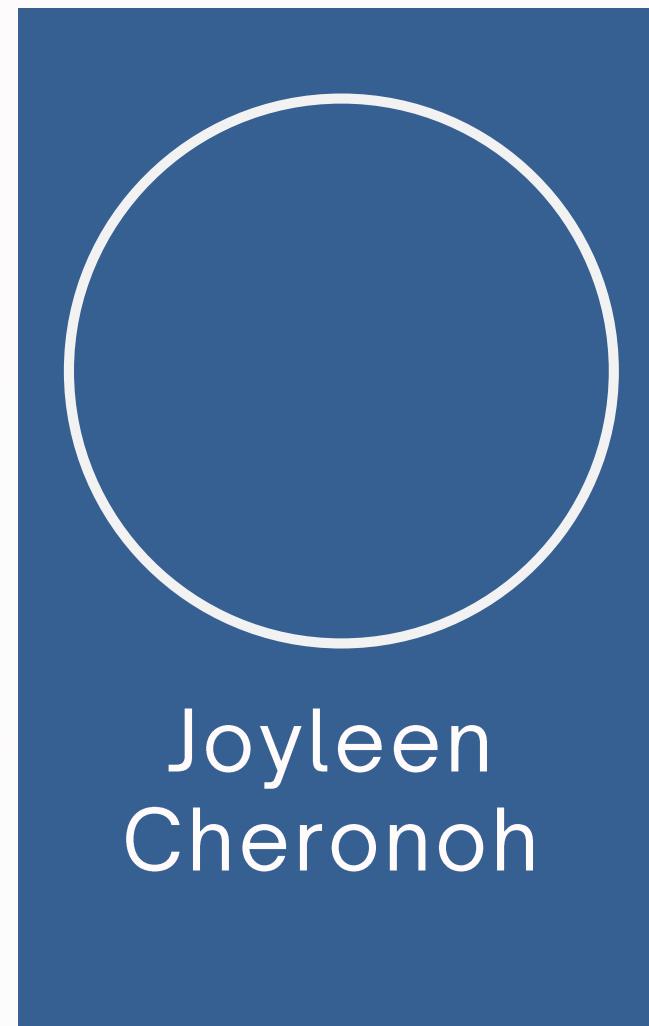
Examine how aspects like product categories, shipping methods, sales status, sizes, and geographic regions influence business decisions and overall sales performance.

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Team Members



Fiona Mahinda



Joyleen
Cheronoh

Objectives

Objective 01

Identify Top-Performing Categories: Determine which product categories generate the highest sales and profits to inform targeted marketing and inventory strategies.



Objective 02

Analyze Sales Trends Over Time: Examine sales data over different time frames to identify seasonal trends and shifts in consumer preferences.

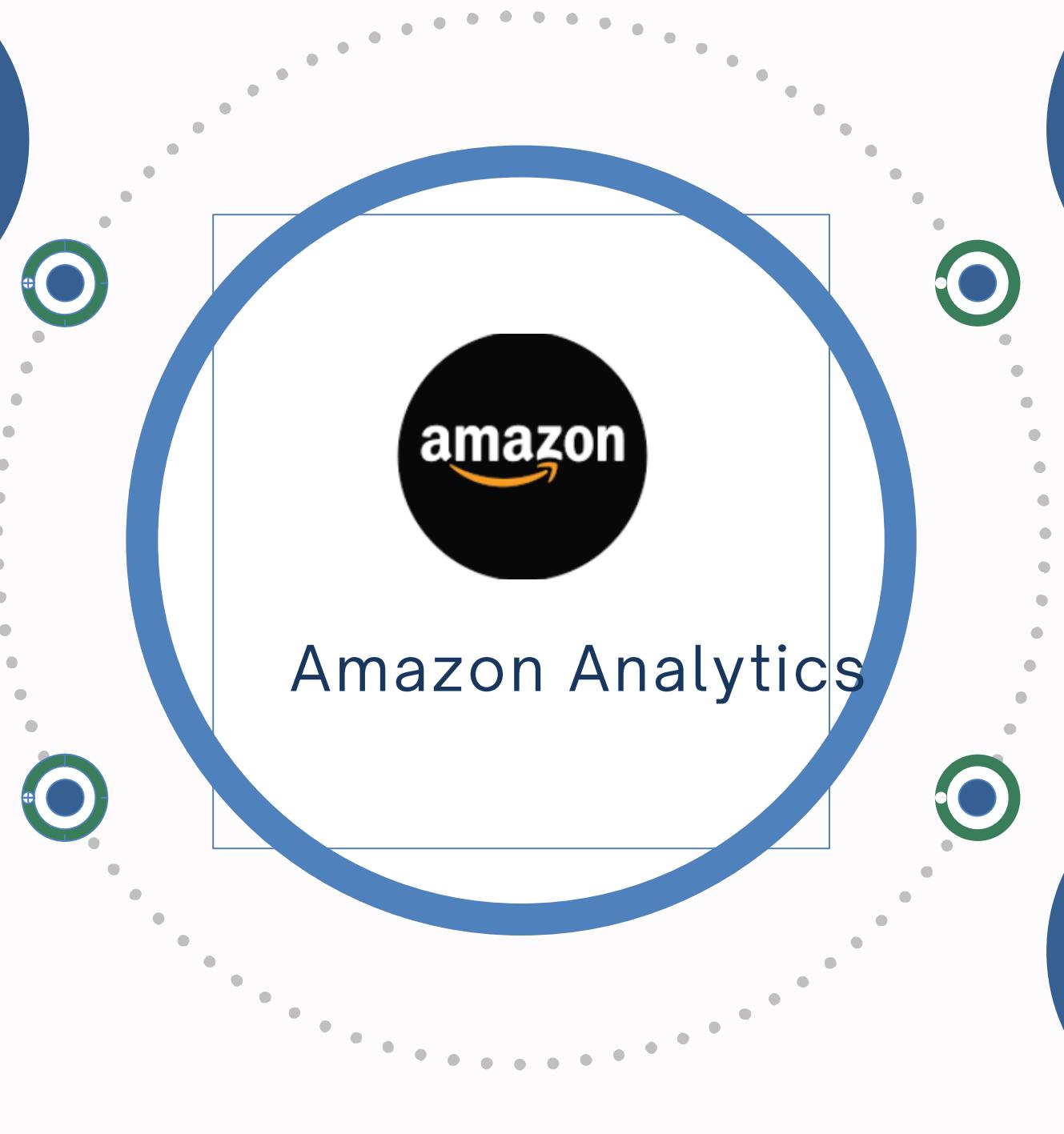
Objective 03

Evaluate Geographic Sales Variations: Investigate sales performance by state or region to tailor marketing efforts and identify growth opportunities in specific markets.

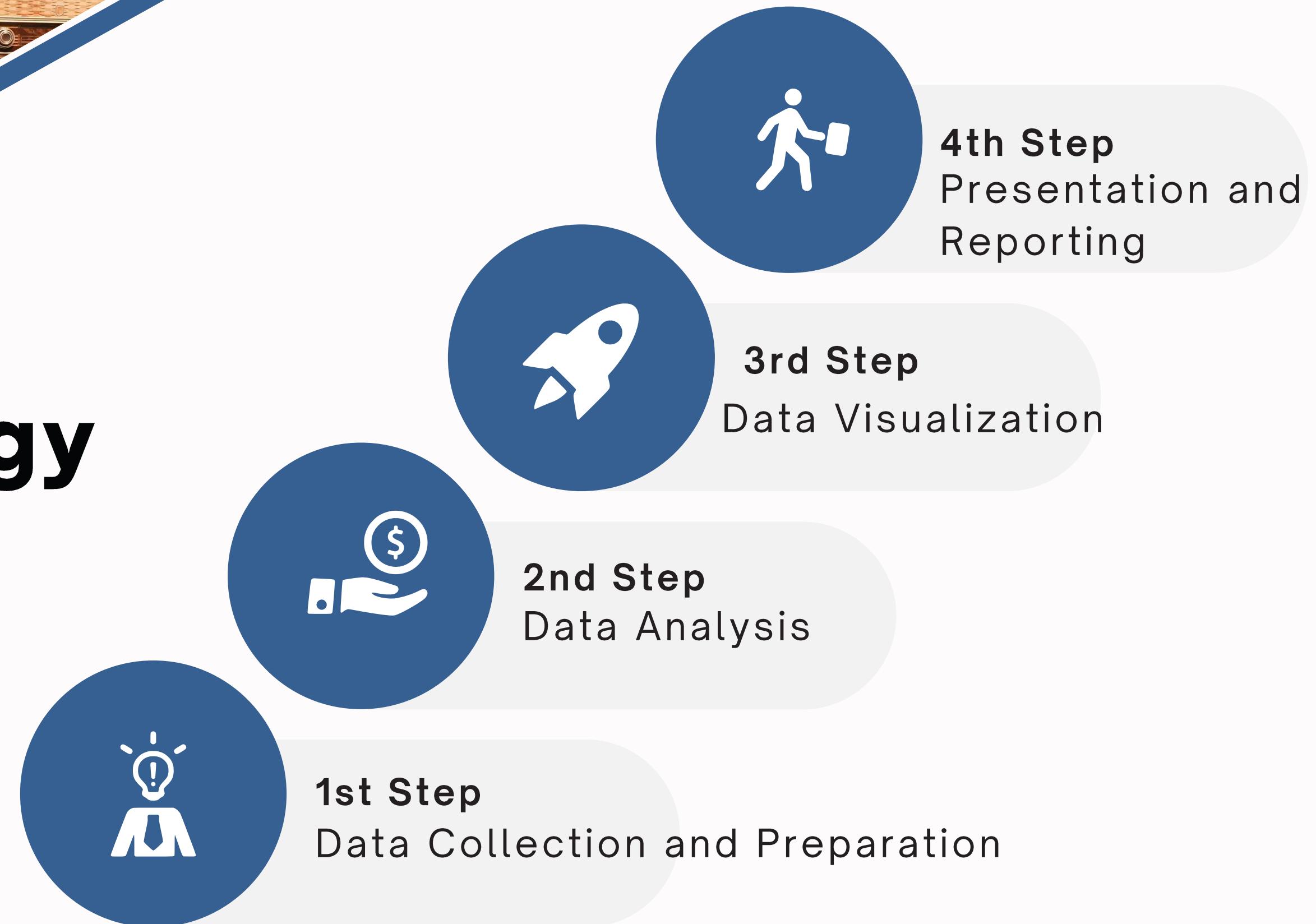


Objective 04

Generate Actionable Insights: Provide clear, data-driven recommendations for business strategies based on the analysis, focusing on opportunities for growth and efficiency improvements.



Methodology



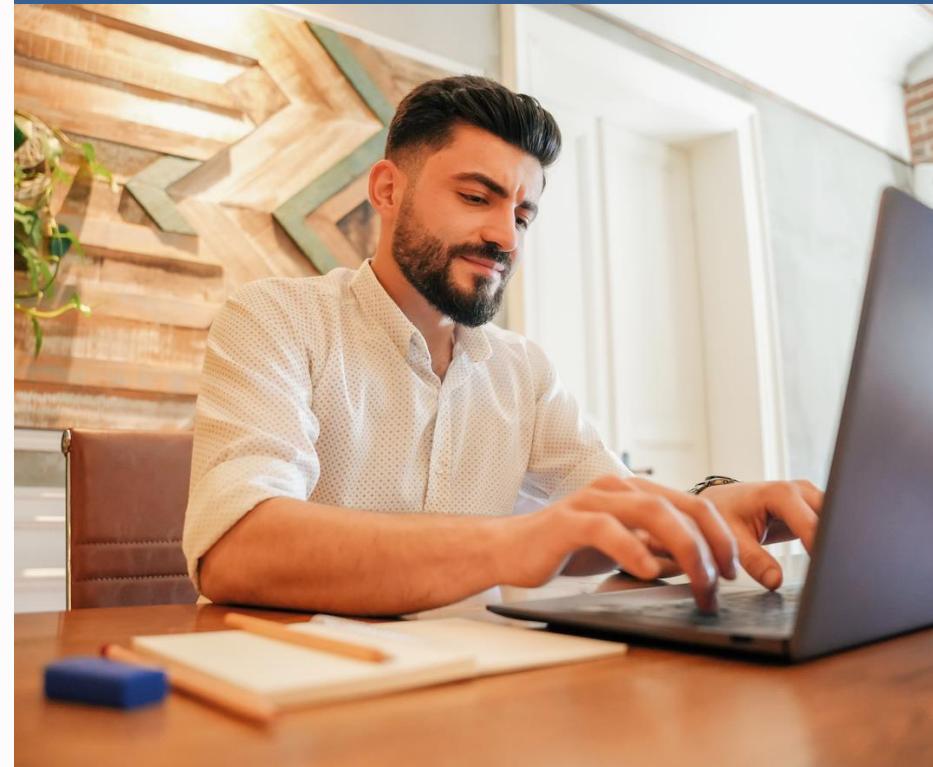
Target Audience

Target Audience #1



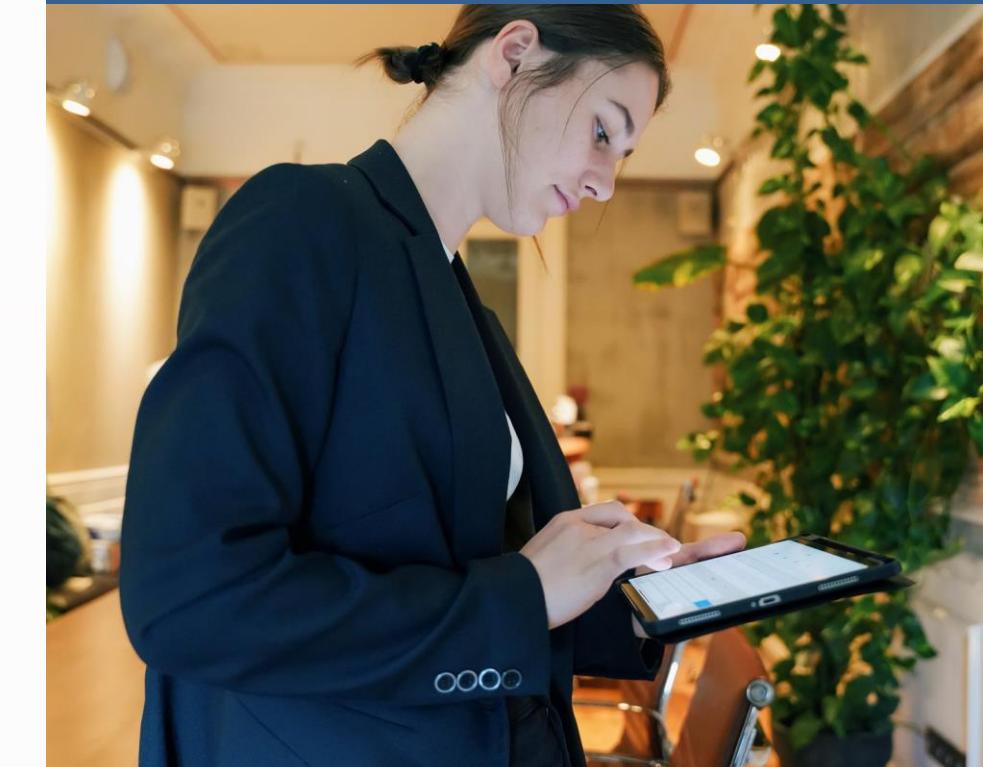
Business Strategy team

Target Audience #2



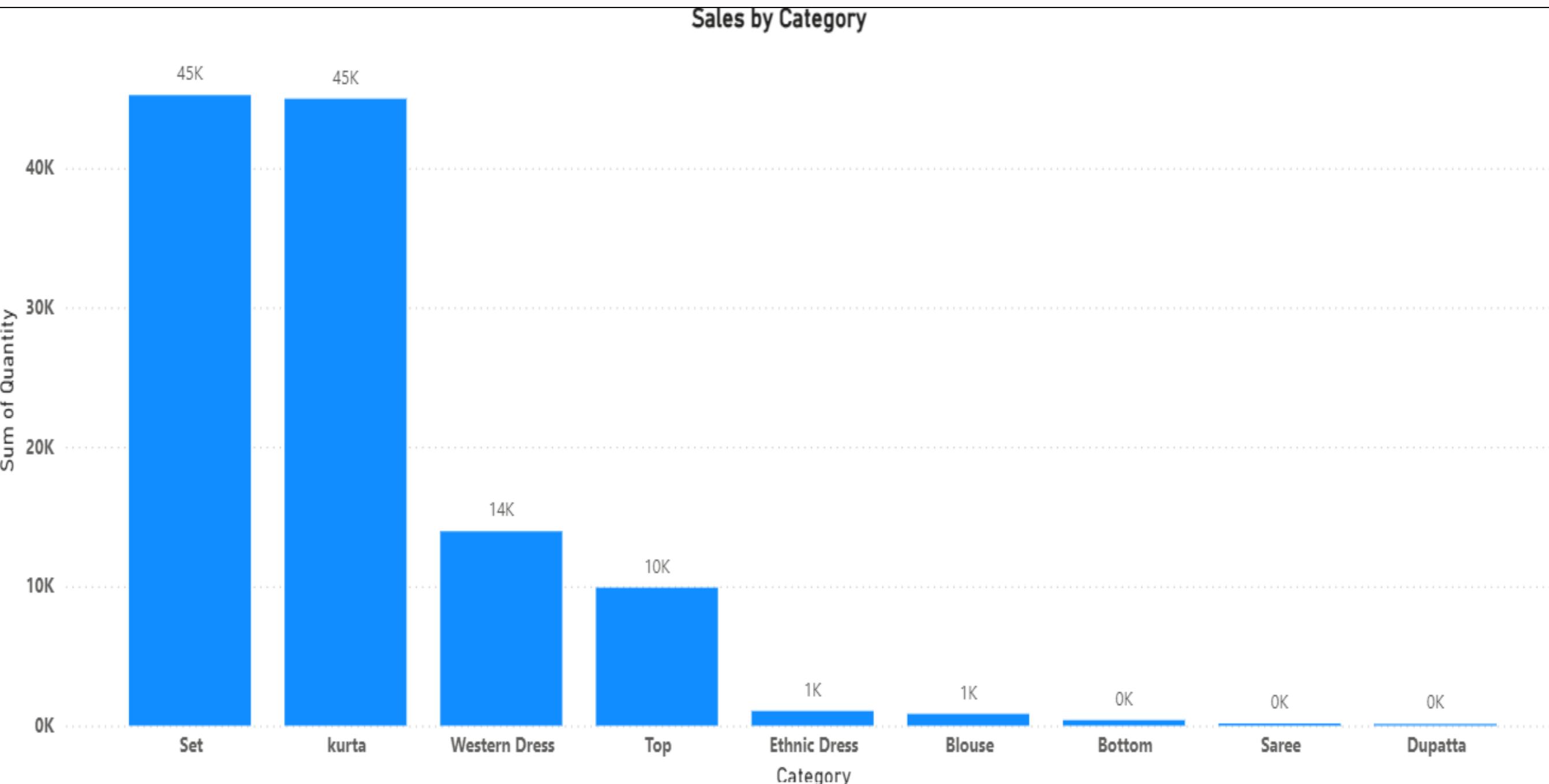
Sales team

Target Audience #3



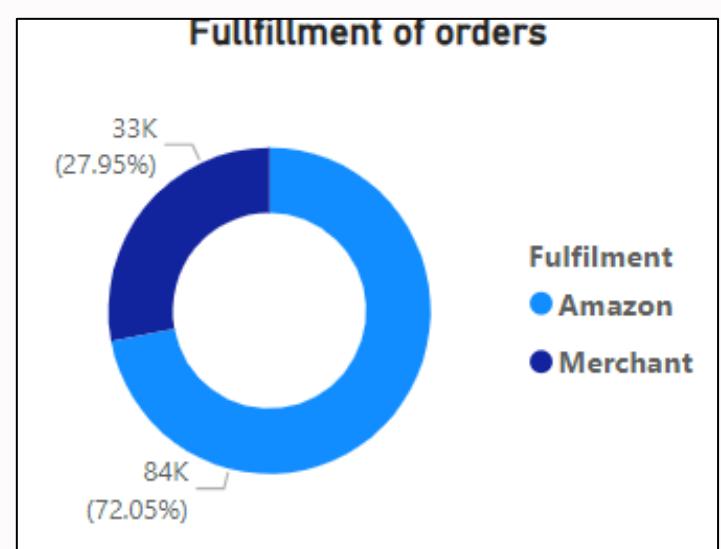
Marketing team

SUMMARY



116K
Sum of Quantity

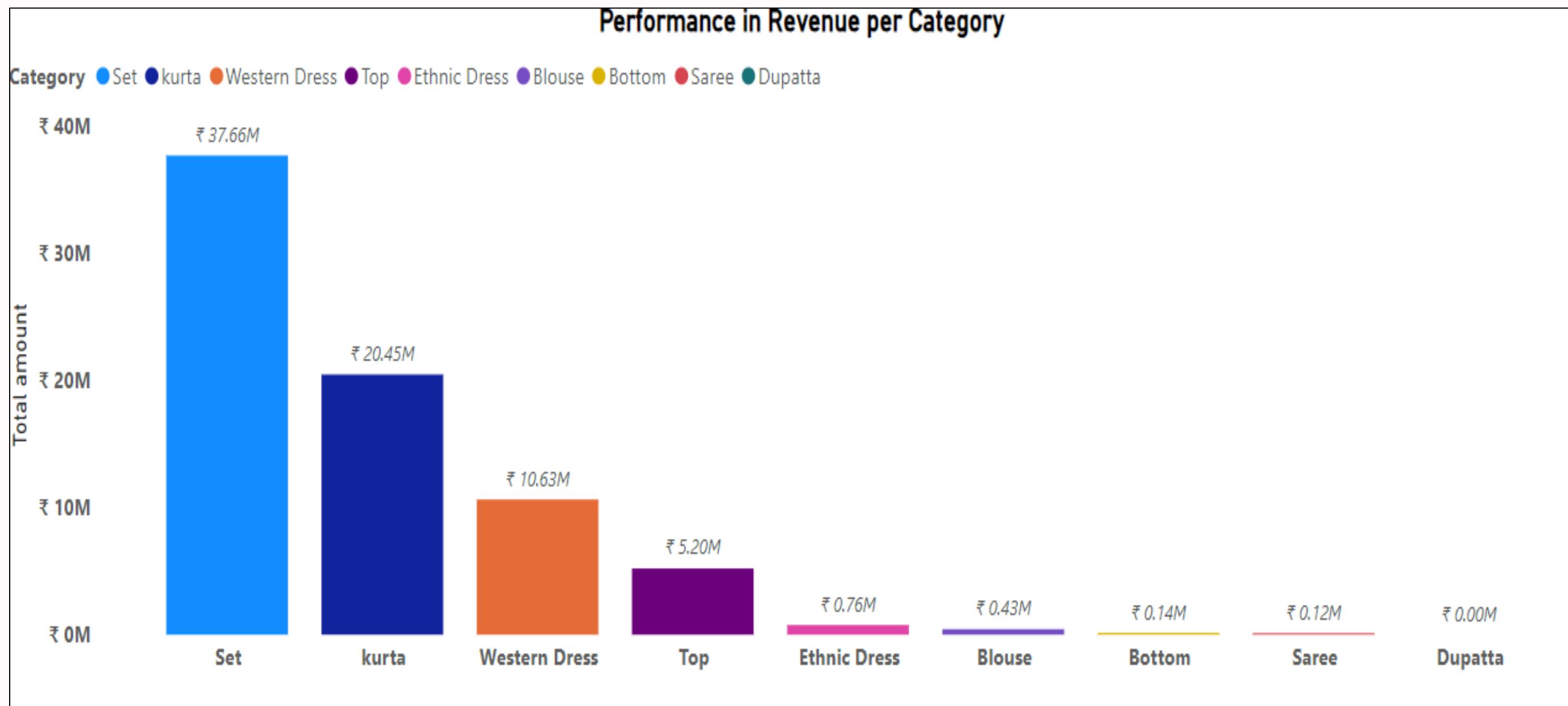
₹ 75.40M
Total amount



- In the 3-months period, total sales amounted to \$75 million, generated from a total of 116,000 orders.
- Sets and Kurta had the highest sales of 45K orders while Bottom, Saree and Dupatta had the lowest sales of less than 1k sales.
- The above informs marketing strategies by focusing on categories with lesser sales and also inventory of the categories with the most sales ensuring availability following the demand.
- 72% of the orders are in the Amazon marketplace listing while 28% are by Merchant.

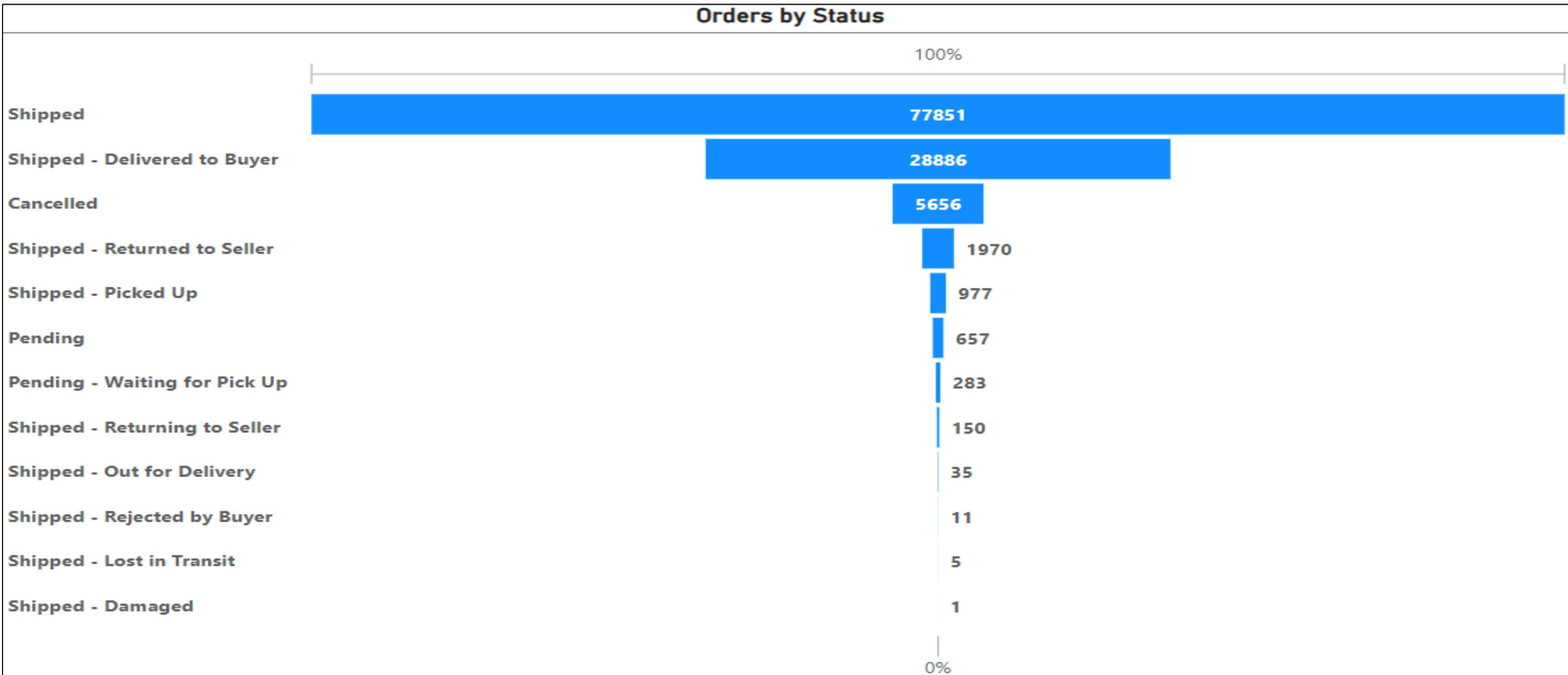


PRODUCT PERFORMANCE



- Sets generated the highest amount in revenue of ₹37.66M, followed by Kurta which generated ₹20.45M while Bottom, Saree and Dupatta generated the lowest revenue.
- Focusing on the best selling products will significantly contribute to the revenue and also ensure stock up in the inventory, however, there is need to evaluate on how to increase revenue and sales of the low generating categories e.g. looking at price and quality of lowly purchased categories.

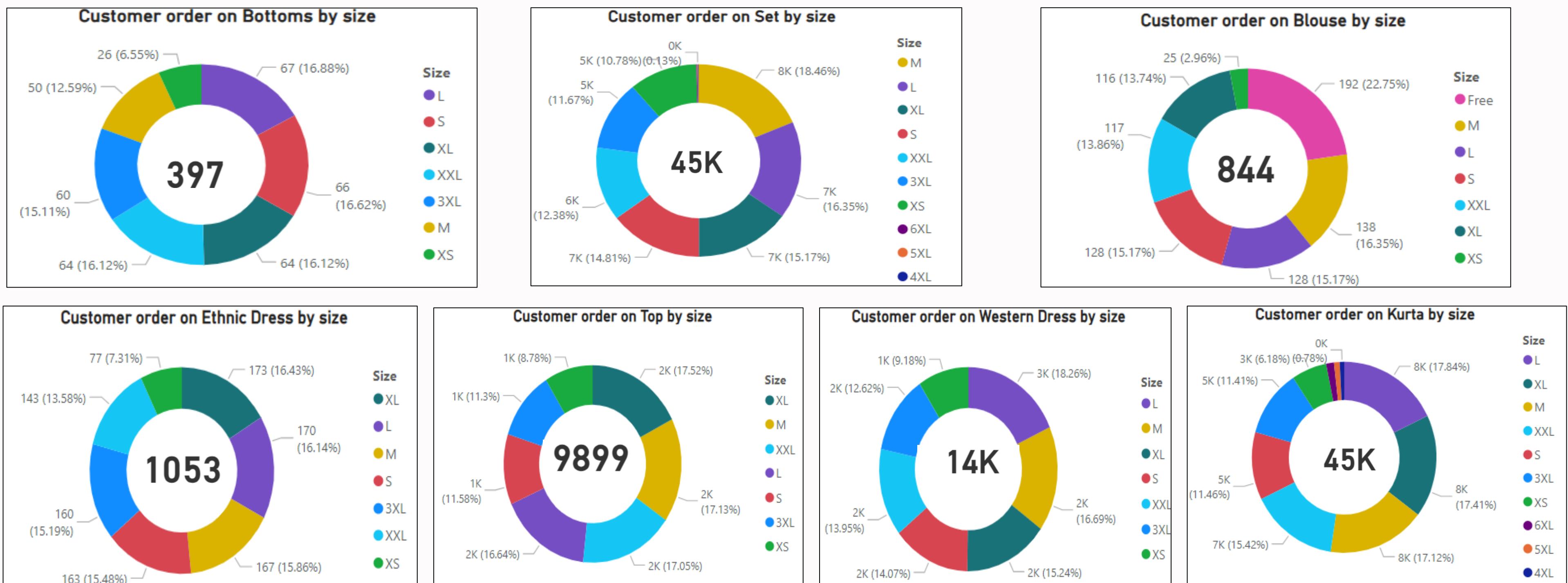




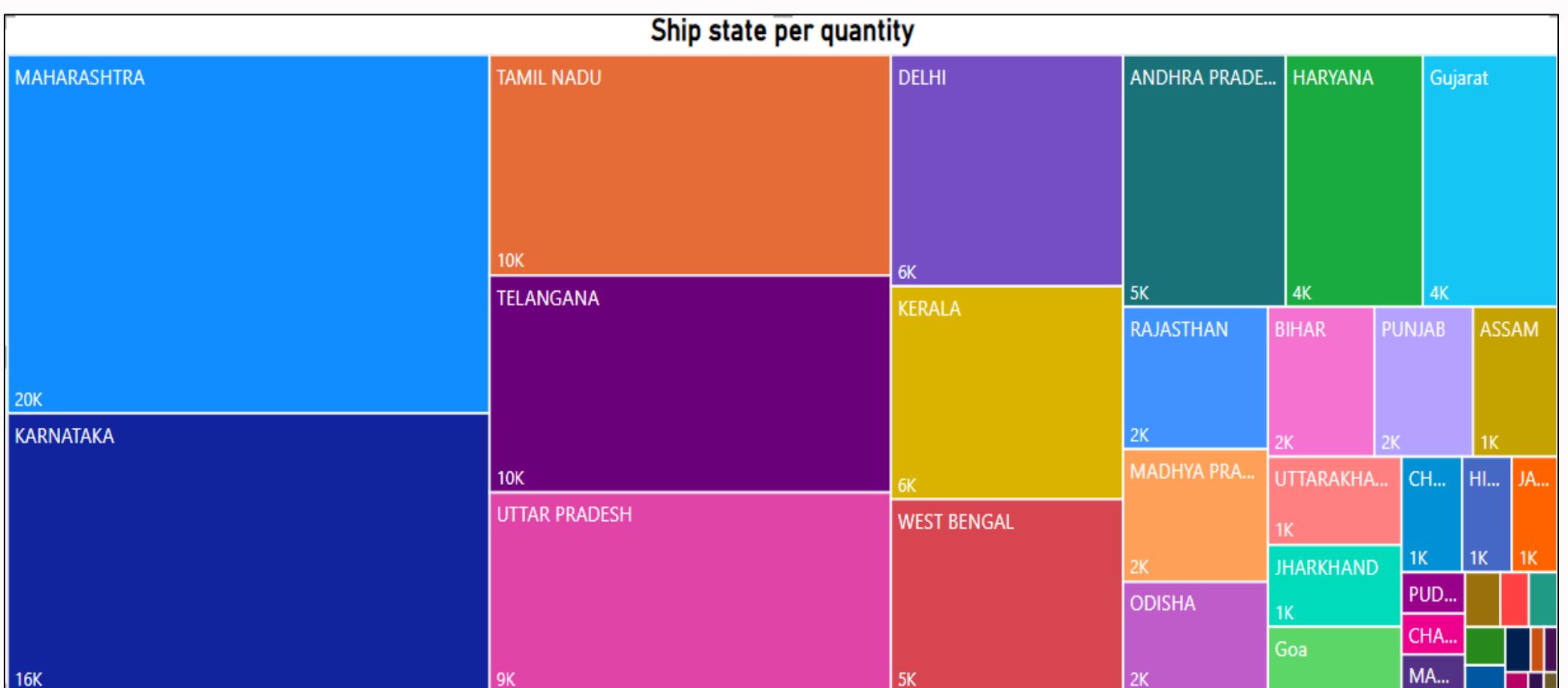
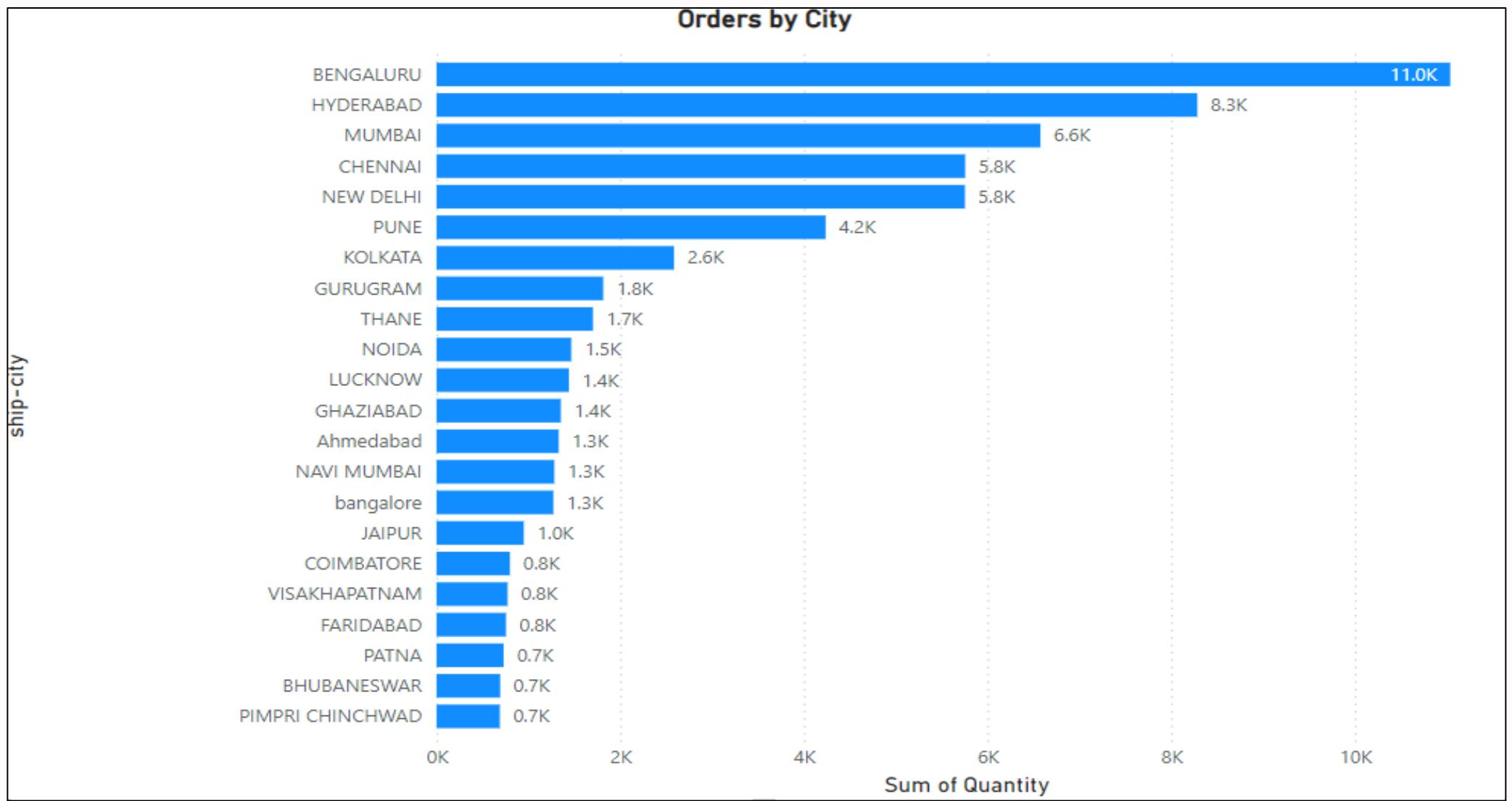
- Out of the 116k orders made, most had been shipped out to buyers, while 5,656 orders were cancelled due to various reasons, while a few orders got lost in transit, 150 orders that were successfully shipped were returned.
- The above confirms the delivery rates depending on regions and certain factors that cause delays which warrant attention.
- Cancelled orders reduces revenue generation, hence this should be looked into to ensure conversion of all orders to revenue.
- Pending orders confirms that certain categories have low inventory or have there are generally stock issues from merchants or Amazon warehouse.

DISTRIBUTION OF PRODUCTS IN SIZE

- There is an overall mix in sizes on all clothing categories, however, Saree and Dupatta are only sold in free sizes.
- Ensuring availability of diverse sizes is a paramount entity to ensure customer satisfaction of their purchases; this reduces customer complaints, cancellation or return of shipped orders to the customers.

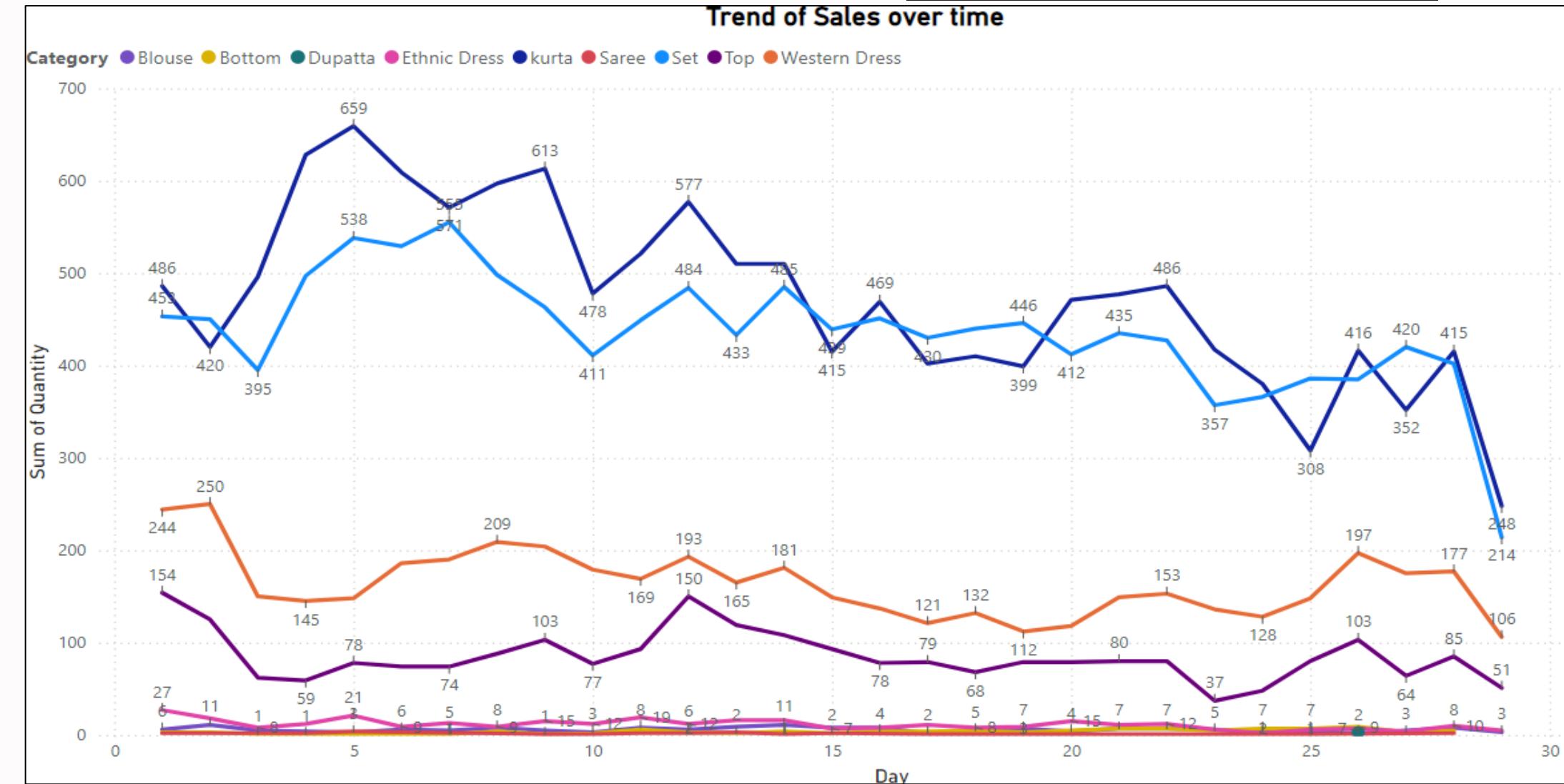


CUSTOMER DEMOGRAPHICS



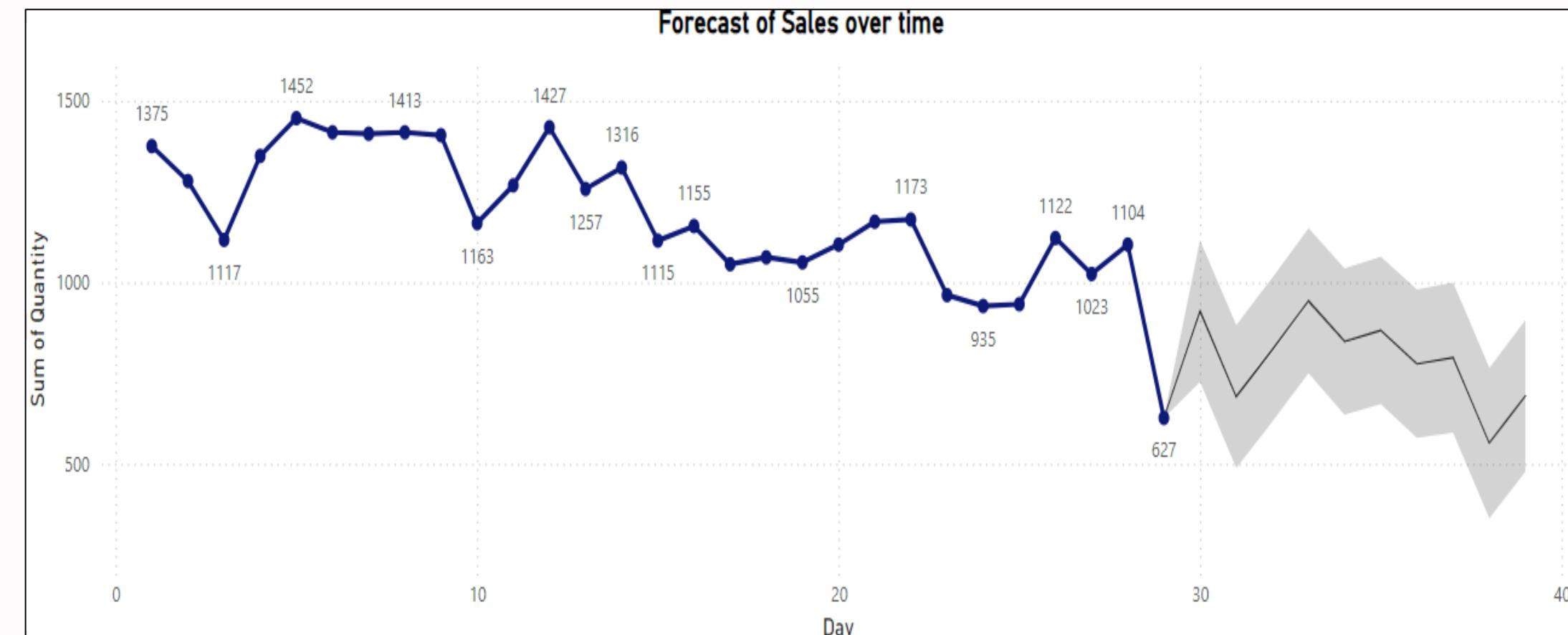
TREND ANALYSIS

Trend of Sales over time



- From the period of analysis, there is a notable downward trend in sales from most of the categories, mainly Sets, Kurta, Western dresses and Tops categories.
- Blouses, Bottoms, Dupatta and Saree categories are noted to have small changes in sales throughout the period.

Forecast of Sales over time



- There is a general reduction of sales predicated in the coming months. This is based off of the historical sales made in the 3-month period being looked into.

Recommendations

01

Optimize Inventory Based on Sales Trends: Utilize insights from seasonal sales trends to adjust inventory levels accordingly, ensuring popular products are well-stocked during peak periods while minimizing overstock on slower-moving items.



02

Target Marketing Campaigns by Category and Region: Develop tailored marketing strategies that focus on high-performing product categories and specific geographic regions, leveraging data on customer preferences to enhance engagement and drive sales.



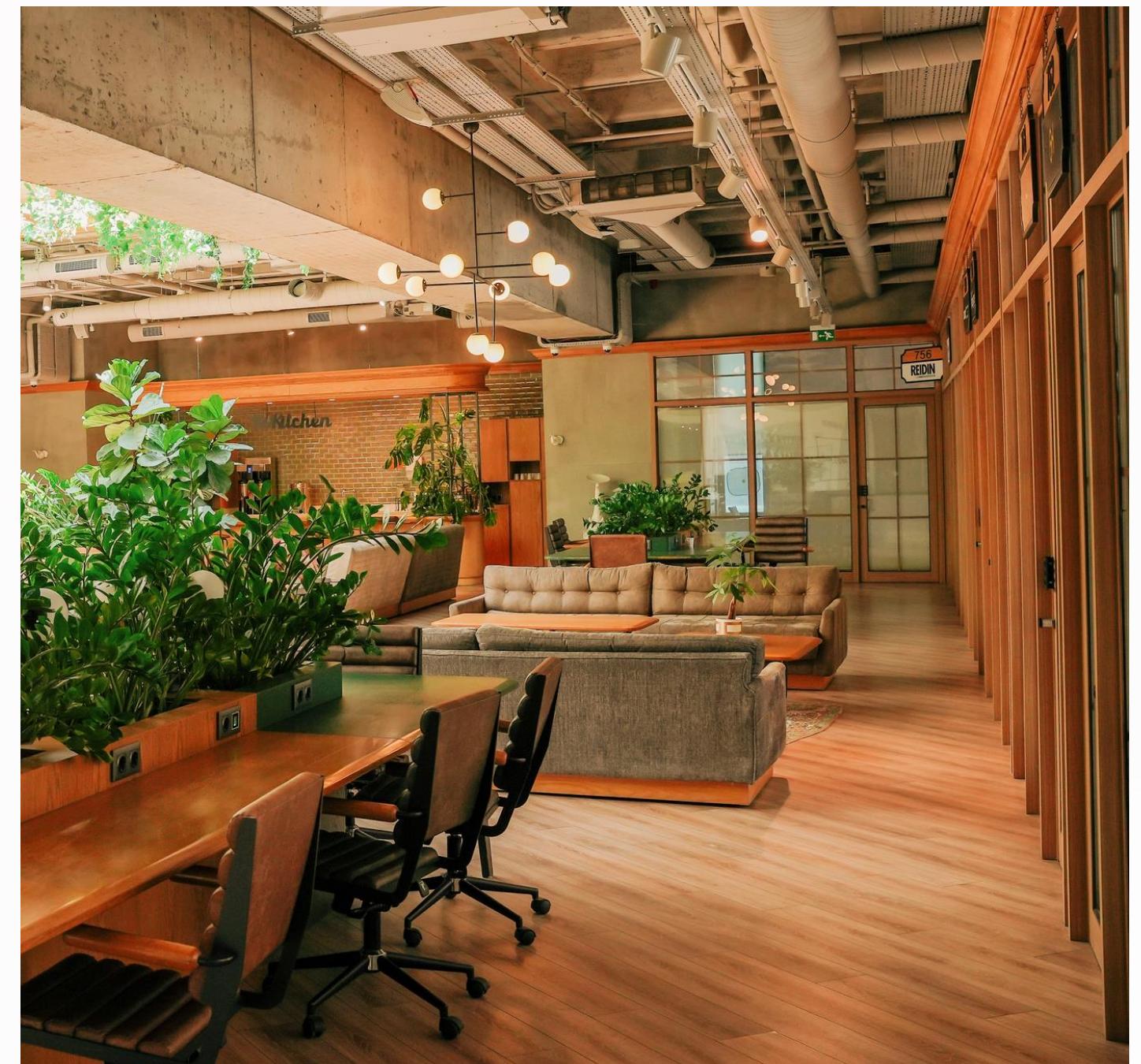
03

Enhance Shipping Options: Analyze the impact of shipping methods on sales performance and customer satisfaction, and consider expanding or optimizing shipping options to improve delivery times and reduce cart abandonment.



04

Regularly Monitor Customer Behavior: Establish a continuous feedback loop by regularly analyzing sales data to adapt to changing customer preferences and trends, enabling proactive adjustments to product offerings and marketing strategies.





THANK YOU

Group 5

