



Project Analysis Report

Prepared by: GYANRANJAN MURMU

Intern Id: IS/A1/H7398

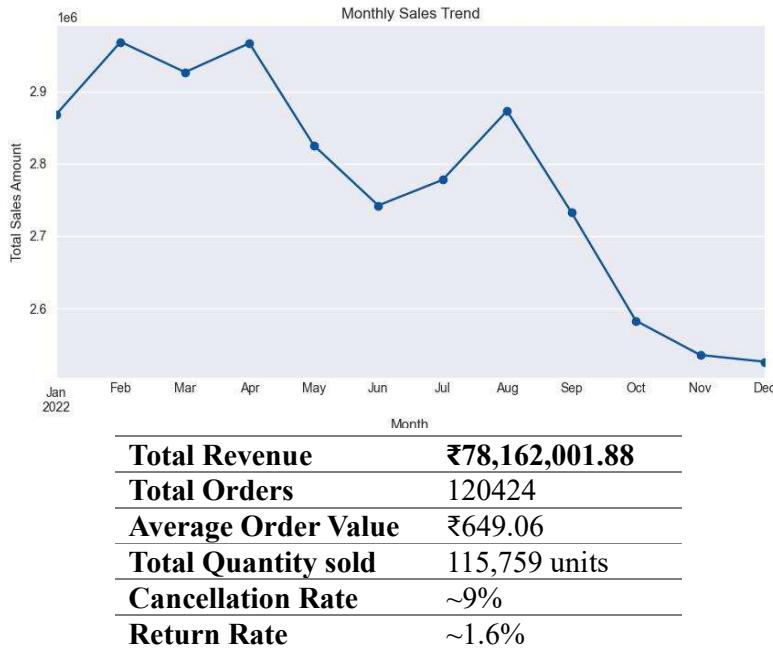
Project Id: 78G0OL

INDEX

1. **Sales Overview**
2. **Product Analysis**
3. **Fulfilment Analysis**
4. **Geographical Analysis**
5. **Customer Segmentation city wise**
6. **Business Insights**
7. **Conclusion**

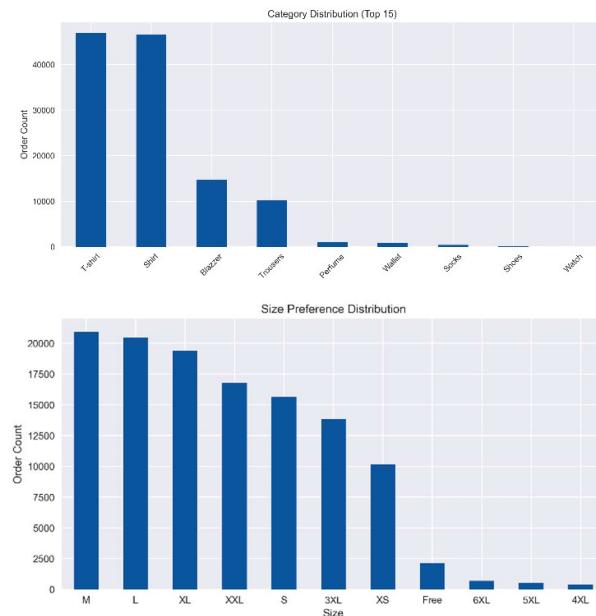
Dataset: [Dataset link](#)

1. Sales Overview: overall sales performance, trends, and patterns



- Insights:
1. Over ₹78M in total revenue — great performance.
 2. **Cancellation rate:** About 8–10%, possibly due customer dissatisfaction.
 3. **Return rate:** Acceptable, but tracking return reasons could improve
 4. **Pending orders:** Small but can indicate operational delays.

2. Product Analysis: distribution of product categories, sizes, and quantities sold

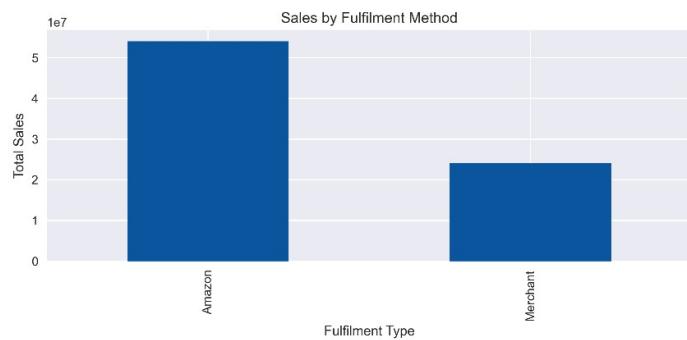


- “T-shirt” and “Shirt” together make up ~77% of total revenue
- Luxury or accessory items (perfume, wallet, shoes) contribute very little
- The catalogue is heavily apparel-based

Recommendation:

1. Focus on improving T-shirt variety — it's the biggest revenue driver.
2. Invest in Premium Category like Balzer and Shirt promotions- high revenue and possible higher margins
3. Improve visibility and pricing for low performing categories.
4. Offer T-shirt +Trouser combos for cross-selling

3. Fulfilment Analysis:



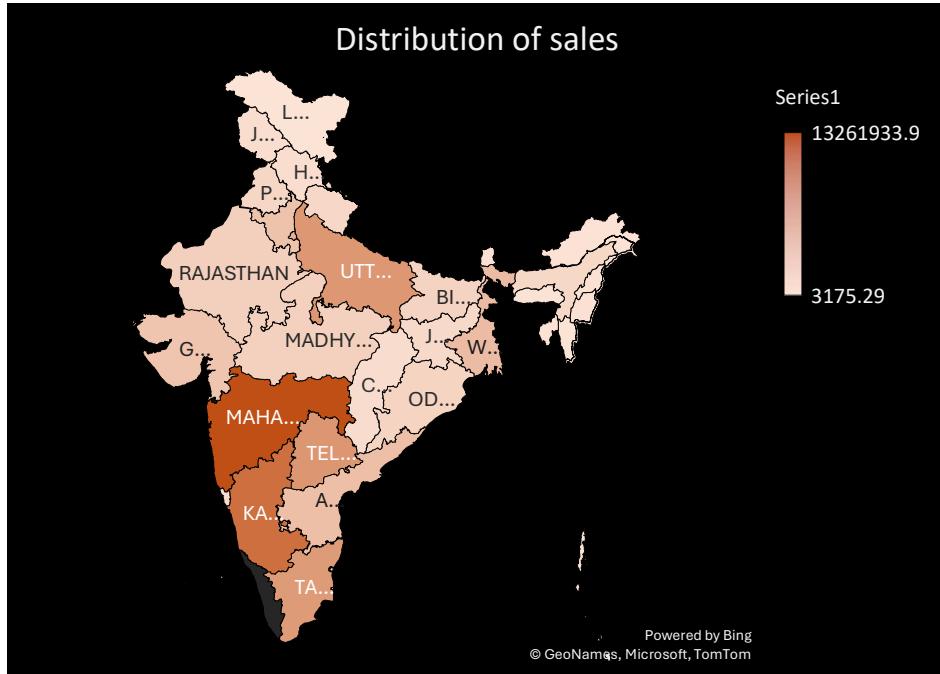
Metric	Amazon	Merchant	Observation
Orders Fulfilled	83,200 units	37,224 units	~69% orders handled by Amazon
Total Sales	₹54,072,215	₹24,089,787	~70% fulfilment generates Amazon
Avg Order Value	₹649.91	₹647.16	Virtually identical pricing strategy same

Focus Area	Recommendation
Amazon Fulfilment	Strengthen Amazon based fulfilment for faster deliveries
Merchant Sellers	Offer incentives to improve fulfilment speed and reliability.
Performance Benchmarking	Track delivery time, returns, and customer ratings by fulfilment method.
Profitability	Evaluate if Amazon fulfilment fees vs merchant handling affects margins

Improve merchant training and order handling efficiency. .

Optimize delivery networks in Tier-2 growth regions.

4. **Geographical Analysis:** the geographical distribution of sales, focusing on states and cities.



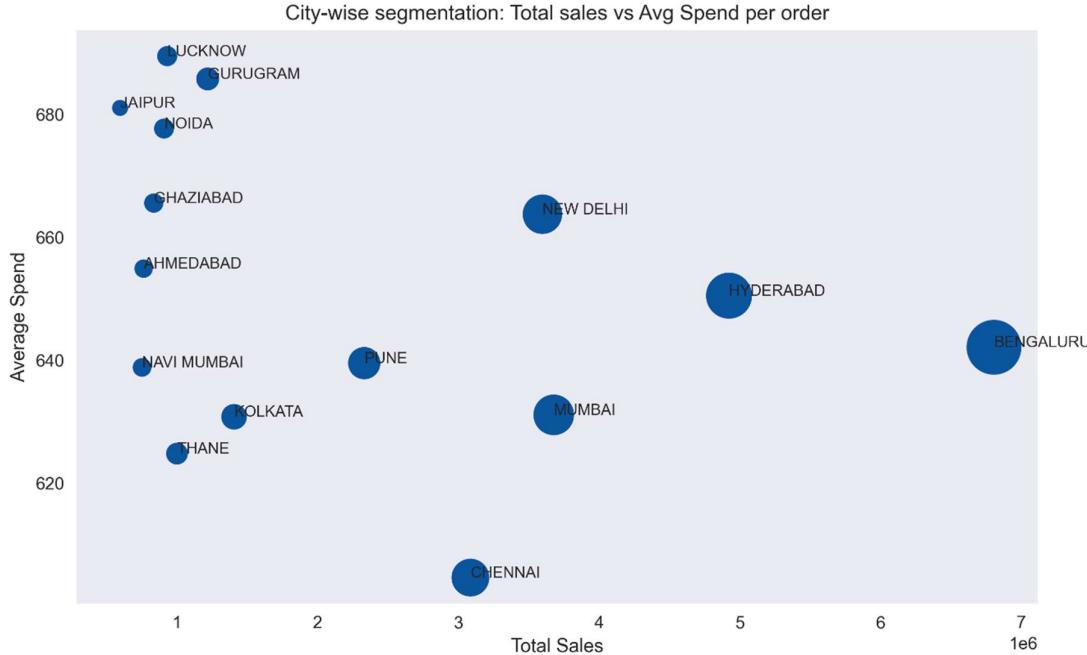
South India Dominates Sales: Karnataka, Telangana, and Tamil Nadu are major contributors. Bengaluru and Hyderabad alone generate ~15% of total revenue.

Metro Cities Drive Most Sales 8 of the top 10 cities are Tier-1 metros → strong urban demand.

Emerging Northern States Uttar Pradesh and Haryana show good growth — worth targeting with regional promotions.

Focus Area	Recommendation
Regional Marketing	Increase ad spend and campaigns in South Indian metros (Bengaluru, Hyderabad).
Growth Opportunity	Expand operations and logistics in Tier-2 cities like Lucknow, Thane, and Gurugram.
Product Targeting	Promote apparel heavily in Maharashtra and Karnataka — dominant categories.
Fulfilment Optimization	Consider setting up fulfilment centres near top cities to reduce delivery time.

5. Customer Segmentation city wise



Segment	Cities	Description	Business Strategy
High Sales & Orders	Bengaluru, Hyderabad, New Delhi, Mumbai	These are core power markets — large order volumes, strong spend levels.	Continue ad investment, introduce loyalty programs.
High Average Spend, Moderate Sales	Lucknow, Gurugram, Jaipur, Noida	Customers here spend more per order, but fewer total orders.	Target with promotions and product bundles to increase frequency.
Emerging Growth Markets	Pune, Kolkata, Ahmedabad, Thane	Good balance of order count and spending, showing early growth signs.	Focus on logistics and regional marketing expansion.
Low Sales & Low Spend (Potential)	Not shown prominently here	Possibly small towns not in top 15 cities.	Use localized advertising or influencer marketing.

High-value clusters (Bengaluru, Hyderabad) → anchor cities with strong repeat customers.

Northern cities (Lucknow, Gurugram) → show *high willingness to spend* but lower order count → opportunity to boost order frequency.

Southern cities (Chennai, Pune) → strong base but lower average order value → focus on upselling (premium apparel, combos).

Price sensitivity trend: Cities with high tech and income levels (Bengaluru, Hyderabad) have moderate AOV but *high order count*, indicating **volume-driven revenue**.

6. Business Insights:

- Introduce loyalty programs in top cities.
- Personalized offers for high-spend cities (Lucknow, Gurugram).
- Reduce return/cancellation rates with better product details and quality checks.

7. Conclusion

- Strong dominance of apparel categories.
- South Indian metros as core revenue drivers.
- Amazon fulfilment as the primary operational backbone.
- Clear customer segments that support targeted marketing strategies.