Inno byte Service

This project was assigned by Innobyte Services as part of the Data Analyst Internship. To successfully complete this project, I utilized various data analysis tools, including MS Excel, SQL, and power bi. This document highlights the tasks I performed and showcases the work done throughout the internship.

Key Objectives:

1. Sales Overview: Understand the overall sales performance, trends, and pa erns over me.

2. Product Analysis: Analyse the distribution of product categories, sizes, and quantities sold to identify popular products.

3. Fulfillment Analysis: Investigate the fulfillment methods used and their effectiveness in delivering orders.

4. Customer Segmentation: Segment customers based on their buying behaviour, location, and other relevant factors.

5. Geographical Analysis: Explore the geographical distribution of sales, focusing on states and ci es.

6. Business Insights: Provide actionable insights and recommendations based on the analysis to optimize sales strategies, improve customer satisfaction, and enhance overall business performance

Insights

Total Orders: 128976

Total Revenue: 78.59M

Average Order Value: 609.34

Monthly Sales Trend

Peak revenue observed in **May 2022** with 1.21M

Sales gradually decrease post-June 2022

Product Categories

Top-performing category: T-Shirts contributing 39,206.76K

Other strong performers: Shirts 21,297.77K and Blazers 11,215.10K

Popular Sizes

Medium (M): 22.2K

Large (L): 22K

Extra Large (XL): 221K

This are the popular sizes

Order Status and Fulfillment

Majority of orders fall under the "Shipped" status (84.89% of total orders)

Cancellations: Around 5.9K orders were canceled

Amazon fulfills 71.05M orders

Merchant fulfillment contributes 20.72M but has lower shipping efficiencies

Top States by Revenue

Maharashtra: 13,340K

Karnataka: 10,481K

Telangana: 6,915K

Uttar Pradesh: 6823K

Tamil nadu: 6519K

And Lower contributions from smaller states like Manipur, Chandīgarh and Puducherry

Customer Segmentation and Shipping Service Level

Majority of orders 99.32% are B2C, indicating retail-focused operations

B2B contributes a minimal share (0.68%)

Standard shipping dominates (68.72%), while Expedited service is less used (31.28%)