

INTRODUCTION

Amazon Sales Report



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Company:- Innobyte Services

Project Id:-78G0OL

About Company:- InnoByte Services specializes in crafting innovative solutions tailored to meet your business needs, including web applications, mobile experiences, business consultancy, and data analysis, delivering with precision and efficiency.

InnoByte Services excels in web and mobile app development, delivering transformative solutions!

Discover strategic insights with InnoByte Services' expert business consultancy!

Drive growth with precise data analysis solutions from InnoByte Services!



Amazon Report

Total Revenue

₹ 78.57M

Total Orders

112.86K

Average Order Value

₹ 696.17

Slicers

Month

All

▼

Category

All

▼

Courier Status

All

▼

City

All

▼

State

All

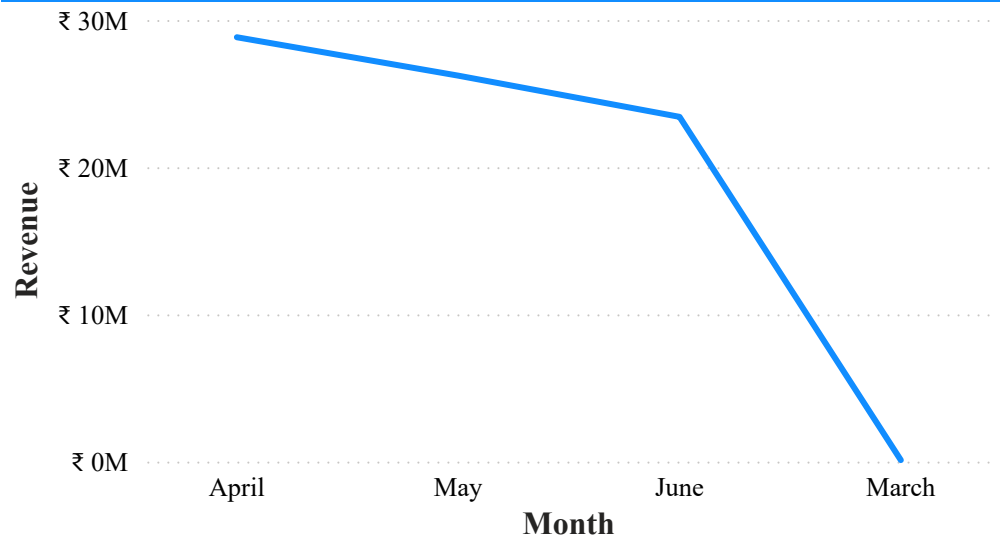
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Fulfillment

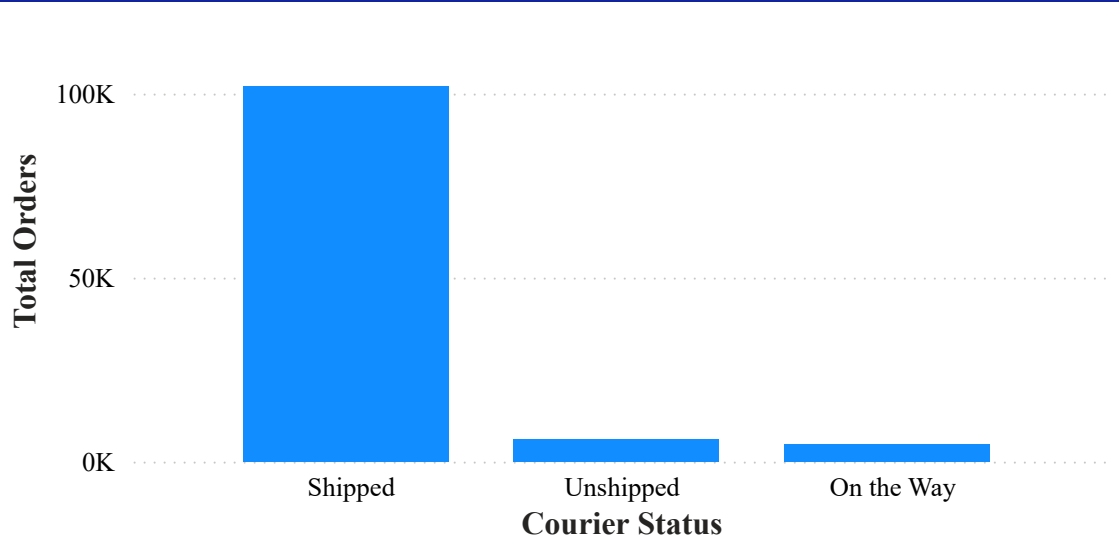
All

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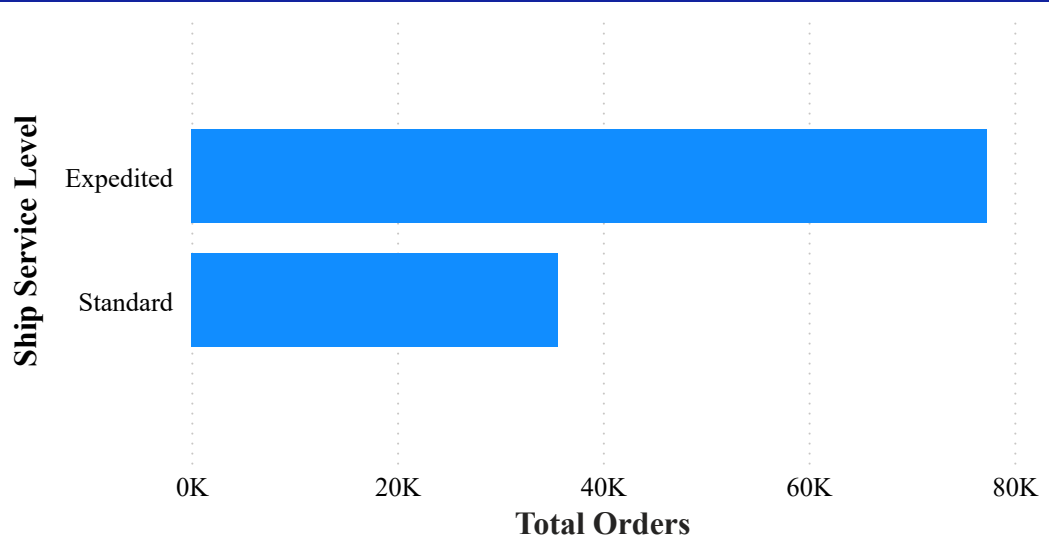
Total Revenue by Month Name



Total Orders by Courier Status



Total Orders by ship-service-level



Total Revenue and Total Orders by Month





Categories

9

Sizes Available

11

Total Orders

112.86K

Slicers

Month

All

Category

All

Courier Status

All

City

All

State

All

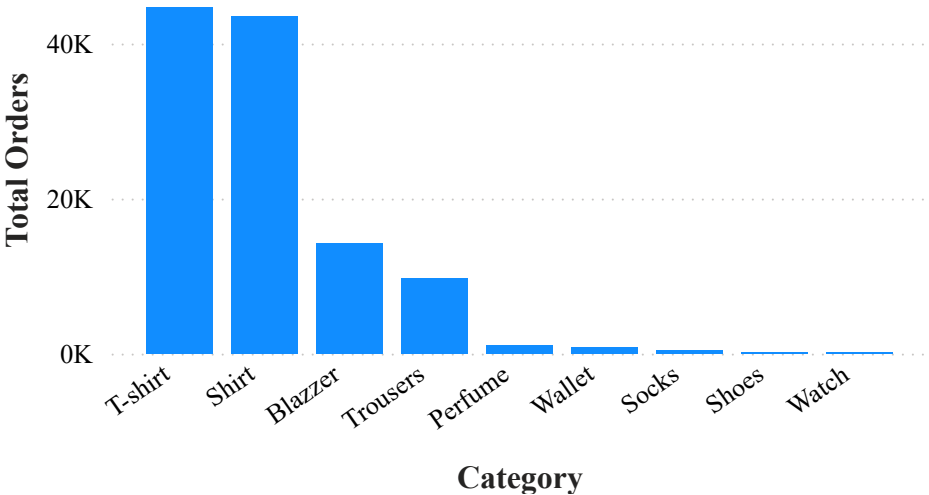
Fulfillment

All

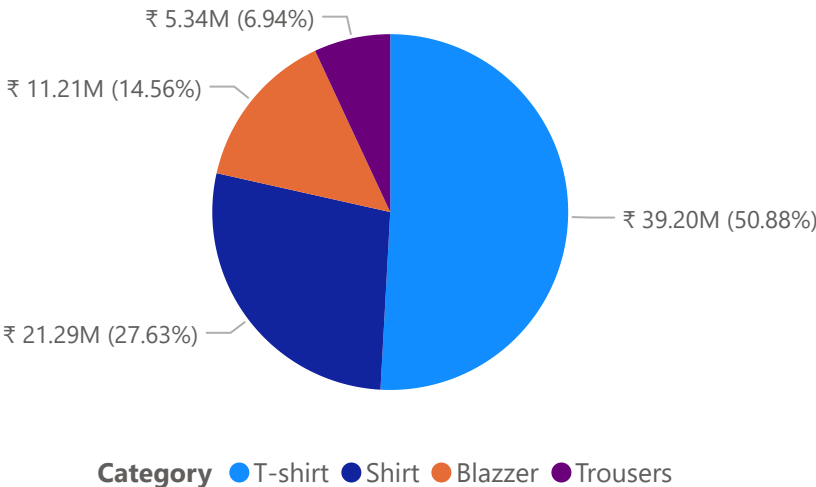
Category and Size-wise Sales Overview

Category	3XL	4XL	5XL	6XL	Free	L	M	S	XL	XS	XXL	Total
Blazzer	1760					2627	2424	2059	2191	1313	1988	14206
Perfume					1082							1082
Shirt	4987	336	449	584		7888	7590	5119	7738	2712	6796	43512
Shoes					135							135
Socks	60					66	54	68	64	26	61	391
Trousers	1079					1632	1695	1135	1740	860	1666	9697
T-shirt	5177	43	56	72		7437	8461	6715	6902	4813	5546	44668
Wallet					853							853
Watch					2							2
Total	12875	375	504	652	2072	19455	20045	14946	18474	9594	15907	112861

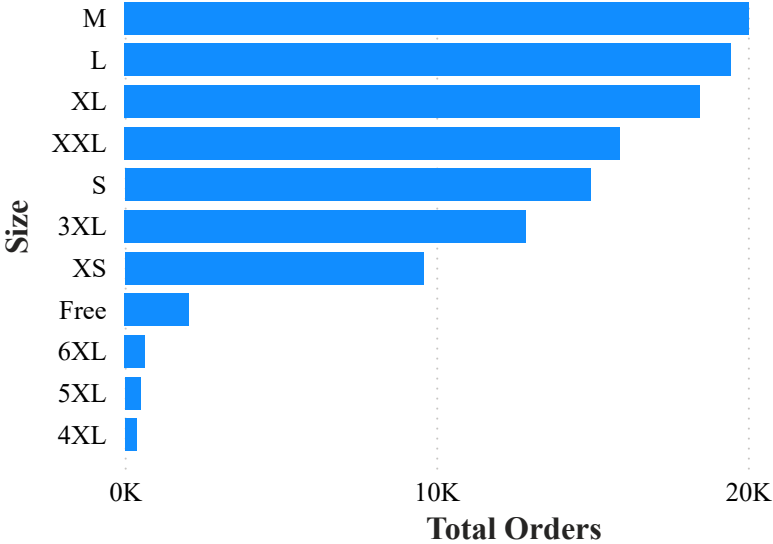
Total Orders by Category



Total Revenue by Category



Total Orders by Size





Slicers

Month

All

Category

All

Courier Status

All

City

All

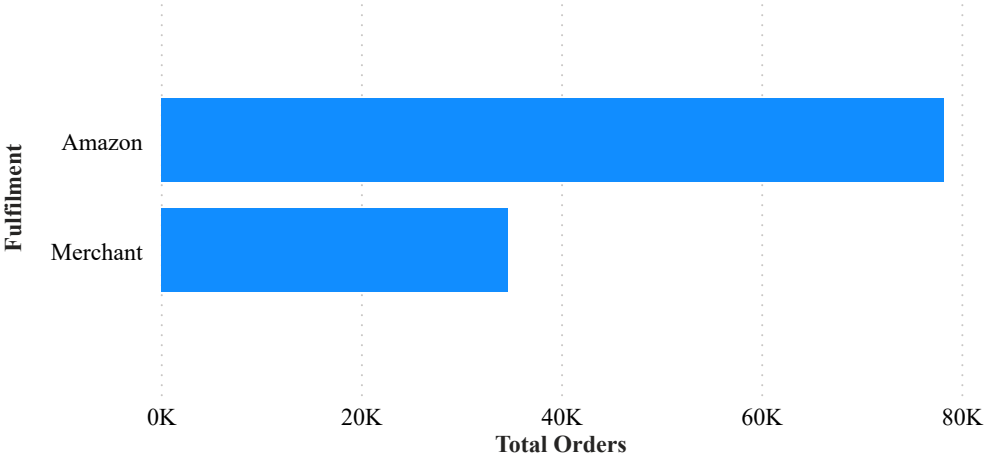
State

All

Fulfillment

All

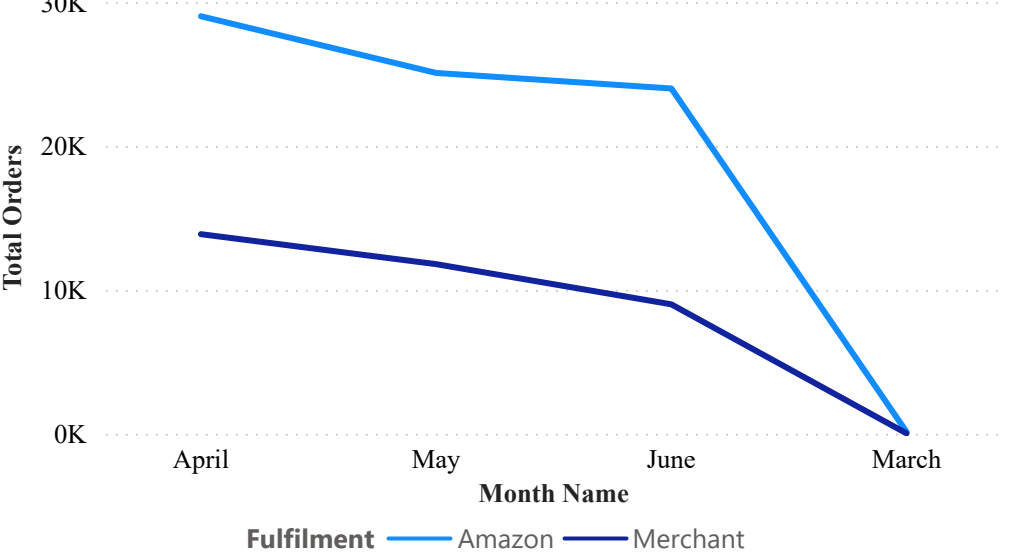
Total Orders by Fulfilment Type



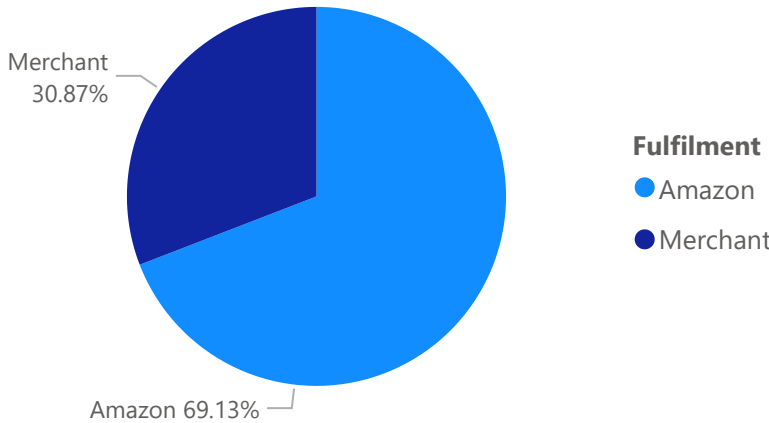
Total Orders By Fulfilment Type and State

ship-state	Amazon	Merchant	Total
ANDAMAN & NICOBAR	142	85	227
ANDHRA PRADESH	3146	1486	4632
AR	1		1
ARUNACHAL PRADESH	74	53	127
ASSAM	972	516	1488
BIHAR	1243	623	1866
CHANDIGARH	193	109	302
CHHATTISGARH	532	293	825
DADRA AND NAGAR	37	18	55
DELHI	4306	1842	6148
Goa	713	313	1026
Gujarat	2548	1289	3837
HARYANA	2788	1141	3929
HIMACHAL PRADESH	425	262	687
JAMMU & KASHMIR	398	220	618
JHARKHAND	845	435	1280
KARNATAKA	11070	4204	15274
KERALA	3640	2059	5699

Monthly Trends Of Orders By Fulfilment Type



Total Revenue by Fulfilment





Slicers

Month

All

Category

All

Courier Status

All

City

All

State

All

Fulfillment

All

Total B2B Orders

769

Total B2C Orders

112K

Total B2B Revenue

₹591K

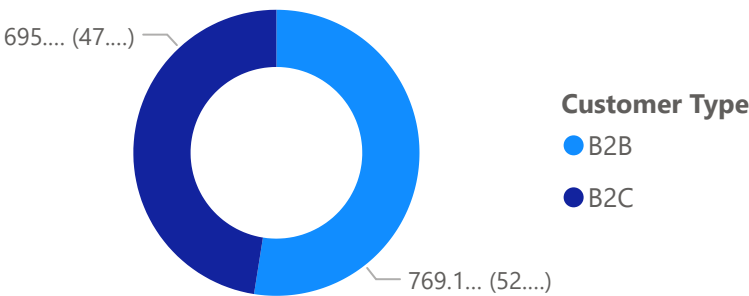
Total B2C Revenue

₹78M

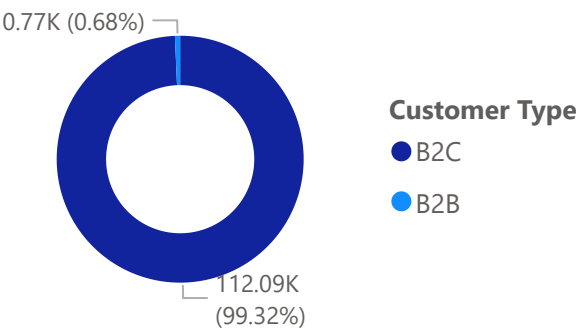
Total Orders and Revenue By Customer Type

Customer Type	Total Orders	Total Revenue
B2B	769	₹ 5,91,479.79
B2C	112092	₹ 7,79,79,068.46
Total	112861	₹ 7,85,70,548.25

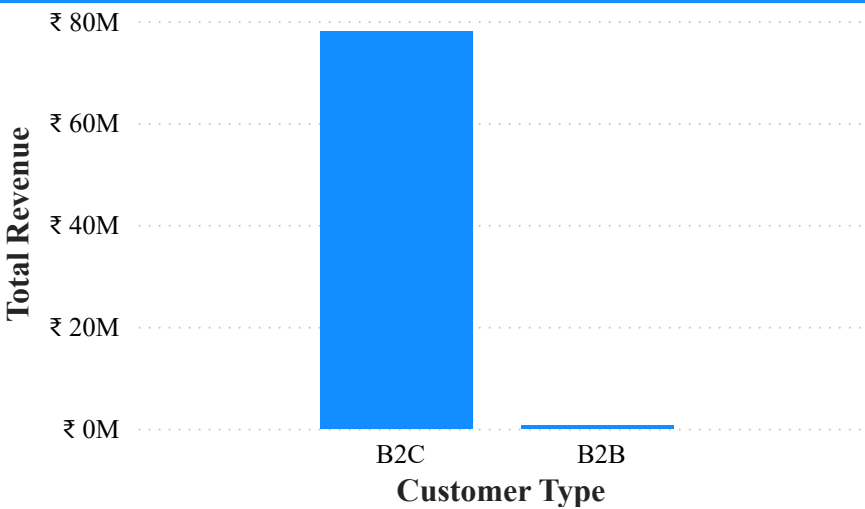
Revenue Per Order by Customer Type



Total Orders by Customer Type



Total Revenue by Customer Type



B2B makes up less than 1% of total orders, but the average B2B order value is ₹7,690 vs ₹694 for B2C."

Slicers

Month

All

Category

All

Courier Status

All

City

All

State

All

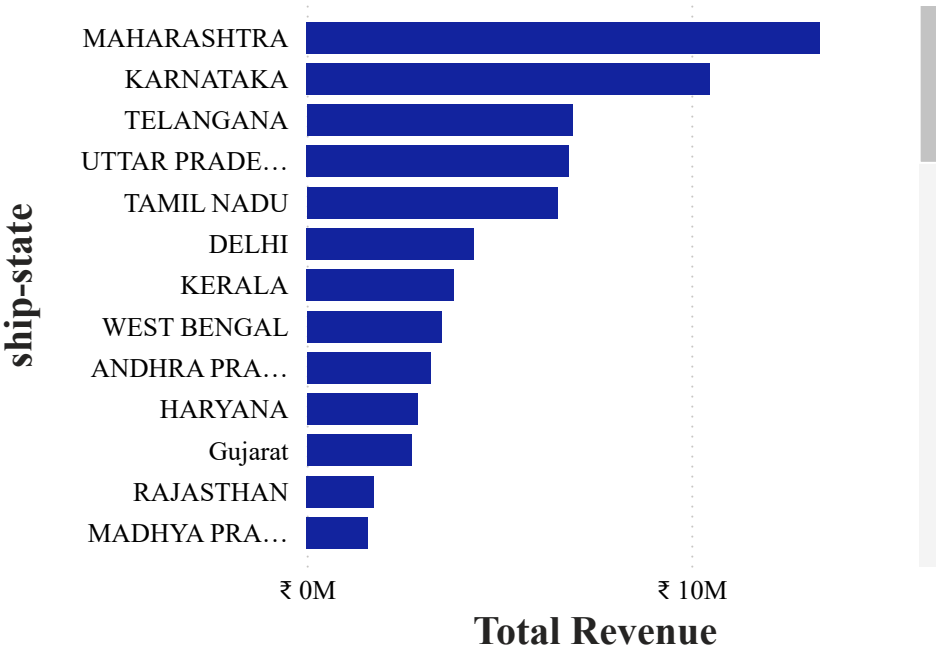
Fulfillment

All

Total Orders by ship-state



Total Revenue by ship-state



Total Orders and Revenue By City

BENGALURU

City	Total Orders	Total Revenue (₹)
BENGALURU	10534	₹ 72,53,474.46

HYDERABAD

HYDERABAD	7868	₹ 55,99,503.78
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MUMBAI

MUMBAI	6281	₹ 42,91,023.40
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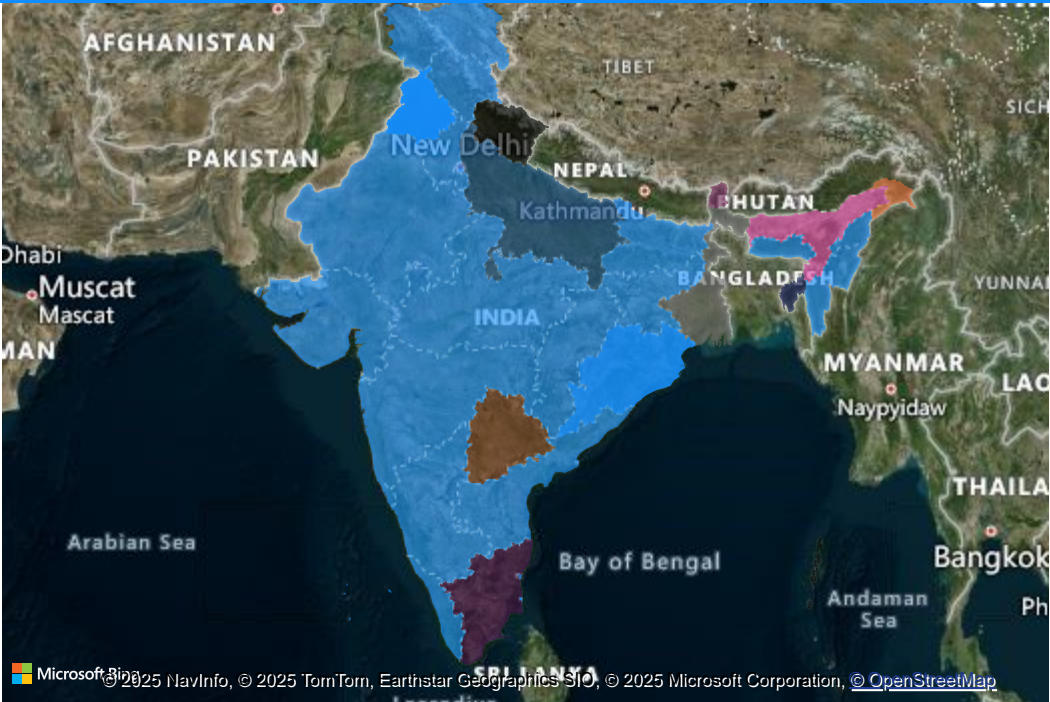
NEW DELHI

NEW DELHI	5594	₹ 39,51,657.20
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CHENNAI

CHENNAI	5436	₹ 36,11,914.94
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Total Revenue by ship-state



Actionable Insights and Recommendations

Insights

- . T-shirts and Shirts contribute over 65% of total orders.
- . Blazzers and Trousers bring higher per-order revenue despite lower volume.
- . Average Order Value (AOV) is around ₹696.
- . Amazon Fulfillment handles 69% of all orders.
- . Courier status shows many orders as Unshipped or On the Way.
- . **Top cities by revenue:** Bengaluru (₹72.5L), Hyderabad, Mumbai, New Delhi.
- . **Top states:** Maharashtra, Karnataka, Telangana.
- . B2C orders make up 99.3% of total orders.
- . B2B average order value is ₹7,690, which is 10x higher than B2C (₹694).

Recommendations

- . Focus marketing and stock management on high-demand products like T-shirts and Shirts.
- . Offer combo deals or upselling opportunities to increase AOV.
- . Promote premium items like Blazzers in targeted ads.
- . Partner with faster couriers and monitor Unshipped statuses closely.
- . Run localized campaigns in high-revenue cities and states.
- . Ensure faster delivery and inventory availability in top-performing zones.
- . Use insights to expand reach into underperforming but emerging regions.