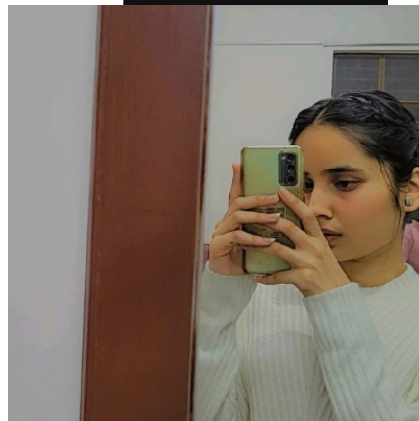# Amazon Sales Data Analysis
(Project Internship)

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Thanks to iNeuron team

AMAZON Sales Performance Overview

This report provides an analysis of the sales performance based on the dataset, highlighting key metrics such as total sales quantity and revenue and many other insights

	Total_Revenue
1	72273492

✓ The total revenue generated from all sales recorded in the dataset is **Rs.72273492**, indicating the overall financial performance across all transactions.

	Total_Sales_Quantity
1	110992

✓ The total sales quantity recorded in the dataset is **110992**, reflecting the cumulative number of units sold across all transactions.

	total_orders
1	110537

✓ The dataset contains **110537** transaction records, reflecting all order line items, including multiple items per order.

	average_order_value
1	700.372040739197

✓ The average order value is **700.37**, indicating the average revenue generated per customer order across all transactions.

	Category	total_quantity
1	Set	43033

✓ The most frequently orderedcategory is **Set** , with a total of **43033** units sold, highlighting its popularity among customers

	Category	total_quantity
1	Set	43033
2	kurta	42792
3	Western Dress	13418
4	Top	9368
5	Ethnic Dress	1016

✓ The top 5 most popular categories ordered are **Set** (**43033**), **Kurta** (**42792**), **Western Dress** (**13418**), **Top** (**9368**) and **Ethnic Dress** (**1016**). These categories have driven the highest sales volumes and ongoing consumer interest.

	Total_Revenue	Different_Months
1	26490050	4
2	24146106	5
3	21542526	6
4	94810	3

✓ **April** and **May** show steady growth in total revenue, reaching **Rs.26490050** and .**24146106** respectively suggesting increased consumer spending during that period.

	Total_Revenue	Different_Months
1	26490050	4

✓ **April** saw a peak revenue of **Rs.26490050**, aligning with seasonal trends or promotional events that drove higher sales.

	Category_Revenue	Category
1	35990287	Set
2	19637330	kurta
3	10288426	Western Dress
4	4937442	Top
5	734982	Ethnic Dress
6	424061	Blouse
7	138097	Bottom
8	121952	Saree
9	915	Dupatta

✓ Revenue distribution across categories reveals that **Set** *is the highest contributor*, generating **Rs.35990287** in category revenue, while other categories like *kurta, Western Dress, Top, Ethnic Dress, Blouse, Bottom, Saree, Dupatta* contribute significantly less.

	Total_Revenue	Different_Days
1	2643697	1
2	2731929	2
3	2697233	3
4	2759754	4
5	2654574	5
6	2575103	6
7	2570457	7
8	2601201	8
9	2514008	9
10	2414704	10
11	2351765	11
12	2334320	12
13	2333143	13
14	2555821	14
15	2451005	15
16	2318703	16
17	2225013	17
18	2210706	18
19	2266503	19
20	2360474	20
21	2238650	21
22	2340854	22
23	2299846	23
24	2288057	24
25	2253790	25
26	2263683	26
27	2196580	27
28	2293585	28
29	1939247	29
30	1661381	30
31	927706	31

✓ Revenue analysis reveals a stark contrast between the
, which leads with the highest sales, and the
which lags behind with the lowest revenue, pointing to variability in consumer behavior throughout the month.

	Category	category_revenue	revenue_percentage
1	Dupatta	915	0.00126602433987831
2	Saree	121952	0.168736830925507
3	Bottom	138097	0.191075588266857
4	Blouse	424061	0.586744860757524
5	Ethnic Dress	734982	1.01694546598081
6	Top	4937442	6.83160846856549
7	Western Dress	10288426	14.235407360696
8	kurta	19637330	27.1708609292049
9	Set	35990287	49.7973544712631

✓ The dominance of '**Set**' and '**Kurta**' suggests opportunities for further investment and marketing focus on these high-performing categories, while categories like 'Dupatta' and 'Blouse' could benefit from targeted promotions to boost their sales share.

	Category_Revenue	Size
1	12722359	M
2	12139124	L
3	11451352	XL
4	9857759	XXL
5	9716334	S
6	8508053	3XL
7	6419805	XS
8	544825	6XL
9	400722	5XL
10	312771	4XL
11	200388	Free

✓ Sizes '**M**', '**L**', and '**XL**' are the top revenue-generating sizes, collectively accounting for over 50% of total revenue. This reflects a higher demand for medium-to-large-sized products.

	Size	category_revenue	revenue_percentage
1	M	12722359	17.6030777646665
2	L	12139124	16.7960944795638
3	XL	11451352	15.8444703349881
4	XXL	9857759	13.6395222192945
5	S	9716334	13.4438418998767
6	3XL	8508053	11.7720242436881
7	XS	6419805	8.88265506805732
8	6XL	544825	0.753837935490927
9	5XL	400722	0.554452246475098
10	4XL	312771	0.432760326566205
11	Free	200388	0.277263481332824

✓ The highest revenue contributions come from ' ' (. %), '**L**' (. %), and '**XL**' (. %), highlighting their dominant role in the product mix.

' , ' , ',
, ,

1% , suggesting niche demand for

	ship_city	total_revenue
1	BENGALURU	6765924

✓ With contributing
. , , in total revenue, the city stands out as a critical revenue driver, suggesting a high demand for products in this region.

	ship_city	city_revenue	revenue_percentage
1	BENGALURU	6765924	9.36155679318774
2	HYDERABAD	5125106	7.09126660159163
3	MUMBAI	3971488	5.49508248473728
4	NEW DELHI	3645815	5.04447052316221
5	CHENNAI	3326366	4.60247029436463
6	pune	2594443	3.58975736221518
7	KOLKATA	1559062	2.15716987910312

	ship_state	total_revenue
1	MAHARASHTRA	12291558

	ship_state	state_revenue	revenue_percentage
1	MAHARASHTRA	12291558	17.0070072164218
2	KARNATAKA	9717361	13.4452628911303
3	TELANGANA	6346432	8.78113375233066
4	UTTAR PRADESH	6247924	8.6448348171692
5	TAMIL NADU	6032473	8.34672966957235
6	DELHI	4020721	5.56320289602168
7	KERALA	3398753	4.70262734779717

	ship_state	total_orders
1	MAHARASHTRA	19271
2	KARNATAKA	15076
3	TAMIL NADU	9877
4	TELANGANA	9689
5	UTTAR PRADESH	9029

✓ **Bengaluru** stands out as the top-performing city with **9.36%** of total revenue. Cities like **New Delhi** (**5.04%**) and **Chennai** (**4.60%**) make notable contributions, reflecting steady demand in these regions.

✓ **Maharashtra** emerges as the largest revenue-generating state with total sales of **Rs. 12,291,558**, reflecting its strong consumer base and significant purchasing power.

✓

accounts for nearly
(%),
demonstrating its role as a cornerstone of the business's success.

,

,

% % indicating a solid middle tier of revenue-driving states that warra

✓

and should be prioritized for more investment in stock, marketing, and delivery to make the most of their strong revenue potenti

	ship_state	total_order	order_percentage
1	MAHARASHTRA	19271	17.433981381799
2	KARNATAKA	15076	13.638872051892
3	TAMIL NADU	9877	8.935469571274
4	TELANGANA	9689	8.765390774129
5	UTTAR PRADESH	9029	8.168305635217

✓ **Maharashtra** stands as the largest contributor to total revenue, bringing in **17.43%**, while **Karnataka** adds **13.64%**, marking these two states as crucial revenue generators.

Tamil Nadu, Telangana, and Uttar Pradesh each contribute around 8-9% of the total revenue, highlighting their consistent importance in the business's regional performance.

	Status	canceled_order_count
1	Cancelled	18332

✓ There have been **18,332 cancelled orders**, which is a significant number. Looking into why these cancellations happened could help us improve product quality, customer experience, or the way we handle orders.

	customer_type	total_customers
1	B2B	794
2	B2C	119584

✓ Out of all customers,

(-   -
                    ), while the majority,   ,
                    (-
          -                    ) customers.

This shows that the business has a significantly larger B2C customer base, indicating a stronger focus on individual

	Fulfilment	total_orders	percentage_distribution
1	Amazon	89698	69.546811397557
2	Merchant	39277	30.453188602442

✓ **69.55**% of orders are fulfilled by **Amazon**, while **30.45**% are fulfilled by **Merchant**. This shows that Amazon is the dominant fulfillment channel, but merchant fulfillment still plays a significant role.

	customer_type	total_customers	percentage_distribution
1	B2B	794	0.659588961438
2	B2C	119584	99.340411038561

✓ Most of the customers (**99.34**%) are individual consumers (B2C), with a small but significant portion (**0.66**%) being businesses (B2B).

	promotion_ids	promotion_count
1	IN Core Free Shipping 2015/04/08 23-48-5-108	45736

✓ The most common promotion is '**In Core Free Shipping**' with **45,736** occurrences, making it the most frequently used promotion in the dataset.

	promotion_ids	total_revenue	revenue_percentage
1	IN Core Free Shipping 2015/04/08 23-48-5-108	32068110	44.3705003211966
2	No Promotion	18192198	25.1713283758311
3	Amazon PLCC Free-Financing Universal Merchant AA...	306368	0.423900923453373
4	Amazon PLCC Free-Financing Universal Merchant AA...	233283	0.322778094076318
5	Amazon PLCC Free-Financing Universal Merchant AA...	218352	0.302119067389189
6	Duplicated A12RHGVGRWOT3S 1560498941486	192933	0.266948496137422
7	Duplicated AYTJSBA8ZOP16 1567159860988	172457	0.238617223587315

✓ The '**In Core Free Shipping**' promotion generated the highest revenue, contributing . % of total sales, amounting to . , , . In comparison, promotions like 'No Promotion' and various 'Amazon PLCC Free-Financing Universal Merchant' promotions also made substantial contributions, though at smaller proportions.

	year	quarter	total_revenue
1	2022	Q1	94810
2	2022	Q2	72178682

✓ In 2022, Q1 revenue was relatively modest at ₹ , , but there was a significant spike in Q2, with revenue soaring to ₹72,178,682. This indicates a notable increase in sales during the second quarter, which could be attributed to seasonal demand, effective promotions, or other market factors

	Category	total_cancellations_or_returns
1	Set	7337

✓ The ' ' category has the highest number of cancellations or returns, with a total of , instances. This suggests that there may be quality or customer satisfaction issues specific to this category, warranting further investigation to reduce returns and improve customer retention.

The '**Set**' category has the highest return or cancel rate at **14.59%**, closely followed by the '**Kurta**' category at **14.55%**. This indicates a relatively high rate of product

	Category	total_cancelled_or_returns	total_orders	cancel_or_return_rate
1	Set	7337	50284	14.591122424628
2	kurta	7255	49877	14.545782625258
3	Western Dress	2122	15500	13.690322580645
4	Bottom	60	440	13.636363636363
5	Saree	21	164	12.804878048780
6	Blouse	116	926	12.526997840172
7	Ethnic Dress	145	1159	12.510785159620
8	Top	1276	10622	12.012803615138
9	Dupatta	0	3	0.000000000000

dissatisfaction or other issues leading to returns or cancellations in these categories. Further investigation and improvements in product quality, customer service, or fulfillment processes may be necessary to reduce these rates.

Conclusion