📈 Amazon E-Commerce Sales Performance

An Overview of Sales Trends, Revenue Growth, and Product Categories
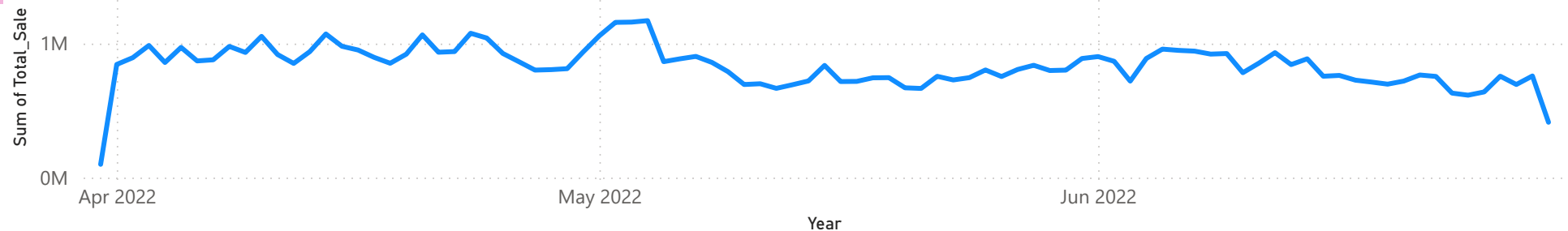
💰 Total Revenue Generated

76M

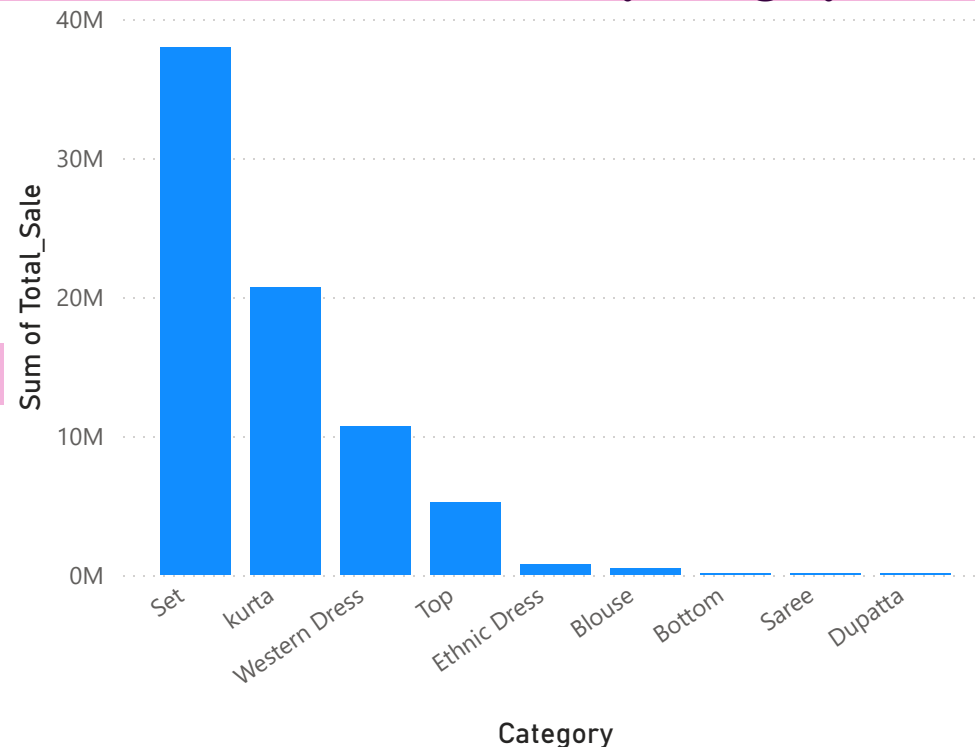Sum of Total_Sale

📊 Sales Trend Over Time

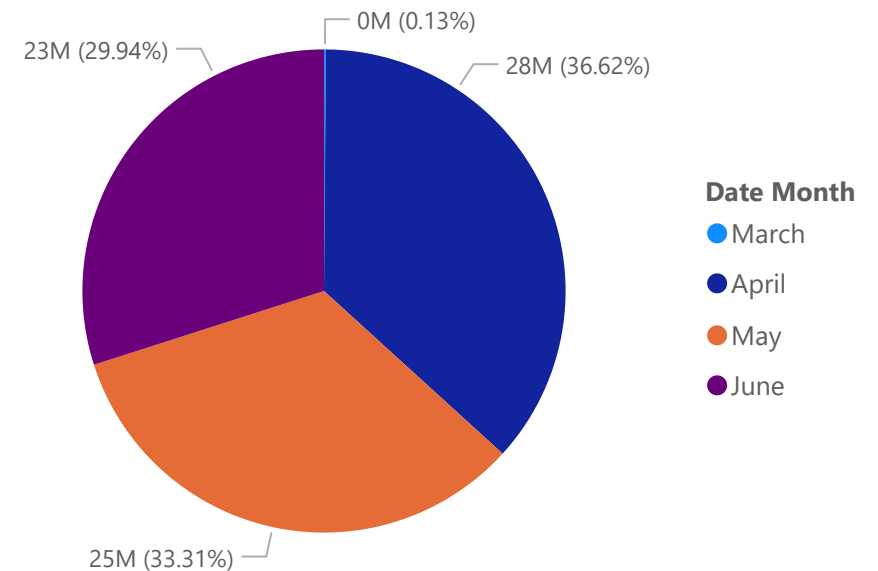## 📊 Total Units Sold

116K

Sum of Qty

📦 Total Number of Orders

121.18K

Count of Order ID

📁 Sales Breakdown by Category

📅 Monthly Revenue Distribution

Date Month
- March
- April
- May
- June

Fulfilment Method and B2B vs B2C Customer Segmentation

Analyzing Order Methods, Buyer Types, and Delivery Performance

🚚 Sales by Fulfilment Method
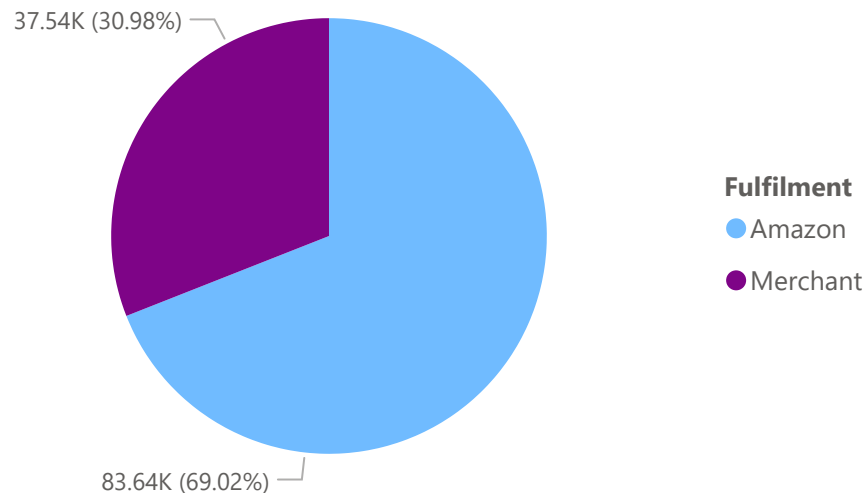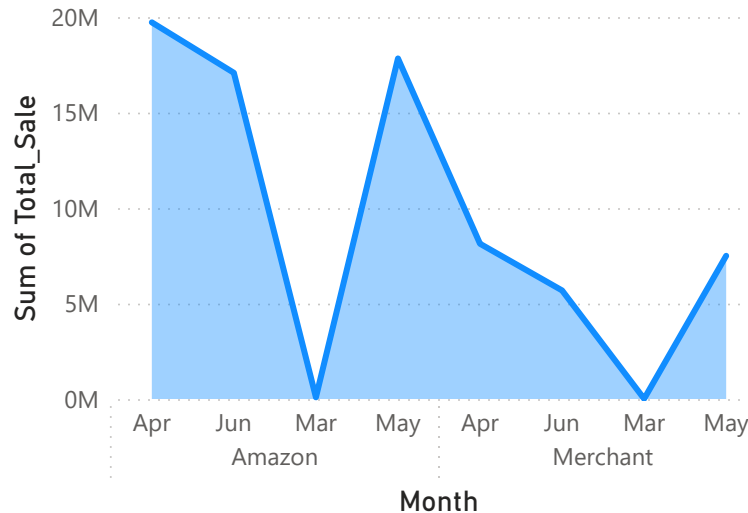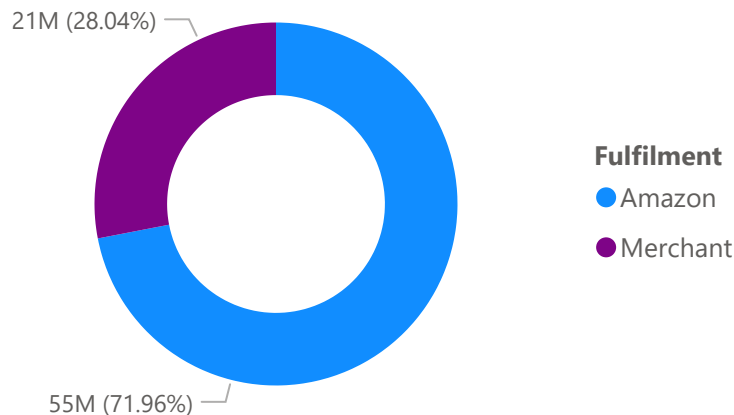
21M (28.04%)

55M (71.96%)

Fulfilment
- 🔵 Amazon
- 🟣 Merchant

🌐 Sales by Sales Channel

Sum of Total_Sale

20M

15M

10M

5M

0M

| Apr | Jun | Mar | May | Apr | Jun | Mar | May |

Amazon — Merchant

Month

📦 Orders by Fulfilment Type

37.54K (30.98%)

83.64K (69.02%)

Fulfilment
- 🔵 Amazon
- 🟣 Merchant

🧑💼 B2B vs B2C Sales Split

Sum of Total_Sale

80M

60M

40M

20M

0M

| False | True |

B2B

Sum of Total_Sale by Status

Sum of Total_Sale

60M

40M

20M

0M

Shipped, Shipped - Delive..., Cancelled, Shipped - Return..., Shipped - Picked..., Pending, Pending - Waitin..., Shipped - Return..., Shipped - Out fo..., Shipped - Reject..., Shipped - Lost in..., Shipped - Dama...
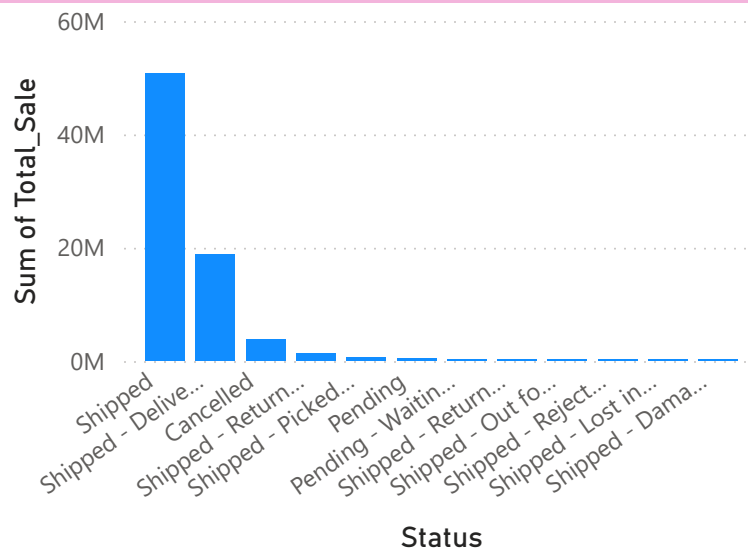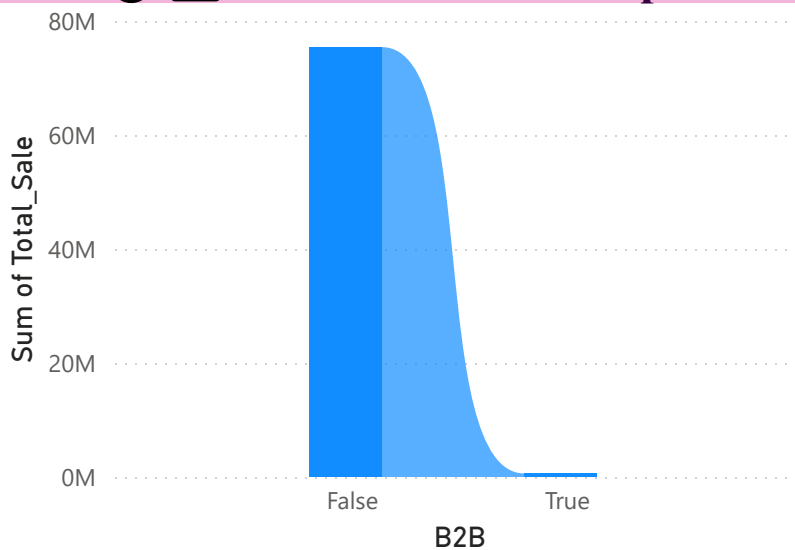
Status

📦 Product-Level Performance and Courier Insights

Exploring SKU Sales, Styles, and Delivery Statuses

🏆 Top 10 SKUs by Total Sales

Horizontal bar chart of SKU vs Sum of Total_Sale:
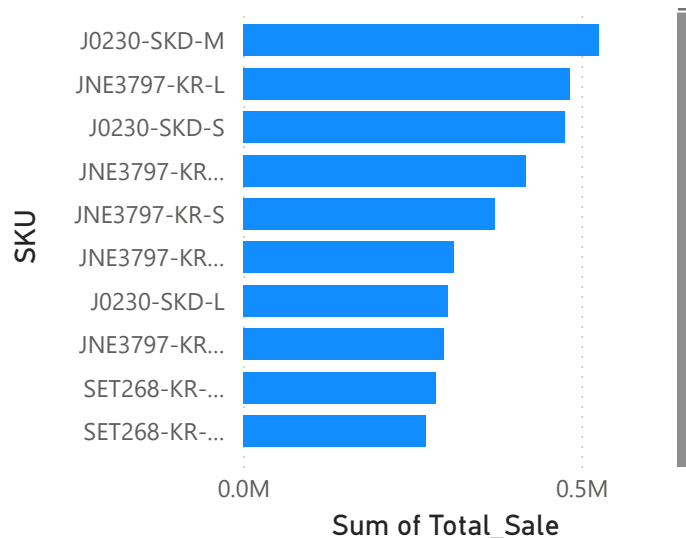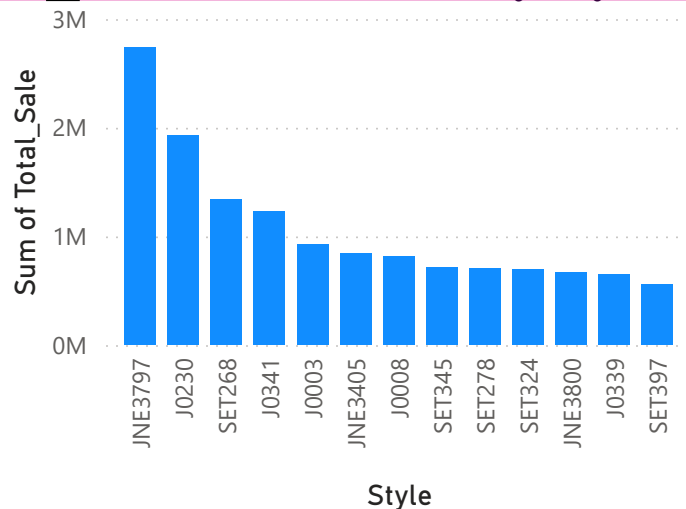- J0230-SKD-M
- JNE3797-KR-L
- J0230-SKD-S
- JNE3797-KR...
- JNE3797-KR-S
- JNE3797-KR...
- J0230-SKD-L
- JNE3797-KR...
- SET268-KR-...
- SET268-KR-...

X-axis: 0.0M to 0.5M (Sum of Total_Sale)

📏 Sales by Size Variant

Pie chart by Size:
- M: 13M (17.65%)
- L: 13M (16.79%)
- XL: 12M (15.78%)
- XXL: 10M (13.61%)
- S: 10M (13.49%)
- 3XL: 9M (11.67%)
- XS: 7M (9.01%)
- 6XL: 0M (0.55%)
- 5XL
- 4XL
- Free

Size legend: M, L, XL, XXL, S, 3XL, XS, 6XL, 5XL, 4XL, Free
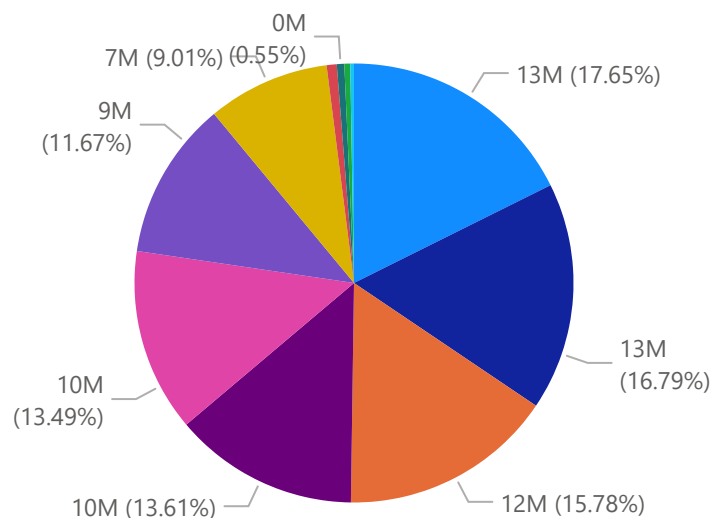
📫 Courier Delivery Status Overview

Bar chart: Count of Order ID vs Courier Status (Shipped ~110K, Unshipped, Unknown). Y-axis 0K to 100K.
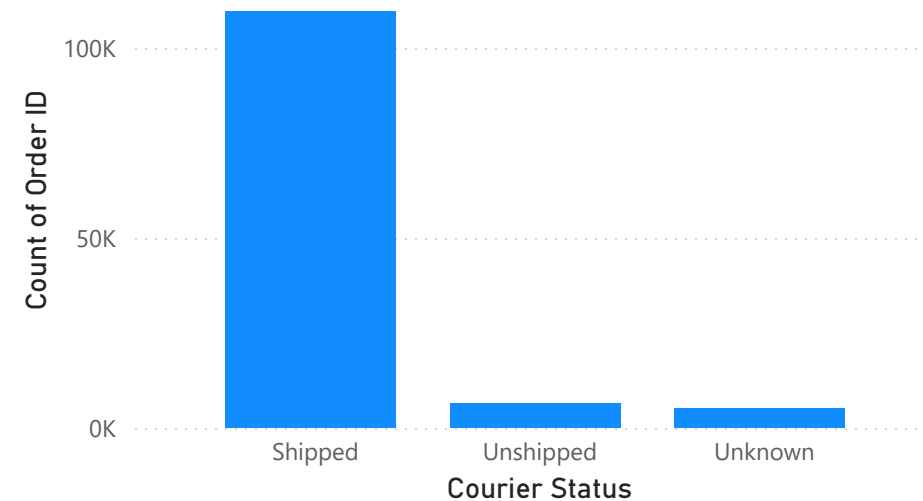
👕 Sales Distribution by Stylee

Bar chart of Sum of Total_Sale (0M to 3M) by Style: JNE3797, J0230, SET268, J0341, J0003, JNE3405, J0008, SET345, SET278, SET324, JNE3800, J0339, SET397

📦 Detailed Product Sales Table

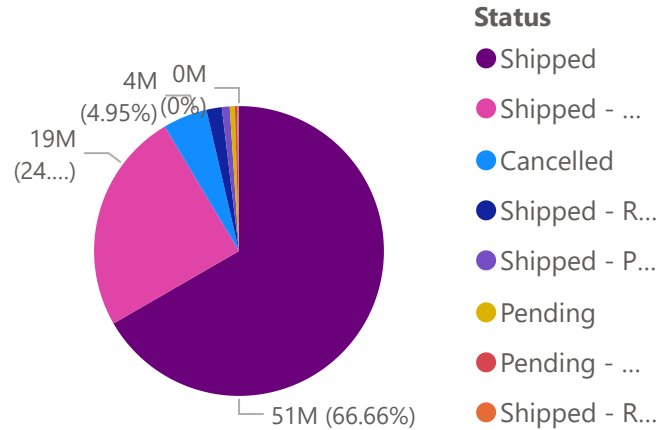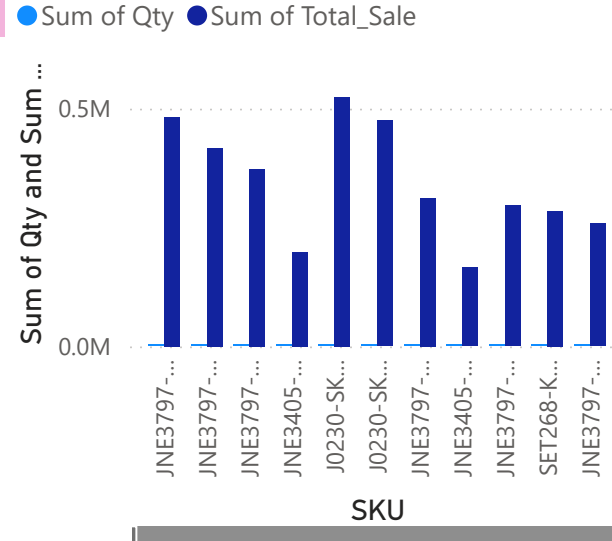| SKU	Sum of Qty	Sum of Amount
AN201-RED-M	2	458.00
AN201-RED-XL	2	602.00
AN201-RED-XXL	1	229.00
AN202-ORANGE-M	2	530.00
AN202-ORANGE-S	4	1,141.00
AN202-ORANGE-XXL	1	229.00
AN203-MAROON-XXL	1	301.00
AN204-PURPLE-L	3	1,569.34
AN204-PURPLE-M	1	322.00
AN204-PURPLE-S	1	322.00
AN204-PURPLE-XL	0	306.67
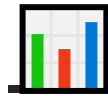
📊 Strategic & Advanced Insights

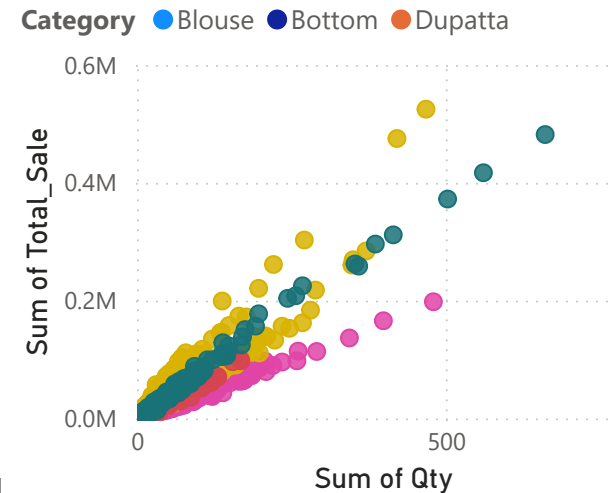## Deep-Dive into Returns, Revenue Drivers, and Profit Levers

📦 Cancelled vs Completed Orders

Status
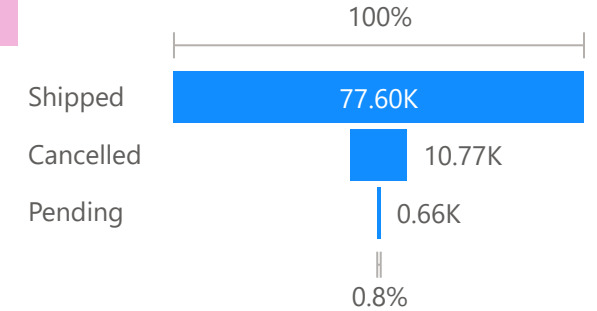- ● Shipped
- ● Shipped - ...
- ● Cancelled
- ● Shipped - R...
- ● Shipped - P...
- ● Pending
- ● Pending - ...
- ● Shipped - R...

4M (4.95%) 0M (0%)
19M (24....)
51M (66.66%)

🧊 Zero Sale Products

● Sum of Qty ● Sum of Total_Sale

Sum of Qty and Sum ... (Y-axis: 0.0M, 0.5M)

SKU: JNE3797-..., JNE3797-..., JNE3797-..., JNE3405-..., J0230-SK..., J0230-SK..., JNE3797-..., JNE3405-..., JNE3797-..., SET268-K..., JNE3797-...

🎖 High Revenue but Low Volume SKUs

Category ● Blouse ● Bottom ● Dupatta

Sum of Total_Sale (Y-axis: 0.0M, 0.2M, 0.4M, 0.6M)
Sum of Qty (X-axis: 0, 500)

🔄 Conversion Funnel

100%

Shipped	77.60K
Cancelled	10.77K
Pending	0.66K

0.8%

📈 Monthly Returns / Cancellations

Status
- ● Cancelled
- ● Shipped ...
- ● Shipped ...

Month:
- Apr: 4.2K
- May: 3.4K
- Jun: 3.1K
- Mar

Count of Order ID (X-axis: 0K, 5K)
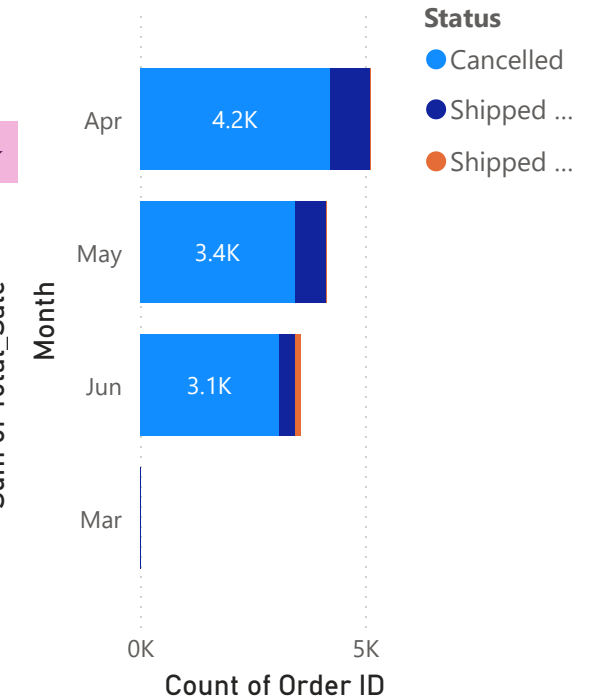
Sales Performance by Size Across Categories

Category ● Blouse ● Bottom ● Dupatta ● Ethnic Dress

Sum of Total_Sale (Y-axis: 0M, 5M)
Size (X-axis): M, L, XL, XXL, S, 3XL, XS, 6XL, 5XL, 4XL, Fr...
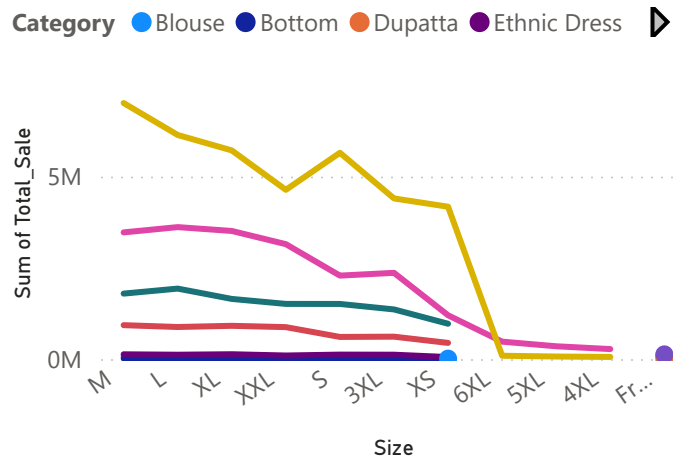
💼 B2B Revenue Contribution Over Time

B2B ● False ● True

Sum of Total_Sale (Y-axis: 0M, 1M, 2M, 3M)
Day (X-axis: 0, 20, 40)
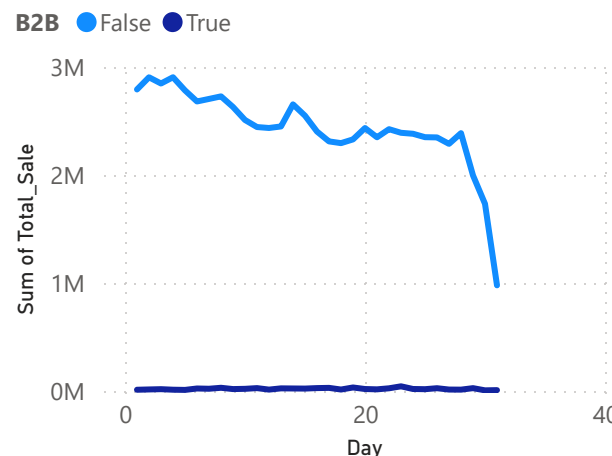
🚀 Sales Velocity by Category

● Sum of Qty ● Sum of Total_Sale

Sum of Qty (Y-axis: 0K, 50K)
Sum of Total_Sale (Y-axis: 0M, 20M, 40M)
Category (X-axis): Set, kurta, Western Dress, Top, Ethnic Dress, Blouse, Bottom, Saree, Dupatta