

Amazon Sales Analysis Report

Project ID: 78G00L

1. Executive Overview

The Amazon sales dataset reveals a total revenue of **₹69.91M** from **127K orders** and **107K items sold**, with an **Average Order Value (AOV)** of **₹551.28**. Delivered revenue accounted for **₹18.50M from 28K orders**, while cancellations (18K) reduced effective realization.

Amazon Fulfilment dominated with **70% of orders and 72% of revenue**, while Merchant Fulfilment lagged due to higher cancellations. The sales channel was overwhelmingly **Amazon.in (99.9%)**, showing near-total reliance on a single platform.

Product sales were concentrated in **T-shirts and Shirts (77% of revenue)**, while monthly trends showed a **peak in April** followed by decline, indicating seasonality. Geographically, **Maharashtra and Karnataka** led, with Southern states forming a stronghold.

The business is resilient in **B2C apparel sales**, but constrained by **high cancellations, category concentration, and overdependence on Amazon and a few regions**.

2. Objective-Wise Detailed Analysis


Objective 1: Sales Overview

- **Total Revenue:** ₹69.91M
- **Total Orders:** 127K
- **Total Quantity Sold:** 107K
- **AOV:** ₹551.28
- **Delivered Revenue:** ₹18.50M
- **Delivered Orders:** 28K
- **Delivered AOV:** ₹665.69
- **Cancelled Orders:** 18K

Trend Analysis:

- **March:** 171 orders → ₹10K delivered revenue
- **April:** 48.1K orders → ₹73.74lac delivered revenue (peak)

- **May:** 41.3K orders → ₹68.81lac
- **June:** 37.2K orders → ₹42.37lac


 **Insight:** Sales peaked in April but steadily declined - signals seasonality, promotional gaps, or stock issues.

Order Status Distribution

- **In Process:** 79.27K orders (62.5%)
- **Delivered:** 27.79K orders (21.9%)
- **Cancelled:** 17.71K orders (13.97%)
- **Returned:** 2.03K orders (1.6%)
- **Problematic:** ≈0.03%


In Process Orders – Breakdown

- Shipped: **77,321**
- Shipped – Picked Up: **970**
- Pending: **654**
- Pending – Waiting for Pick Up: **277**
- Shipped – Out for Delivery: **35**
- Shipping: **8**

 **Insight:** The vast majority of “In Process” orders are stuck at **Shipped (97%)**, showing delays in status updates or completion reporting.

Problematic Orders – Breakdown

- Shipped – Rejected by Buyer: **11 (68.75%)**
- Shipped – Lost in Transit: **4 (25%)**
- Shipped – Damaged: **1 (6.25%)**

 **Insight:** Most problematic cases come from **buyer rejections**, followed by **lost in transit** and a small share of damages.


Objective 2: Product Analysis

- **Orders by Category:**
 - T-shirt: 49.6K

- Shirt: 48.9K
- Blazer: 15.3K
- Trousers: 10.5K
- Others (Perfume, Wallet, Socks, Shoes, Watch): marginal.


- **Revenue by Category:**

- T-shirt: ₹34.9M
- Shirt: ₹18.9M
- Blazer: ₹9.89M
- Trousers: ₹4.82M
- Others: <₹1M each.

 **Insight:** Heavy reliance on T-shirts and Shirts (~77% of revenue). Diversification into other apparel/accessories is underdeveloped.


- **Size Distribution (by Orders)**

- M: 22.0K
- L: 21.4K
- XL: 20.2K
- XXL: 17.5K
- S: 16.5K
- 3XL: 14.4K
- XS: 10.9K
- Free Size: 2.2K
- 6XL: 0.7K
- 5XL: 0.5K
- 4XL: 0.4K

 **Insight:** Mid-range sizes (M, L, XL, XXL) account for the majority (~80%) of sales. Very large sizes (4XL–6XL) and Free Size contribute minimally, showing limited demand. Demand clustering around standard sizes can guide inventory stocking and production planning.


Objective 3: Fulfilment Analysis

- **Amazon Fulfilment:**
 - Orders: 88.86K (70.07%)
 - Revenue: ₹50M (72.05%)
- **Merchant Fulfilment:**
 - Orders: 37.96K (29.93%)
 - Revenue: ₹20M (27.95%)

 **Insight:** Amazon Fulfilment is more reliable and trust-building, while Merchant Fulfilment struggles with cancellations and reliability, impacting customer experience.

Objective 4: Customer Segmentation

- **B2C Sales:**
 - Orders: 125.95K (99.32%)
 - Revenue: ₹69M (99.21%)
- **B2B Sales:**
 - Orders: 0.86K (0.68%)
 - Revenue: ₹1M (0.79%)

 **Insight:** Business is overwhelmingly B2C-driven. B2B contribution (<1%) is minimal but represents untapped growth potential in corporate and bulk orders.

Objective 5: Geographical Analysis


Top States by Orders:

1. Maharashtra — 21.9K
2. Karnataka — 17.0K
3. Tamil Nadu — 11.3K
4. Telangana — 11.2K

5. Uttar Pradesh — 10.5K
6. Delhi — 6.8K
7. Kerala — 6.5K
8. West Bengal — 5.9K
9. Andhra Pradesh — 5.3K
10. Gujarat — 4.4K

Top States by Revenue:

1. Maharashtra — ₹12.0M
2. Karnataka — ₹9.5M
3. Telangana — ₹6.2M
4. Uttar Pradesh — ₹6.0M
5. Tamil Nadu — ₹5.8M
6. Delhi — ₹3.9M
7. Kerala — ₹3.3M
8. West Bengal — ₹3.1M
9. Andhra Pradesh — ₹2.8M
10. Haryana — ₹2.6M

 **Insight:** Maharashtra and Karnataka dominate both orders and revenue. South India (Tamil Nadu, Karnataka, Telangana, Kerala) is a stronghold. Growth opportunities exist in UP and Telangana.

Objective 6: Business Insights

Key Findings

- High cancellations (14%) weaken customer satisfaction and revenue.
- Fulfilment disparity: Amazon Fulfilment reliable; Merchant prone to cancellations.
- In Process orders (62.5%) mostly stuck at “Shipped,” indicating tracking/visibility issues.
- Problematic orders are mainly buyer rejections (69%), with some transit losses.

- Product dependency on T-shirts/Shirts (~77% revenue).
- Mid-size ranges (M, L, XL, XXL) dominate product demand.
- Regional concentration: Maharashtra & Karnataka lead, but expansion possible in UP, Telangana, and Tamil Nadu.
- B2B underutilized (<1%).
- Revenue decline after April indicates seasonal or operational shortfalls.

Strengths:

- Strong apparel-driven revenue (T-shirts, Shirts).
- Reliable Amazon Fulfilment.
- Geographic leadership in Maharashtra and Karnataka.
- Large B2C base.

Weaknesses:

- **High cancellations (14%)**, reducing revenue realization.
 - Heavy **category concentration risk**.
 - **Near-total reliance on Amazon.in** (99.9%).
 - Weak **B2B presence (<1%)**.
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3. Recommendations

Short-Term (Operational Fixes)

- **Cancellation Control:** Tighten seller SLAs, ensure inventory synchronization, and deploy automated cancellation alerts.
- **Improve order tracking:** Enforce timely updates to cut down “In Process” ambiguity.
- **Address rejections:** Customer communication, quality assurance, flexible return policies.

Medium-Term (Strategic Improvements)

- **Product Diversification:** Expand beyond T-shirts and Shirts into new apparel and accessory categories.

- **Merchant Fulfilment Program:** Seller training, stricter KPIs, and better logistics integration to improve performance.
- **Inventory Optimization:** stock up for high-demand sizes (M–XL).
- **Regional Campaigns:** Leverage stronghold in Maharashtra & Karnataka while expanding presence in UP, Telangana, and Tamil Nadu.

Long-Term (Growth Strategies)

- **B2B Expansion:** Develop tailored offerings for SMEs, corporate gifting, and bulk buyers.
 - **Channel Diversification:** Reduce dependency by testing Flipkart, Myntra, or direct-to-consumer (D2C) channels.
 - **Predictive Analytics:** Use demand forecasting by category and geography to align promotions and inventory with seasonal trends.
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4. Conclusion

The Amazon sales business demonstrates **high volume and strong B2C apparel dominance** but is constrained by **cancellations, product concentration, and channel dependency**. By addressing operational inefficiencies, diversifying product offerings, and strategically expanding into B2B and new sales channels, the business can build resilience and achieve sustainable growth.