

Data Analysis Report and Business Insights

Data Analysis Report and Business Insights Based on Amazon Dashboards

Overview of Key Metrics:

Page 1: Sales Overview

1. Overall Sales and Seller Metrics:

- Total sales: 120.3K
- Filtered sales: 120.3K
- Seller count: 19.2K

2. Top Performing Locations:

- Sale by City:
 - Bengaluru: 11.4K sales
 - Hyderabad: 8.5K sales
 - Mumbai: 6.8K sales
- Sale by State:
 - Maharashtra: 21K sales
 - Karnataka: 16K sales
 - Tamil Nadu: 11K sales

3. Sales Trends (by State):

- Sales exhibit an upward trend from April 2022 to May 2022, followed by

stabilization.

4. Order Status:

- Key status insights include a significant portion of orders in "Shipped" and "Delivered" stages. However, there are mentions of delays like "Pending - Waiting for Pickup" or "Lost in Transit," suggesting logistics improvements may be needed.

Page 2: Product Insights

1. Top 5 Products by Sale:

- Max Boy's Regular Fit T-Shirt: 322 units
- BIBA Women's Straight Kurta: 294 units
- W for Woman Straight Kurta: 290 units

2. Category Performance:

- High sales contribution from categories like Kurta (38.5M) and Western Dresses (37.8M).

3. Yearly Sales Trends (Product-Wise):

- Products like "BIBA Women's Straight Kurta" show consistent high sales in 2022.

4. Total Products and Brands:

- Total products: 20.97K
- Total categories: 216

- Total brands: 5,988

Page 3: Sales Breakdown

1. Regional Sales:

- Cities like New Delhi dominate the sales volume in categories such as "Kurta" and "Set".

2. Sales Channels:

- "Amazon.in" is a consistent channel for all categories, indicating centralized online activity.

3. Discount Patterns:

- The average discount percentage varies widely across products, ranging from 0.54% to over 6%. High discounting in certain areas may influence sales.

4. Summary:

- Total sales amount: 56,415.00**
- Average discount percentage: 40.74%**

Key Insights and Business Recommendations:

Sales and Geography Insights:

- Focus on High-Performing Cities:

- Cities like Bengaluru and Hyderabad generate significant sales. Expand marketing efforts in these areas to capitalize on strong demand.
- Maharashtra and Karnataka are top-performing states-invest in localized promotions and logistics for better reach.
- Address Underperforming Regions:
 - Regions with lower sales volumes, such as Gurugram and Kolkata, can be targeted with tailored offers and advertising campaigns.

Product Strategy:

- Top-Selling Products:
 - Products like "Max Boy's Regular Fit T-Shirt" and "BIBA Women's Straight Kurta" should be prioritized in inventory management to meet demand consistently.
- Category Growth Opportunities:
 - "Kurta" and "Western Dresses" dominate the category performance. Focus on expanding these product lines.
 - Explore bundling offers in high-demand categories to increase average order value.

Discounts and Promotions:

- Evaluate Discount Strategies:
 - A 40.74% average discount is substantial. Refine discounting to optimize profitability without compromising demand.
 - Identify products with minimal sales response to discounts and reallocate budgets accordingly.

Logistics and Operations:

- Enhance Shipping Efficiency:**

- The "Pending - Waiting for Pickup" and "Lost in Transit" statuses highlight potential logistical inefficiencies. Collaborate with logistics partners to minimize delays.

- Inventory Management:**

- For top-performing regions and products, ensure adequate stock levels to prevent lost sales opportunities.

Strategic Recommendations:

- Brand Partnerships:**

- Expand partnerships with high-performing brands such as "BIBA" and "Max" to introduce new product lines.

- Customer Retention Campaigns:**

- Target repeat customers in cities like Bengaluru and Hyderabad with loyalty programs and personalized offers.

- Data-Driven Marketing:**

- Use the sales trends and category performance insights to launch seasonal and product-specific campaigns, especially during peak sales periods.

Conclusion:

This analysis identifies key opportunities in high-performing regions, product categories, and logistics operations. By leveraging these insights, Amazon can optimize its marketing strategies, improve operational efficiency, and drive higher revenue.

End of Report