**Amazon Sales Report/Project Documentation**

**Intern Details**

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**1. Project Overview**

The Amazon Sales Report Dashboard is a comprehensive business intelligence report designed to analyze and visualize Amazon sales performance across various parameters such as sales trends, product performance, customer behaviour, and geographical distribution. This dashboard helps stakeholders make data-driven decisions by providing actionable insights into sales, order fulfillment, and customer segmentation.

**2. Dashboard Structure**

2.1 Overview

Purpose: To provide a high-level summary of key sales and performance metrics.

Number of Visual Elements: 15

2.2 Sales Overview

Purpose: To provide detailed insights into sales trends and performance by category, channel, and product.

Number of Visual Elements: 25

2.3 Product & Fulfillment Analysis

Purpose: To analyze order fulfillment performance and product-wise contribution.

Number of Visual Elements: 25

2.4 Geographical & Customer Segmentation

Purpose: To provide geographical insights and customer behavior patterns.

Number of Visual Elements: 27

**3. Navigation Panel and Filters**

3.1 Navigation Panel

• Overview

• Sales Overview

• Product & Fulfillment Analysis

• Geographical & Customer Segmentation

3.2 Filters

• Month – Allows users to select a specific month.

• Category – Filters data by product category.

• Size – Filters data by product size.

• Fulfillment Method – Filters data by Amazon or EasyShip fulfillment method.

• Order Status – Filters data by the status of the order (e.g., shipped, cancelled).

• Customer Type – Allows filtering between B2B and B2C orders.

• Courier Status – Filters data based on delivery status.

• Geography – Allows filtering by state and city.

**4. KPIs Overview**

4.1 Sales Overview KPIs

• Total Sales

• Average Selling Price

• Highest Order Value

• Total Units Sold

• Best Selling Category

• Best Selling Size

4.2 Order Fulfillment & Customer Behavior KPIs

• Total Orders Processed

• Fulfillment Success Rate (%)

• Total Customers (Unique Customers)

• Average Order Value

• Top Customer by Order Amount

• Fulfilled By (Dynamic)

4.3 Geographical & Business Strategy KPIs

• Top Selling State

• Top Selling City

• Total Ship Cities

• Ship Country

• Highest Ship Service Level Usage

• Fulfilled By

**5. Chart Descriptions**

5.1 Overview Page Charts

Chart Type Description

Monthly Sales Trend Line Chart Tracks monthly sales over time.

Sales by Sales Channel Donut Chart Shows the contribution of different sales channels.

Sales Contribution by

Product Category Bar Chart Displays the percentage contribution by category.

**6. Key Business Insights**

• Sales Performance – The best-performing category and product sizes can help adjust inventory levels.

• Fulfillment Performance – The success rate and order status breakdowns highlight operational bottlenecks.

• Customer Behavior – Insights into B2B vs. B2C performance help in marketing strategy adjustments.

• Geographical Performance – Sales distribution by region helps identify potential markets for expansion.

**7. Recommendations & Next Steps**

• Focus on improving fulfillment success rate by analyzing cancelled and delayed orders.

• Leverage insights from high-performing products and channels to optimize marketing strategy.

• Expand distribution to top-performing regions to increase market share.

• Use customer behavior insights to adjust B2B and B2C engagement strategies.