

1. Drafting the Executive Summary and Detailed Analysis

Executive Summary

- Objective:

"This report analyzes Amazon sales data to understand overall sales performance, product popularity, fulfillment methods, customer behavior, and geographical distribution. The analysis provides actionable insights to support business decision-making."

- Key Findings:

- Sales Trends: Sales peaked in April with the highest revenue, showing seasonal or promotional influences.

- Popular Products: Shirts generated the most revenue and quantity sold, indicating high demand.

- Fulfillment Methods: Amazon's fulfillment method accounts for the majority of sales, suggesting efficiency or preference.

- Customer Spending: High-spending customers contribute significantly to revenue, highlighting potential for targeted marketing.

- Geographical Insights: Certain states and cities show higher sales, suggesting areas of growth or focus.

-Recommendations:

- Product Focus: Increase inventory and marketing efforts for high-demand products like shirts.

- Fulfillment Optimization: Assess and possibly enhance the efficiency of fulfillment methods.

- Customer Engagement: Develop strategies to engage high-spending customers and explore opportunities for upselling.

- Regional Targeting: Increase marketing and sales efforts in high-revenue regions.

Detailed Analysis

1. Sales Overview:

- Summary Table:

Date	Total Amount	Average Amount	Total Qty
2022-03	101,683.85	627.68	156
2022-04	28,836,200.27	626.00	44,203
2022-05	26,226,476.75	663.36	38,011
2022-06	23,425,809.38	661.48	34,276

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2. Product Analysis:

- Summary Table:

Category	Total Revenue	Total Qty
Blazzer	11,215,104.12	13,943
Perfume	789,419.66	1,051
Shirt	21,297,770.08	45,044
Shoes	124,752.76	153
Socks	150,757.50	399

3. Size Analysis:

- Summary Table:

Size	Total Revenue	Total Qty
3XL	9,034,156.30	13,360
4XL	334,451.64	398
5XL	425,156.63	513
6XL	576,249.33	688
Free	1,373,495.60	2,070

4. Fulfillment Analysis:

- Summary Table:

Fulfillment Method	Total Revenue	Total Qty
Amazon	54,327,540.00	84,097
Merchant	24,262,630.25	32,549

5. Customer Segmentation:

- Summary Table:

Order ID	Total Spending
171-0000547-8192359	301.0
171-0000902-4490745	544.0
171-0001409-6228339	422.0
171-0003082-5110755	563.0
171-0003738-2052324	379.0

6. Geographical Analysis:

- State Analysis:

State	Total Revenue	Total Qty
ANDAMAN & NICOBAR	157,424.62	225
ANDHRA PRADESH	3,217,859.86	4,816
APO	0.00	0
AR	493.00	1
ARUNACHAL PRADESH	95,235.00	130

- City Analysis:

City	Total Revenue	Total Qty
(Chikmagalur disterict). (N.R pur thaluku)	389.0	1
(Via Cuncolim)Quepem, South Goa	1,163.0	1
,HYDERABAD	563.0	1
,raibarely road faizabad (Ayodhya)	1,122.0	1
..katra	641.0	1

Creating Visualizations

- **Sales Trends:**
 - **Line Graph:** Plot total sales amount over time.
 - **Bar Chart:** Compare monthly sales totals.
- **Product Categories:**
 - **Pie Chart:** Show distribution of revenue by product category.
 - **Bar Chart:** Compare quantities sold by category.
- **Size Distribution:**
 - **Bar Chart:** Show revenue and quantity by size.
- **Fulfillment Methods:**
 - **Pie Chart:** Distribution of revenue and quantity by fulfillment method.
- **Geographical Sales:**
 - **Heatmap:** Visualize sales by state or city.
 - **Bar Chart:** Compare total revenue by state or city.