Amazon Sales Analysis Report

Dataset: Amazon Sales (April–June 2022)
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1. Executive Summary:

This project analyzes Amazon India's sales data from April to June 2022. The goal is to improve revenue by identifying top-performing products, understanding customer behavior, and creating targeted promotional strategies especially for the Western Dress category, which has strong growth potential.

2. Project Goal:

The main goal of this project is to:

• Increase total revenue and improve product category performance by the end of Q3 2022.

• Boost revenue of the third-highest selling category (Western Dress) by at least 5%.

• Use data-driven promotions by state, customer type, and category.

• Reduce revenue loss from cancellations and returns.

3. Objectives:

• Identify top and bottom product categories

• Track month-wise revenue trends

• Compare business versus regular customers

• Analyze the effect of promotions

• Improve Western Dress sales performance

• Suggest Q3 promotional strategies

4. Dataset Overview:

• Time Period: April–June 2022

• Rows: 1,000+

• Key Columns: Order ID, Date, Category, Qty, Amount, Customer Type, State, Promotion ID

• Currency: INR (converted to USD)

5. Data Cleaning Summary:

• Dropped unnecessary columns (e.g., Unnamed, Currency)

• Removed duplicate and null values

• Renamed unclear columns

• Added Month column for monthly trend analysis

• Converted INR to USD

• Standardized Customer Type values

• Cleaned category and state names.

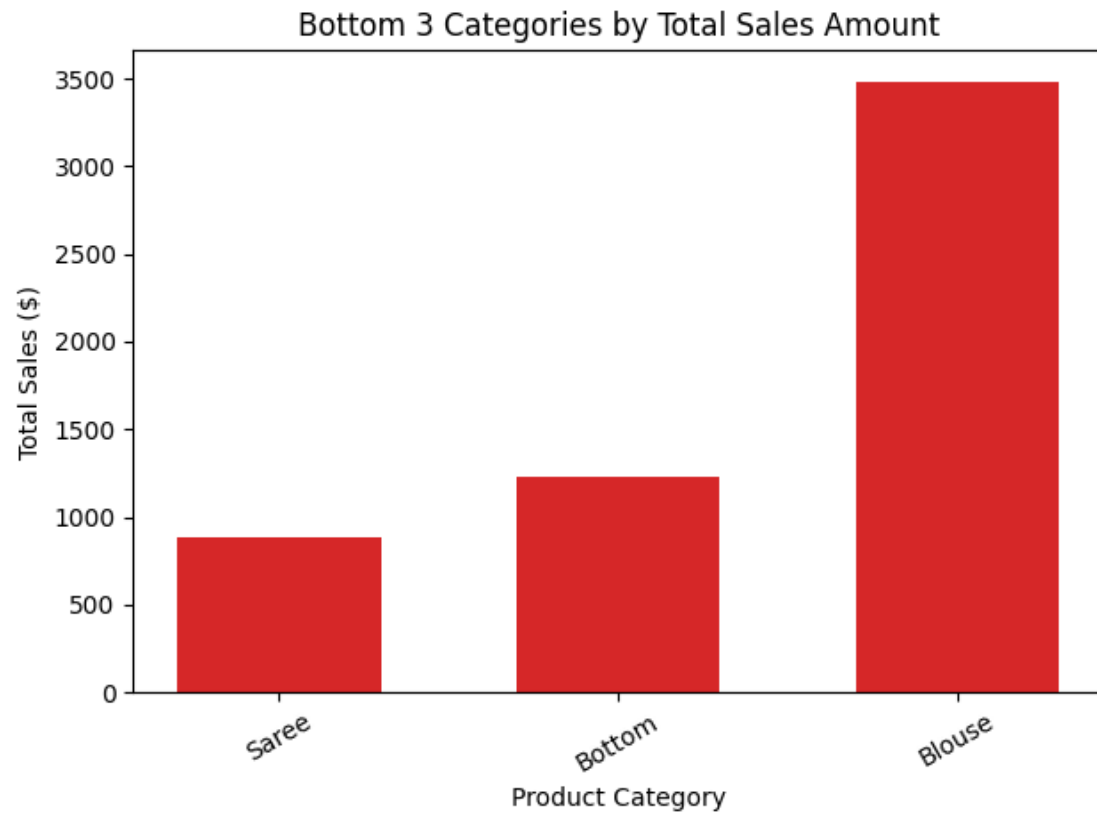## 6. Data Analysis & Visualizations:

Top 3 Product Categories by Sales
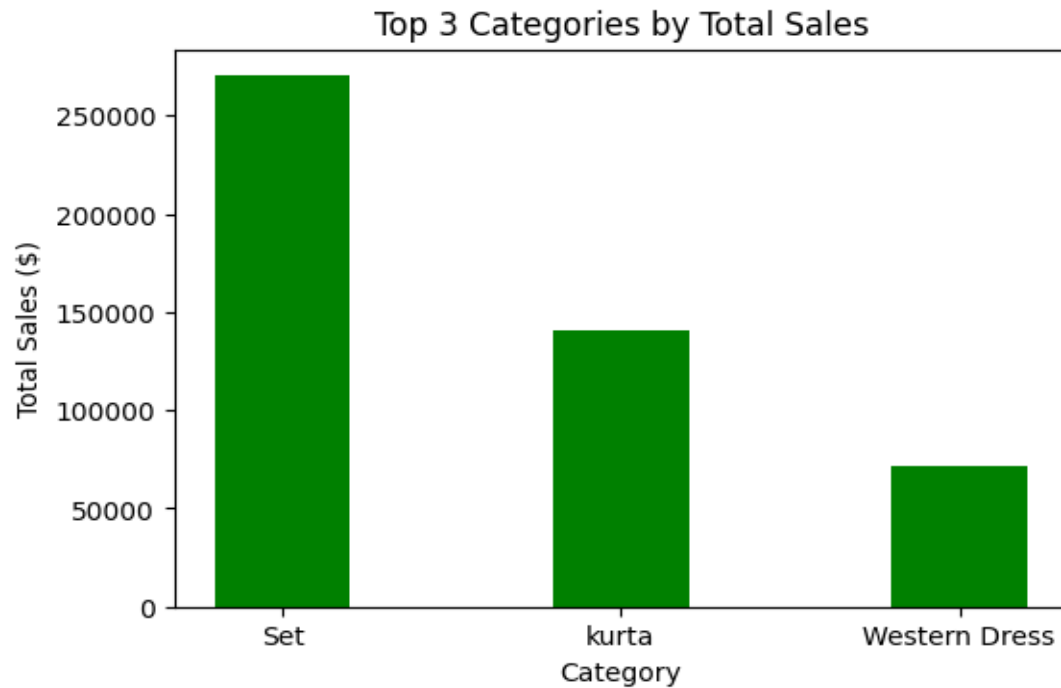
💡 Insight:

Set, Kurta, and Western Dress are the highest-selling categories. Set alone contributes nearly half of the total revenue.
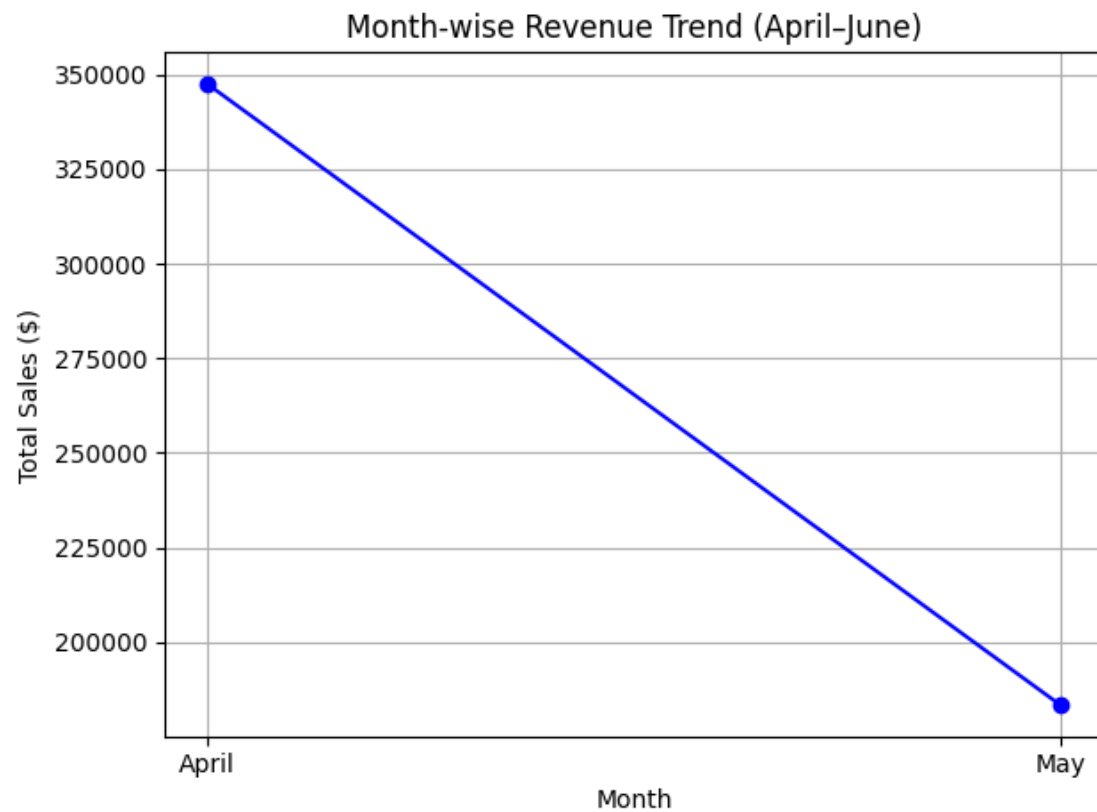
Bottom 3 Product Categories by Sales

Bottom 3 Categories by Total Sales Amount

💡 Insight:

Blouse, Bottom, and Saree have the lowest sales figures. These categories need focused marketing to improve performance
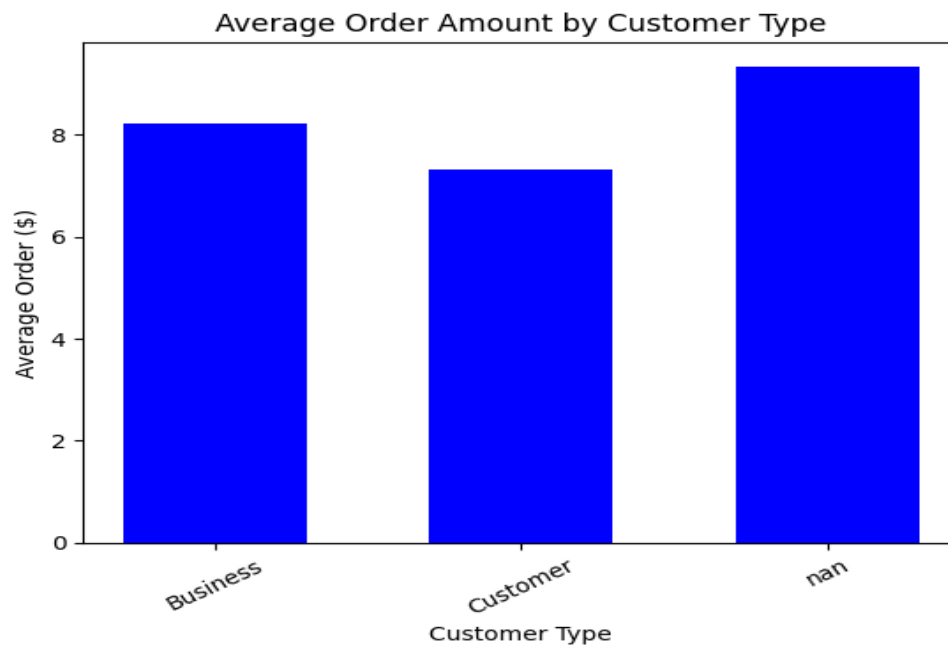
Month-wise Revenue Trend

Month-wise Revenue Trend (April–June)

💡 Insight

Revenue dropped sharply from April to May. No data for June may indicate missing entries or no recorded sales.
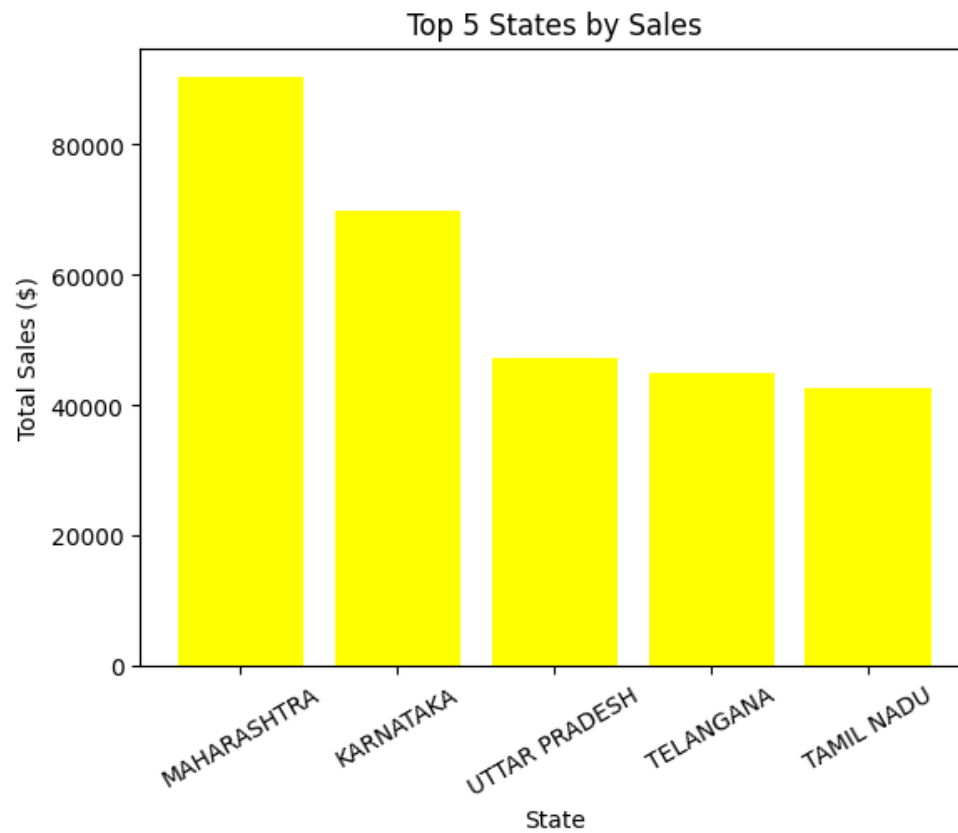
Customer Type Comparison

Average Order Amount by Customer Type

💡 Insight:

Business customers spend more per order than regular customers. They are a high-potential target group for promotions.
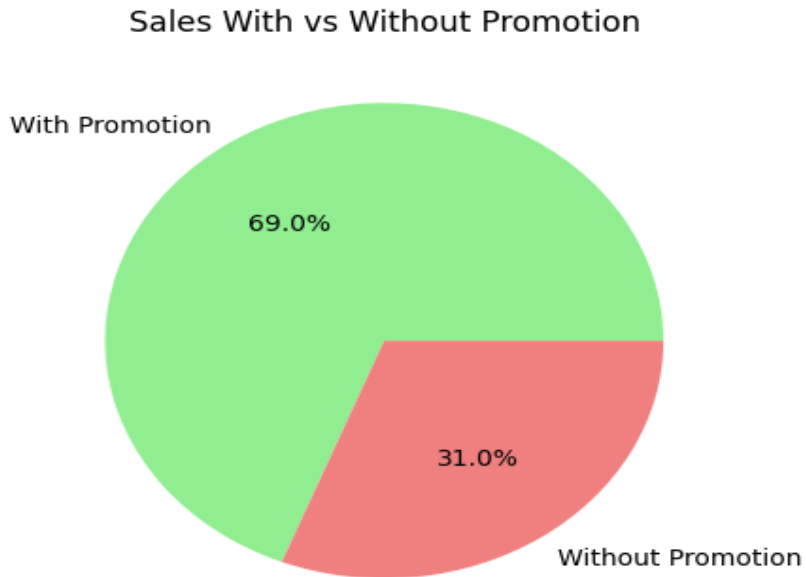
Top 5 States by Sales

Top 5 States by Sales

💡 Insight:

Western Dress performs best in Maharashtra, Karnataka, and Telangana. These are ideal states for running targeted promotions.
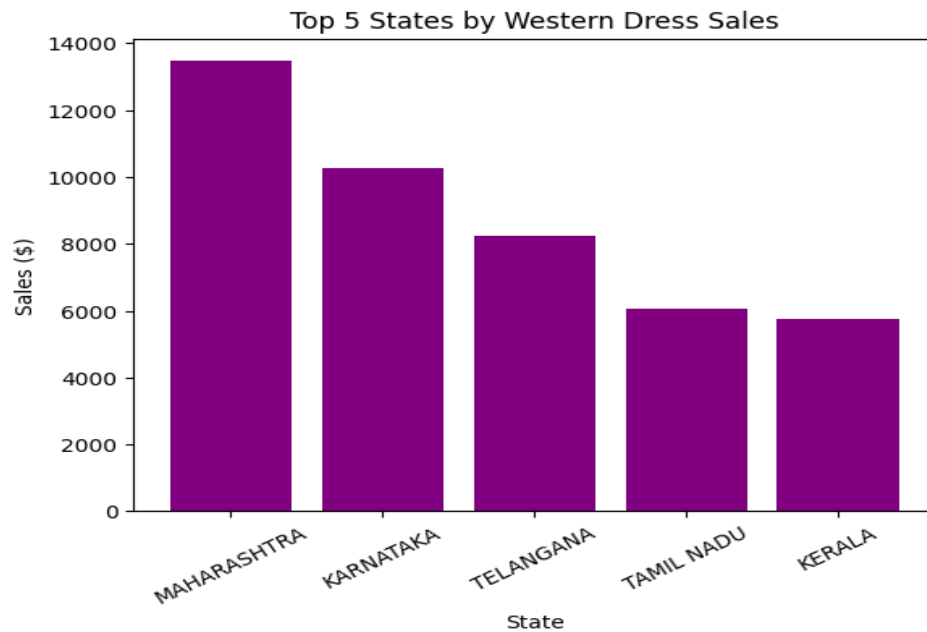
Promotion-wise Revenue

Sales With vs Without Promotion

💡 Insight:

Around 69% of sales came through promotions. This shows that promotional offers significantly boost sales.

Western Dress Sales by State

💡 Insight:

Maharashtra, Karnataka, and Telangana lead in Western Dress sales. These states are ideal for targeted campaigns.

7. Promotional Strategies:

• Flash Sales, Discounts, and BOGO Offers

• Bundle Deals with accessories

• Free Shipping above a threshold

• Festive or Seasonal Promotions

• Social media ads and influencer marketing

• Referral and Loyalty Programs

8. KPIs & Revenue Growth Plan:

Key Performance Indicators (KPIs):
• Revenue Growth: Increase by 15**%** for Western Dress in Q3
• Average Order Value (AOV): Increase by 15%
• Conversion Rate: 3%
• Retention Rate: 70%
• Customer Satisfaction Score: 4.5/5
• Sales Volume: +20% for Western Dress
• Customer Acquisition Cost (CAC): Less than $30

9. Conclusion & Recommendations:

Conclusion:

• Western Dress has growth potential.
• Promotions significantly boost sales.
• Business customers generate higher revenue per order..
• State targeting helps improve sales results.

Recommendations:

• Run targeted promotions on Western Dress
• Use social media & influencer marketing
• Improve online UX and visuals
• Expand product variety based on customer feedback
• Analyze Q3 data to adjust strategies

• Introduce referral and loyalty programs