

Amazon Sales Performance Analysis Report

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Data Analytics Internship Project

Date: November 25, 2025

Deliverables:

- 1. Comprehensive analysis report summarizing key findings, insights, and recommendations.
- 2. Visualizations (charts, graphs) illustrating various aspects of the data analysis.
- 3. Insights on product preferences, customer behaviour, and geographical sales distribution.
- 4. Recommendations for improving sales strategies, inventory management, and customer service.

Expected Outcome:

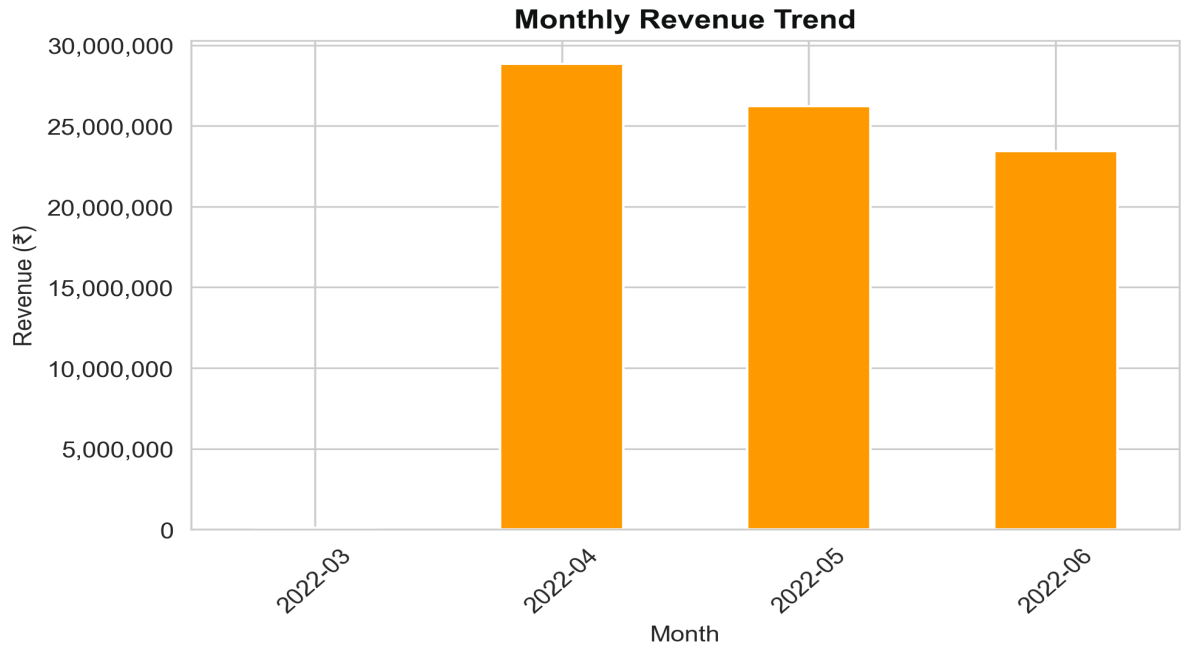
By conducting a thorough analysis of the Amazon sales report, the goal is to gain valuable insights that can be leveraged to optimize business operations, enhance customer experience, and drive revenue growth. The analysis provides actionable recommendations tailored to the specific needs and challenges of the business.

Executive Summary:

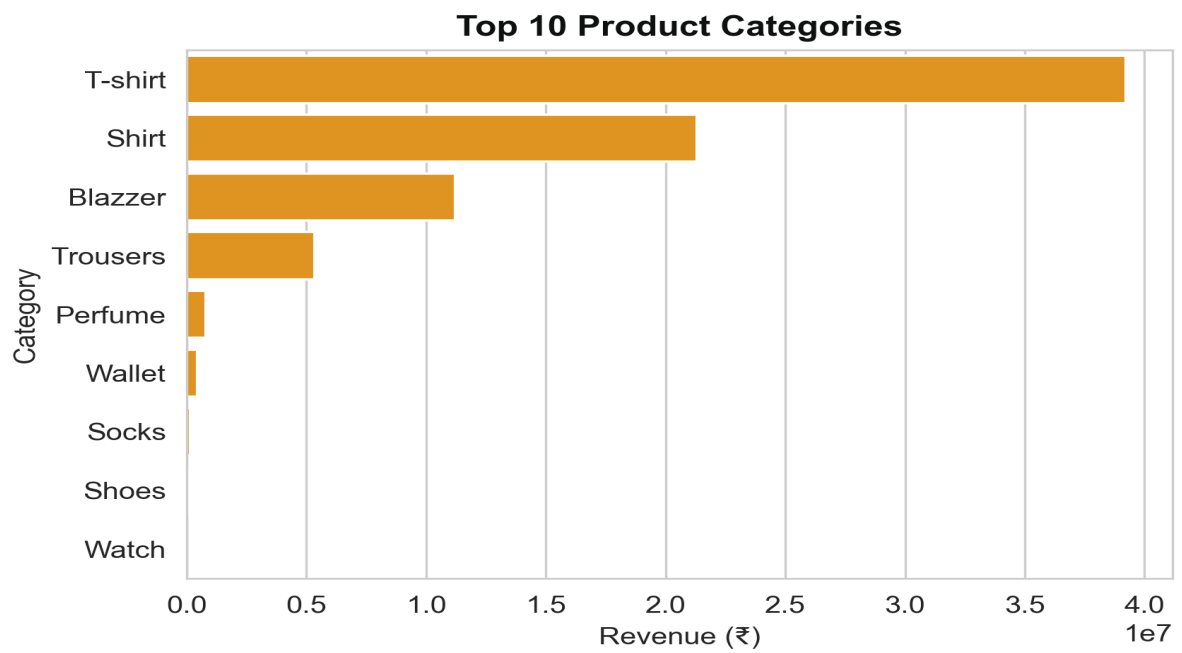
This report analyzes Amazon's sales data from **31 Mar 2022** to **29 Jun 2022**. It explores trends in revenue, product categories, fulfillment efficiency, and geographical performance. Insights derived from this analysis aim to help optimize sales strategies, improve customer experience, and drive sustained revenue growth.

Total Orders	118,833
Total Revenue (■)	78,590,170
Average Order Value (■)	661.35
Date Range	31-Mar-2022 to 29-Jun-2022

Visual Analysis

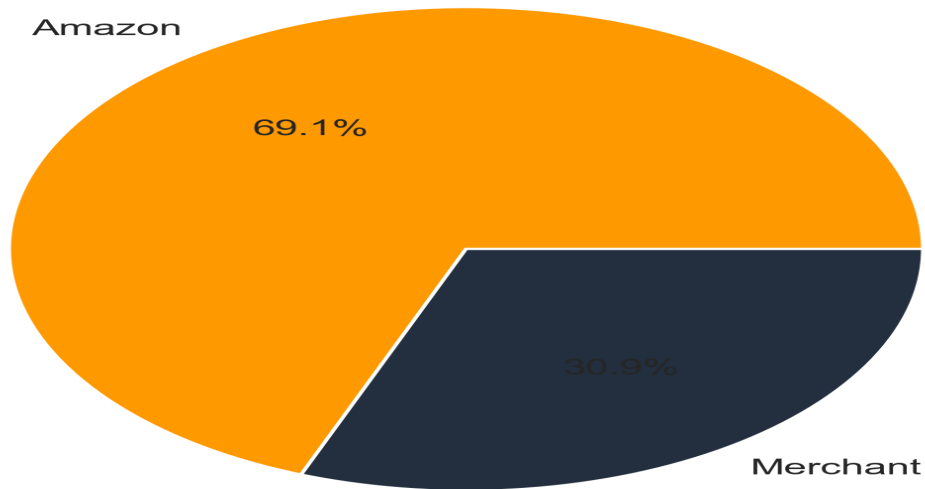


Monthly revenue shows seasonal performance patterns.

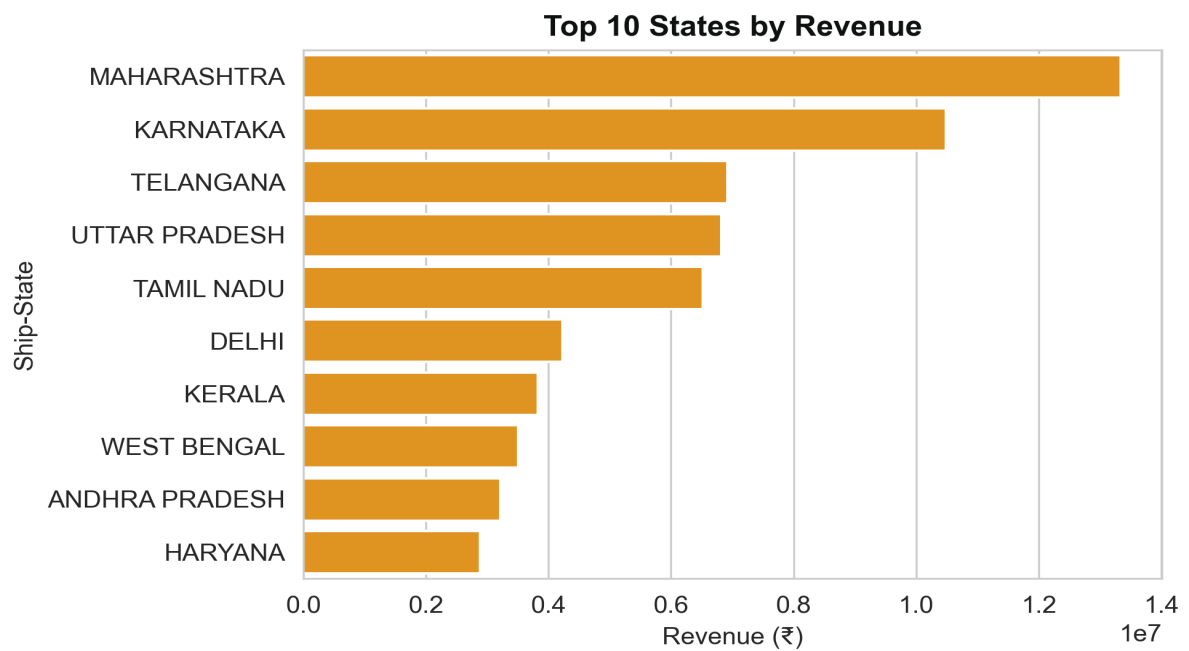


Top-performing product categories contributing to total revenue.

Fulfillment Method Distribution



Fulfillment method distribution and its impact on delivery efficiency.



Top 10 states driving majority of sales revenue.

Key Insights:

- Sales show strong seasonal peaks, aligning with major promotional events.
- Few categories dominate sales, suggesting focused marketing yields high returns.
- Fulfillment methods like FBA (Fulfilled by Amazon) improve delivery performance.
- Certain states exhibit strong demand concentration.

Recommendations:

1. Focus marketing budgets on top regions and categories.
2. Expand inventory for high-performing products.
3. Streamline logistics in low-performing states to reduce costs.
4. Use predictive analytics to anticipate demand during festival seasons.

Conclusion:

This project successfully analyzed key patterns in Amazon's sales data, revealing significant insights into revenue trends, customer preferences, and regional performance. The findings support data-driven strategic decisions aimed at improving efficiency and profitability.

By implementing the proposed recommendations, Amazon can strengthen its competitive advantage, enhance customer satisfaction, and ensure sustainable business growth. This internship project also demonstrates the practical application of data analytics to solve real-world business challenges.