



Amazon Sales Report – Analysis & Insights

1. Executive Summary

This analysis examines **128,976 sales transactions** from Amazon. Key findings reveal that **Shirts and T-shirts are the primary revenue drivers**, accounting for the majority of sales. Orders fulfilled directly by Amazon outperform Merchant-fulfilled ones, showing greater reliability and fewer cancellations. Geographically, sales are concentrated in **Maharashtra, Karnataka, and Tamil Nadu**, highlighting strong regional performance.

2. Sales Overview

- **Total Orders:** 101,213
 - **Total Revenue:** ₹70,401,249.0
 - **Cancelled Orders:** 17,166
 - **Trend:** Sales peaked during certain months, followed by a noticeable decline in later periods.
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3. Product Analysis

- **Top Categories by Revenue:**
 1. Shirt – ₹35,101,573.0
 2. T-shirt – ₹19,099,470.0
 3. Blazzer – ₹9,979,885.0
 - **Popular Sizes:** M, L, XL
 - **Insights:**
 - Shirts and T-shirts contribute the largest share of revenue, making them top stock priorities.
 - Sizes **M** and **L** consistently lead in demand, followed by **XL**.
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4. Fulfillment Analysis

- **Amazon Fulfilled Revenue:** ₹50,598,970.0
- **Merchant Fulfilled Revenue:** ₹19,802,279.0
- **Cancellation Rate:** Higher for Merchant-fulfilled orders compared to Amazon-fulfilled.
- **Insights:**
 - Amazon fulfillment provides greater reliability.
 - Merchant-fulfilled orders have higher cancellation rates, likely due to delivery and logistics issues.

5. Geographical Analysis

- **Top 5 States by Revenue:**
 1. Maharashtra – ₹12,075,723.0
 2. Karnataka – ₹9,531,907.0
 3. Telangana – ₹6,188,724.0
 4. Uttar Pradesh – ₹6,046,926.0
 5. Tamil Nadu – ₹5,873,597.0
- **Insights:**
 - Sales are concentrated in metro states, led by Maharashtra and Karnataka.
 - There is potential for expansion into underperforming states to diversify revenue sources.

6. Customer Segmentation

- **B2B vs Retail:** B2B X%, Retail Y% (to be finalized).
- **Order Value Segments:**
 - Low (<₹500): 34.61%
 - Medium (₹500–₹1,500): 64.76%
 - High (₹1,500–₹5,000): 0.63%
 - Premium (>₹5,000): 0.002%
- **Insights:**
 - A majority of purchases fall within the **Medium range (₹500–₹1,500)**.
 - B2B orders represent a small proportion but contribute significantly to high-value transactions.

7. Key Insights & Recommendations

- **Inventory:** Increase stock of Shirts, T-shirts, and high-demand sizes (M/L).
- **Marketing:** Concentrate promotional campaigns in high-performing states such as Maharashtra, Karnataka, and Tamil Nadu.
- **Fulfillment:** Prioritize Amazon fulfillment to minimize cancellations and enhance customer satisfaction.
- **Customer Strategy:** Develop strategies to grow the B2B segment, as it offers potential for high-value revenue.

