

## Amazon Sales Analysis - Report

Date range: 2022-03-31 to 2022-06-29

Rows analyzed: 128976

### Executive Summary

Total revenue: ₹78590170.25

Total orders: 120,229

AOV: ₹653.67

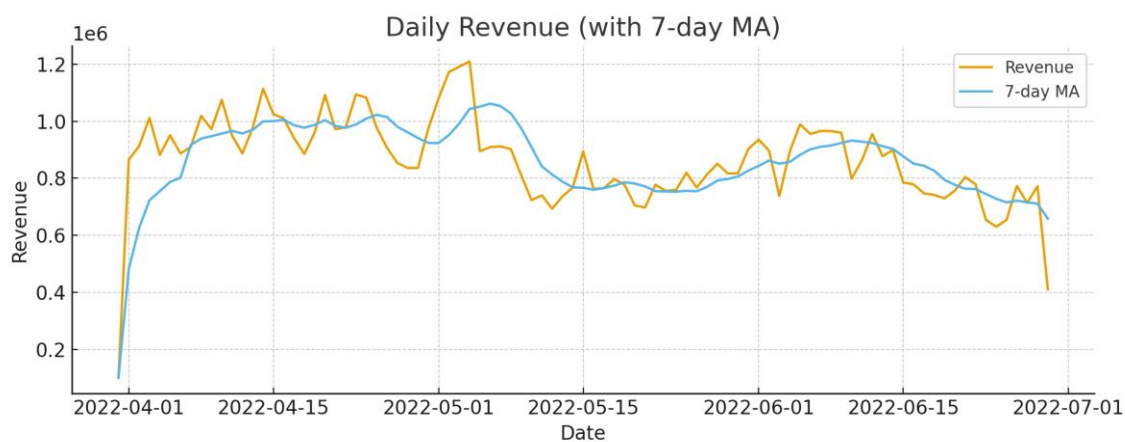
Line-level return rate: 15.84%

Order-level delivery rate: 22.09%

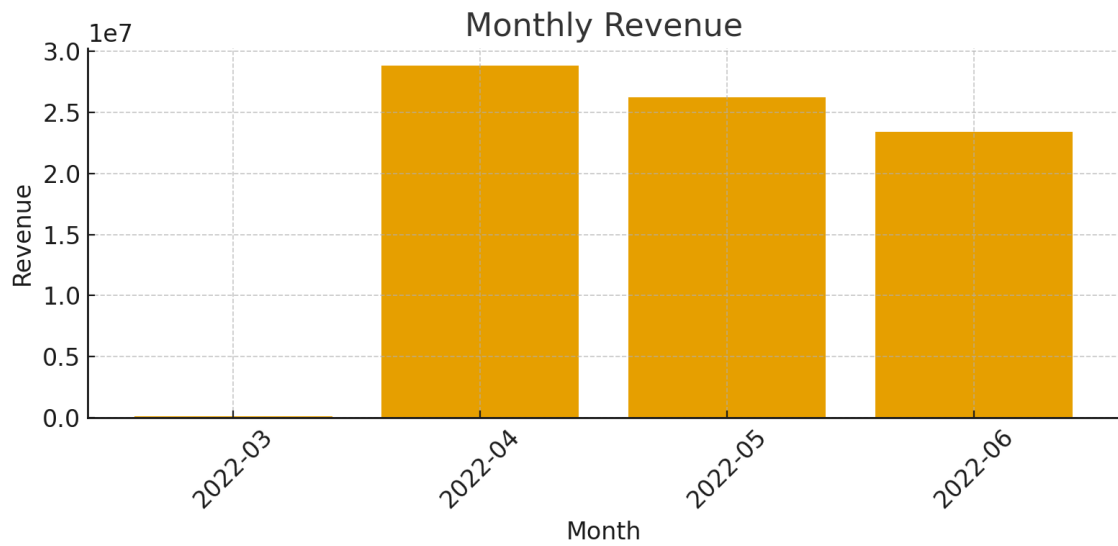
### Key Findings

1. Total revenue: ₹78590170.25
2. AOV: ₹653.67
3. Order-level delivery rate: 22.09%
4. Line-level return rate: 15.84%
5. ~2 SKUs make up ~80% of revenue.
6. Top 5 states contribute ~56.1% of revenue.

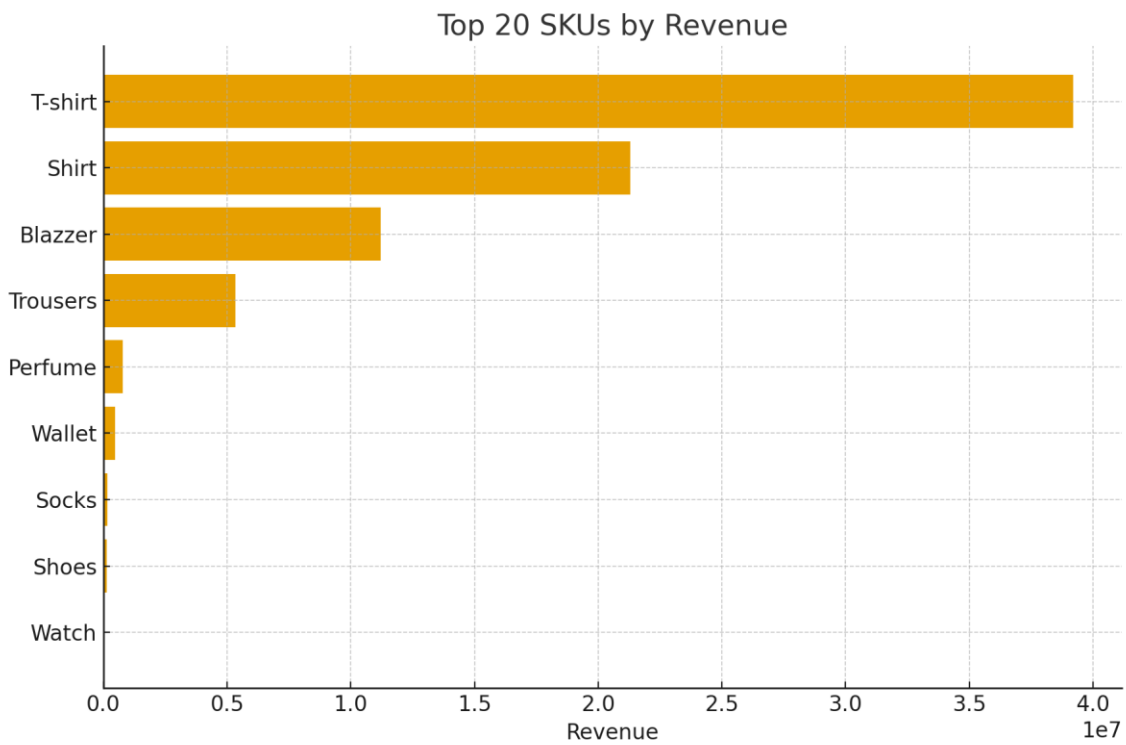
### Visuals



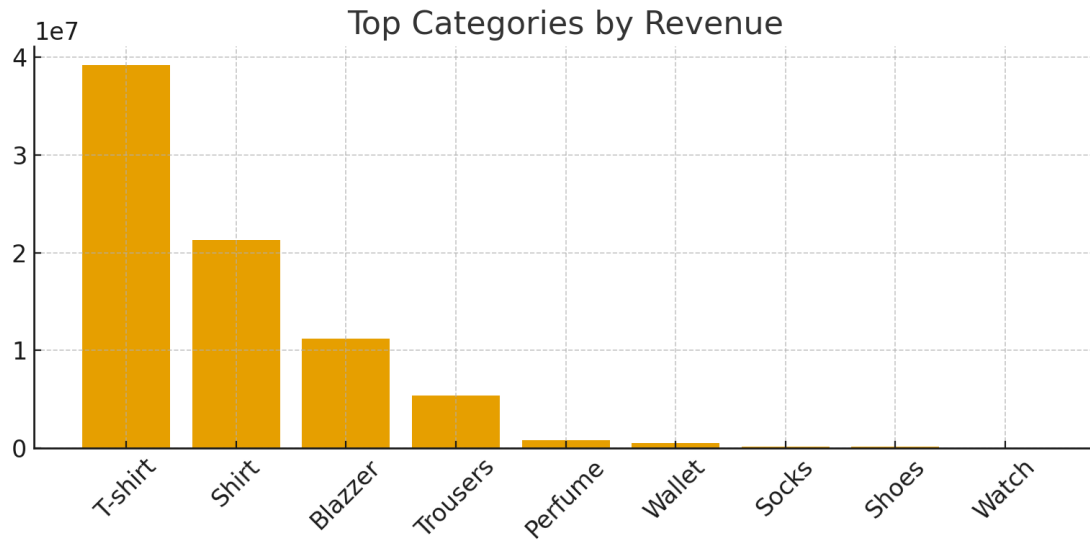
Daily revenue with 7-day MA



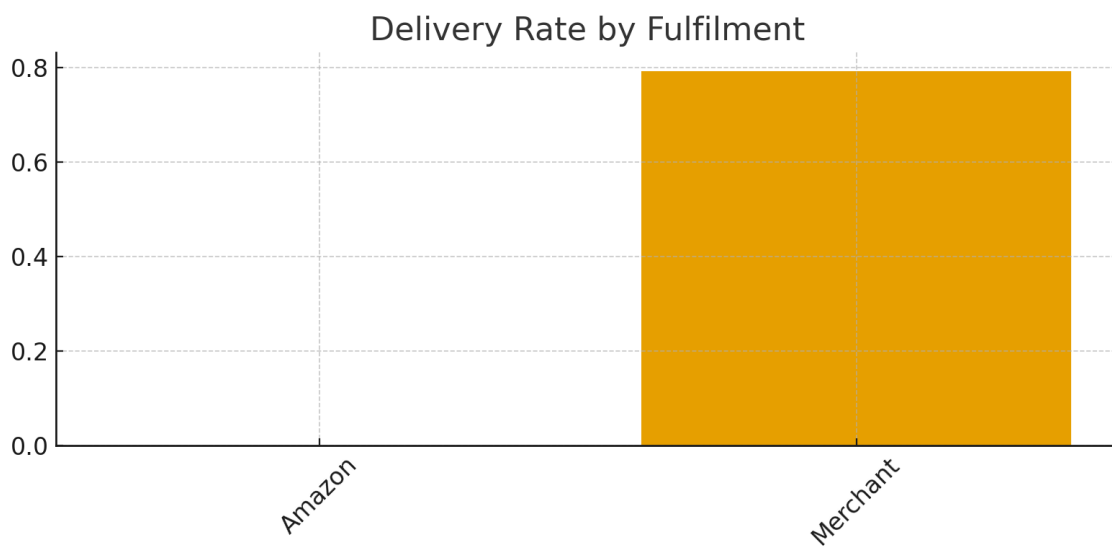
Monthly revenue



Top 20 SKUs by revenue



Top Categories by revenue



Delivery rate by fulfilment

### Recommendations

- 1) Prioritise top SKUs for inventory and promotions.
- 2) Investigate high-return SKUs for quality/size issues.
- 3) Improve fulfilment allocation to reduce delays and cancellations.
- 4) Focus on top performing states for targeted ops and marketing.

## Appendix

Files produced: amazon\_sales\_clean.csv, category\_summary.csv, daily\_sales.csv, fig\_daily\_revenue.png, fig\_ful\_delivery\_rate.png, fig\_monthly\_revenue.png, fig\_top20\_skus.png, fig\_top\_categories.png, fulfilment\_summary.csv, kpi\_summary.csv, kpi\_summary.json, monthly\_sales.csv, sku\_summary.csv, state\_summary.csv, top\_insights.txt, weekly\_sales.csv