

PRESENTED BY : SANDEEP PRAJAPAT

AMAZON SALES ANALYSIS

OFFERED BY : INNOBYTE SERVICES IN DATA ANALYST
INTERNSHIP

05 FEB 2025



TODAY'S AGENDA

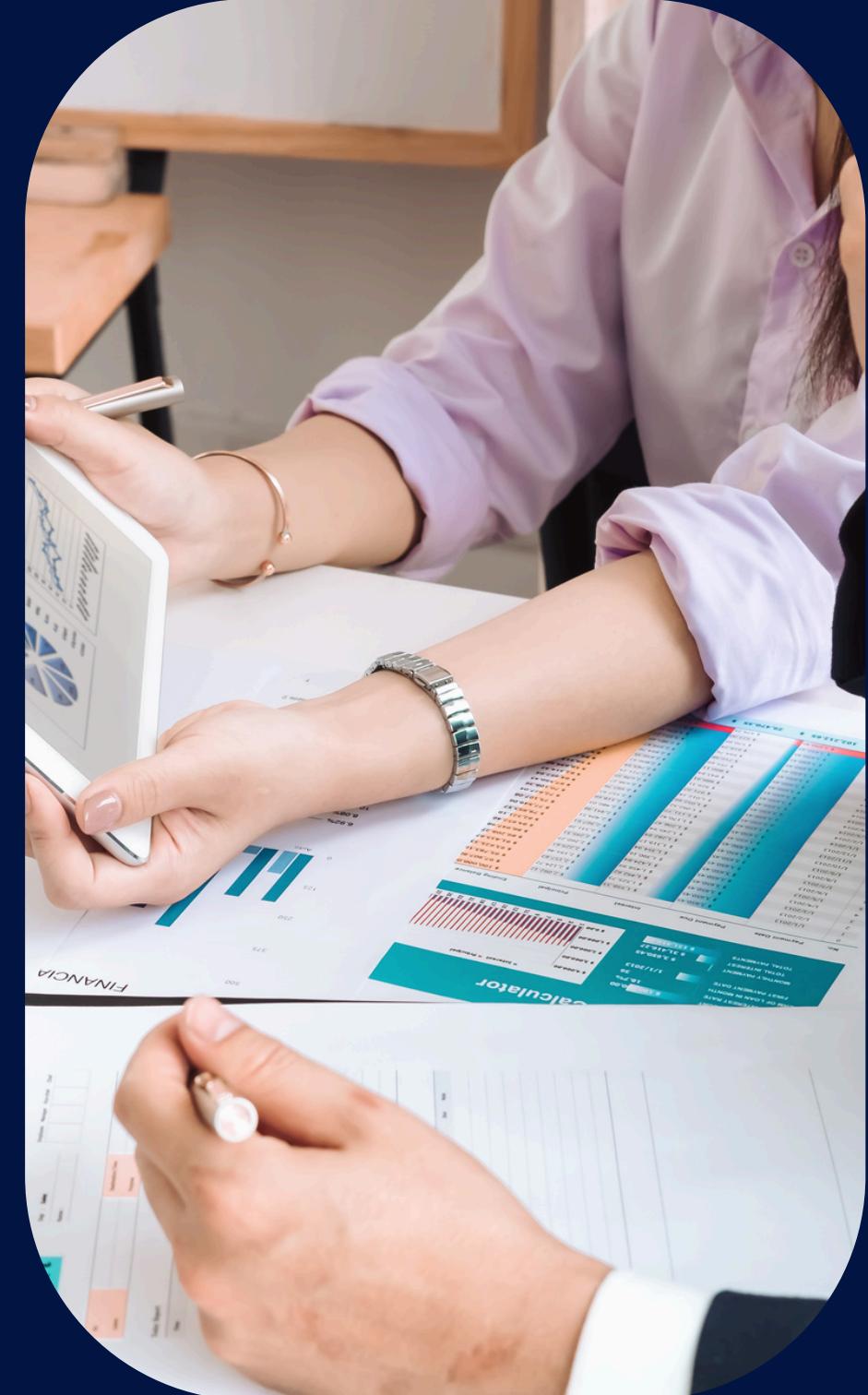
- Project recap
- Problem
- Process
- Insights
- Summary

Agenda



PROJECT RECAP

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.



BUSINESS PROBLEM



1. Sales Overview: Understand the overall sales performance, trends, and patterns over time.
2. Product Analysis: Analyze the distribution of product categories, sizes, and quantities sold to identify popular products.
3. Fulfillment Analysis: Investigate the fulfillment methods used and their effectiveness in delivering orders.
4. Customer Segmentation: Segment customers based on their buying behavior, location, and other relevant factors.
5. Geographical Analysis: Explore the geographical distribution of sales, focusing on states and cities.
6. Business Insights: Provide actionable insights and recommendations based on the analysis to optimize sales strategies, improve customer satisfaction, and enhance overall business performance.

PROCESS



**Data
Understanding**



Data Cleaning



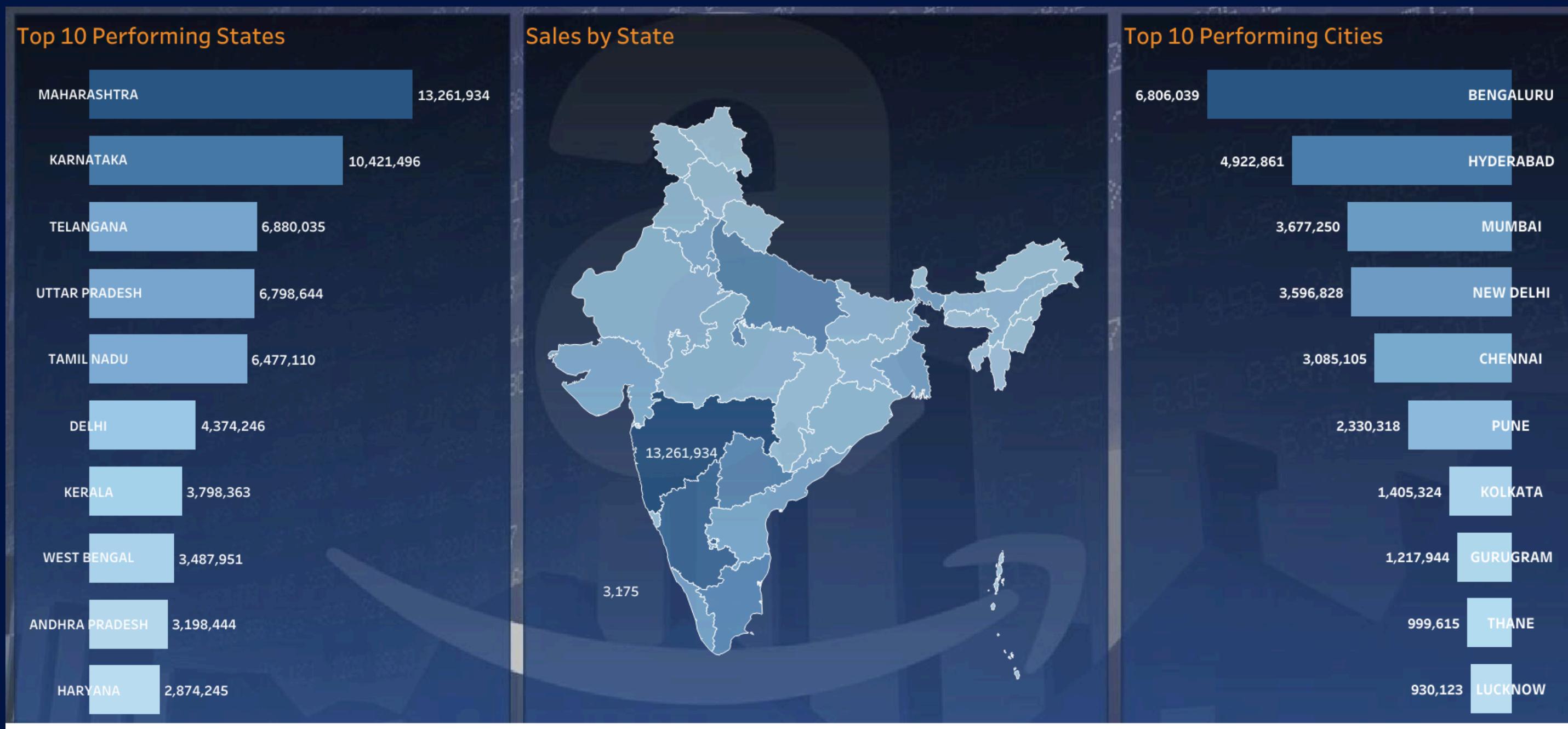
Data Analysis



**Undercover
Insights**

SALES PERFORMANCE & GEOGRAPHIC ANALYSIS

- Maharashtra (₹13.26M) and Karnataka (₹10.42M) are the top-performing states, contributing significantly to total sales.
- Bengaluru (₹6.80M) and Hyderabad (₹4.92M) are the top-performing cities in sales, highlighting strong e-commerce markets.
- Sales distribution by state shows major sales concentration in metro cities, indicating urban dominance in Amazon's business.



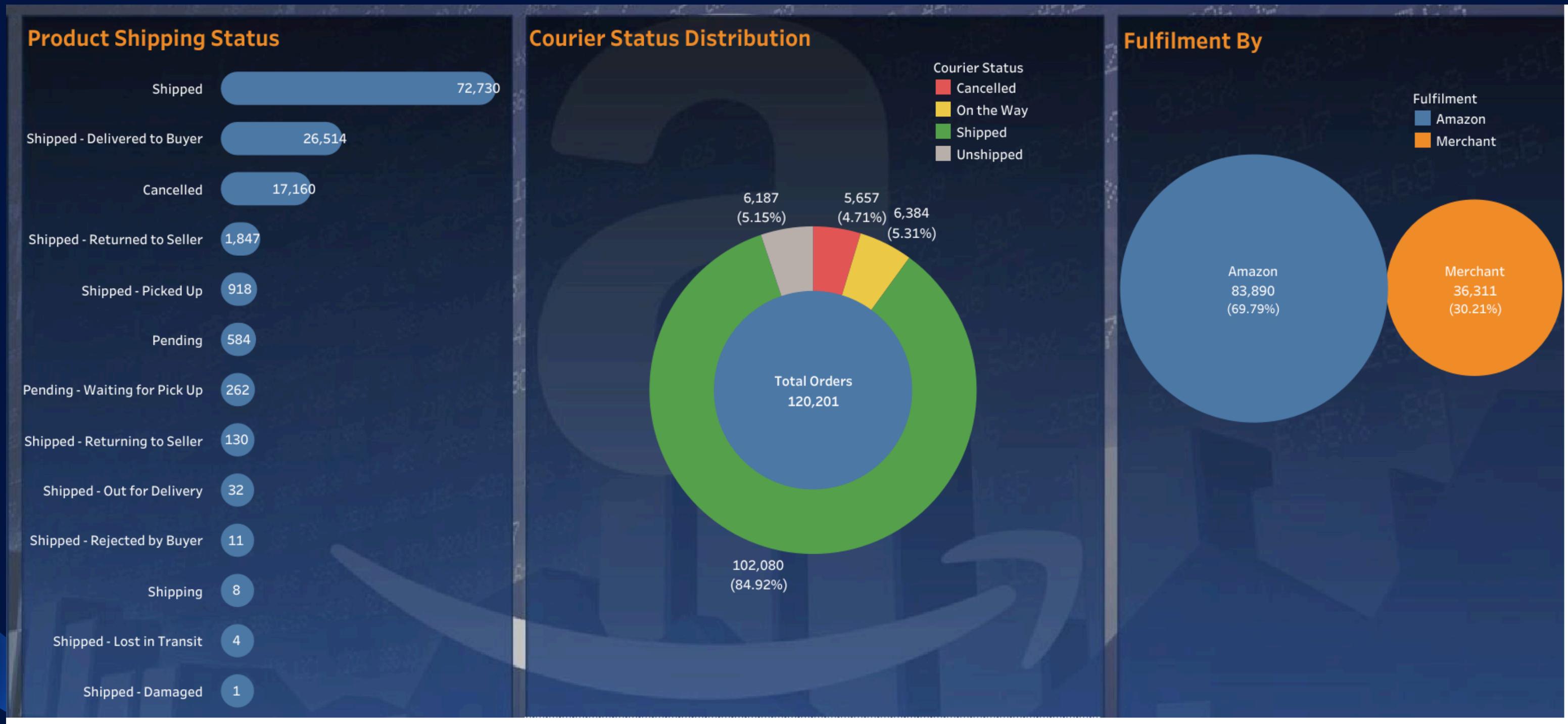
PRODUCT SALES TRENDS & CATEGORY INSIGHTS

- March had the lowest sales (~₹10M), while April peaked at ₹28M, indicating a seasonal sales trend.
- Medium (M) and Large (L) sizes are the most sold product sizes, while oversized products (6XL, 5XL) have minimal demand.
- T-shirts (₹1.06M sales, 1,179 units) are the best-selling category, followed by shirts and blazers.



ORDER FULFILLMENT & SHIPPING ANALYSIS

- Amazon handles 69.79% of fulfillment, while merchants manage 30.21%. This suggests Amazon's logistics dominance.
- Cancellation rate is 4.78%, which is reasonable but could be reduced further for higher efficiency.
- Shipped orders dominate at 72,742, but 17,166 orders were canceled, which is a point for process optimization.
- Courier Status shows that 84.92% of orders are shipped successfully, but around 10% face delays or cancellations.



INSIGHTS



- Sales Trends: Sales fluctuate daily, with peak days exceeding ₹1 million but dropping below ₹500K on certain days.
- Top-Selling Products: T-shirts (₹39M) and Shirts (₹21M) dominate sales, while Perfumes, Wallets, and Watches underperform.
- Size Preferences: M, L, and XL sizes are the most popular, while 4XL, 5XL, and 6XL have minimal demand.
- Geographical Performance: Maharashtra (₹13.2M) and Karnataka (₹10.4M) lead in sales, while regions like Lakshadweep and Mizoram have significantly lower sales.
- Customer Segmentation: Majority of customers are Low Value (infrequent buyers), while Potential Loyalists have higher repeat purchases.

RECOMMENDATION



01

Sales & Inventory Optimization: Align stock levels with demand, focusing on high-selling categories and popular sizes (M, L, XL).

02

Boost Poor-Performing Regions: Implement localized promotions, influencer marketing, and festive discounts to increase engagement.

03

Enhance Customer Retention: Offer personalized discounts, loyalty programs, and retargeting ads to convert low-value customers into repeat buyers.

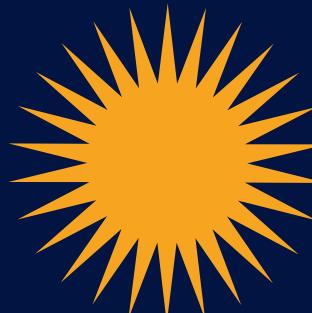
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Fulfillment & Logistics: Reduce cancellations (4.78%) by improving order processing and tracking courier delays.

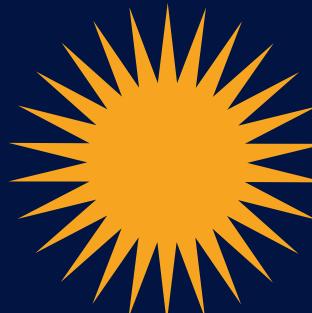
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Strategic Marketing: Launch seasonal campaigns and bundled offers to boost slow-moving products like Perfumes and Wallets.

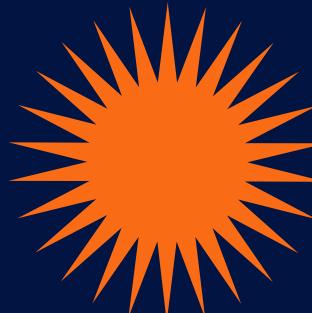
SUMMARY



The analysis highlights key sales trends, top-performing products, and customer behavior, offering data-driven insights for optimization.



Addressing fulfillment inefficiencies and enhancing customer engagement can improve sales and reduce cancellations.



Focusing on regional marketing, inventory alignment, and customer segmentation strategies will drive growth and better business performance.



DASHBOARD

To View Dashboard Click on below link -

https://public.tableau.com/app/profile/sandeep.kumar.prajapat/viz/AmazonSalesReportAnalysis_17385623067130



THANK YOU



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