

# Amazon Sales Report Project

This document provides the key findings, business insights, and recommendations regard the Amazon Sales Report Analysis.

## **1. Executive Summary**

This section provides an overview of the entire analysis, highlighting the most important findings and the recommendations based on them.

The Amazon Sales Report analysis aimed to provide insights into sales performance, product preferences, fulfilment methods, and customer segmentation. After examining the dataset, we have identified several key trends and areas for improvement.

- 1) **Total Sales**: The total sales amounted to ₹83,309,170.25, with a total of 116,646 units sold.
- 2) **Sales Trends**: Sales showed steady growth in the first half of the year, peaking in April and May. However, a slight dip was observed in June.
- 3) **Top-Selling Products**: T-shirts and Shirts were the highest-selling categories, with T-shirts contributing to over 40% of total sales.
- 4) **Geographical Insights**: Maharashtra and Karnataka emerged as the highest-performing regions, while states like Pondicherry and Rajasthan underperformed.
- 5) **Fulfilment Efficiency**: Easy Ship fulfilled 30% of total sales, with a larger share of the sales remaining under "Unknown."

### **Key Recommendations:**

- 1) **Targeted Marketing**: Focus marketing efforts on high-performing states like Maharashtra and Karnataka.
- 2) **Optimize Inventory**: Increase stock for T-shirts and Shirts, as they are the best-sellers.
- 3) **Improve Fulfilment Efficiency**: Investigate ways to improve fulfilment methods, especially in regions where performance is low.
- 4) **Customer Engagement**: Enhance customer segmentation and loyalty strategies to increase repeat purchases.

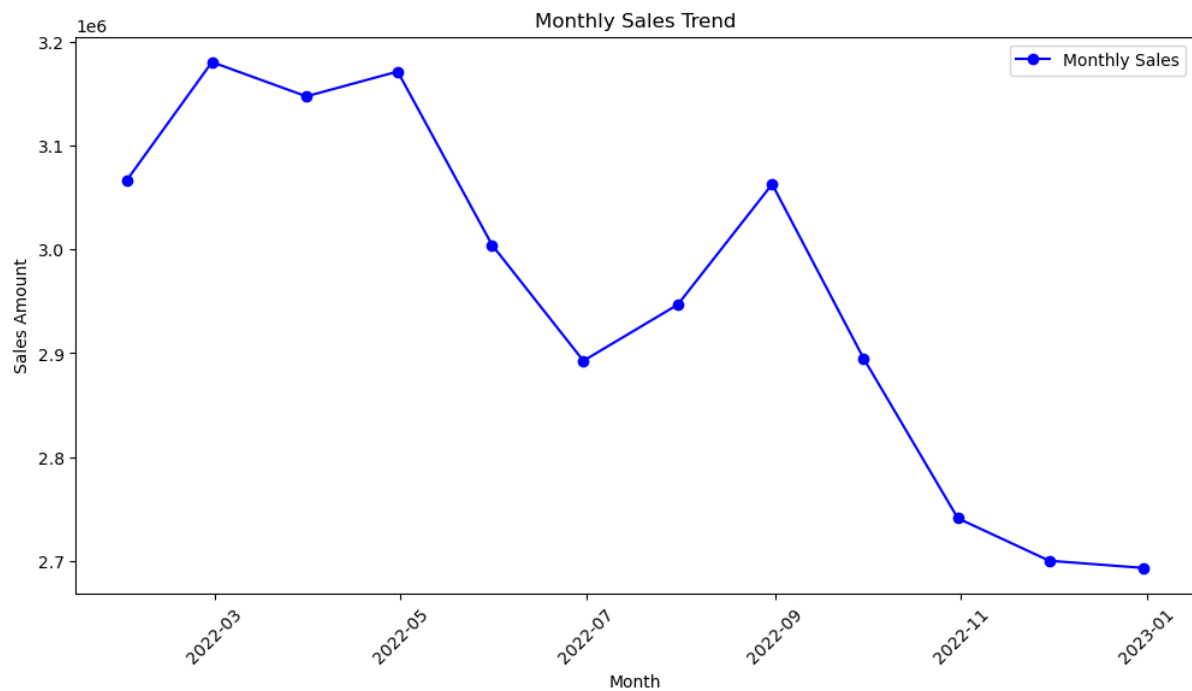
## **2. Detailed Analysis**

This section provides a deeper dive into each of the analysis objectives. Representing the results for each analysis with accompanying visuals and explanations.

**Sales Overview:** We analysed the overall sales performance and trends over time. The total sales amounted to ₹83,309,170.25, with 116,646 units sold. The average sales per order were ₹692.92, and the total number of unique orders was 120,229.

### Monthly Sales Trend:

Below is a line plot showing the total sales per month. As observed, sales peaked in April, with a significant dip in June.



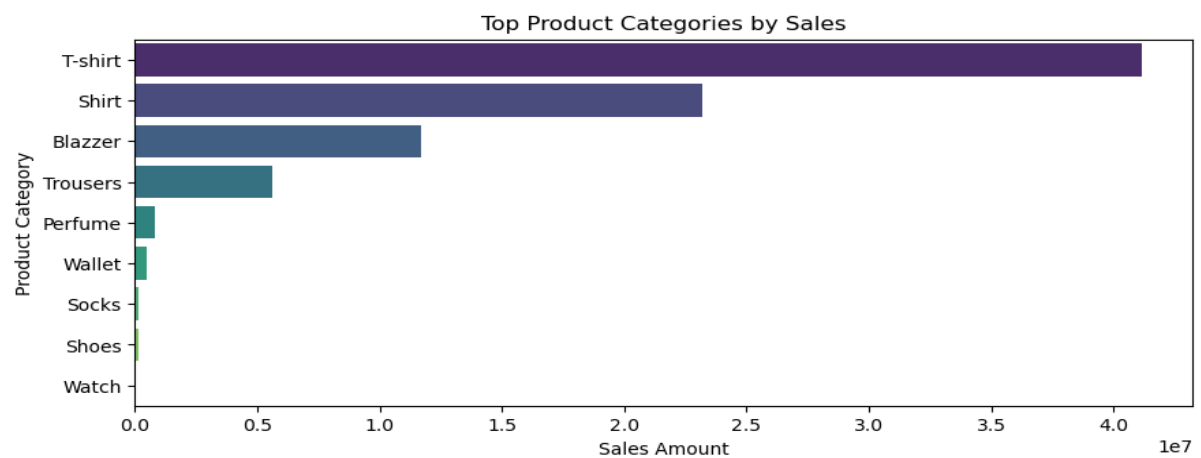
### Product Analysis:

We analysed product categories and sizes to understand customer preferences.

#### Top Product Categories by Sales:

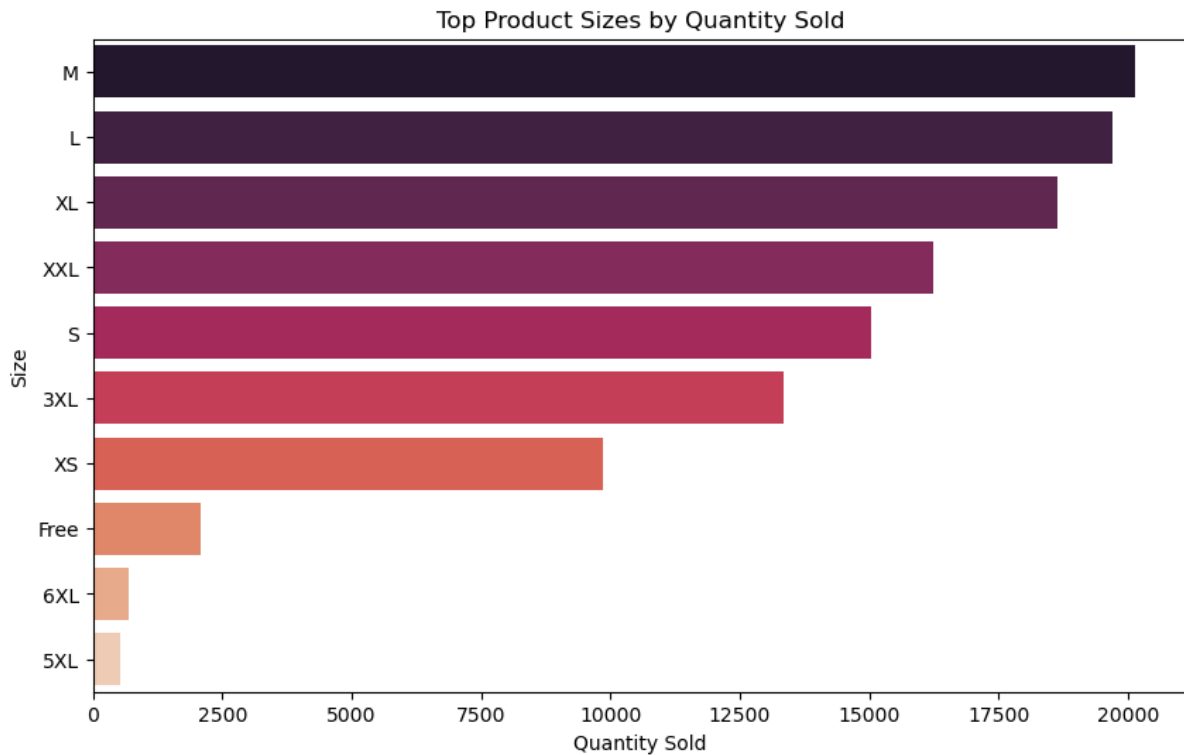
The top product categories by revenue are as follows:

- 1) **T-shirts**: ₹41,168,771.65 (45,292 units sold)
- 2) **Shirts**: ₹23,211,990.08 (45,044 units sold)
- 3) **Blazzer**: ₹11,697,289.12 (13,943 units sold)



### Top Sizes Sold:

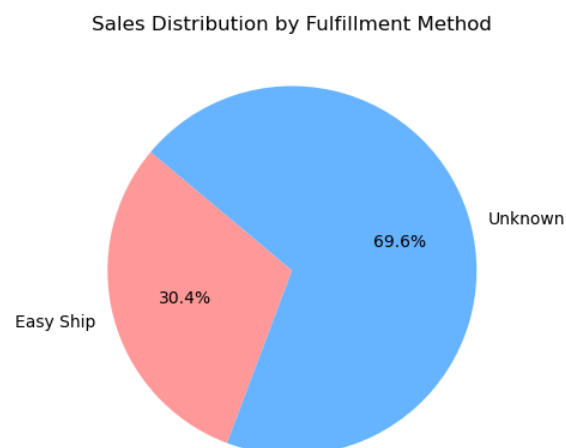
The most popular sizes sold are M, L, and XL, with M being the top-selling size.



### Fulfilment Analysis:

The sales breakdown by fulfilment method showed that "Easy Ship" accounted for ₹25,312,910.25, whereas a significant portion of sales was categorized as "Unknown". We recommend further investigation into the fulfilment process to optimize delivery performance.

### Sales by Fulfilment Method:



### Customer Segmentation:

We analyzed the frequency of orders across different categories. Most customers placed only one order, but a small number placed multiple orders. Segmenting customers by their buying behavior and preferences can help tailor personalized offers.

### Order Frequency Distribution:

Most customers place only one order, but some customers are repeat buyers.

### Geographical Sales Analysis:

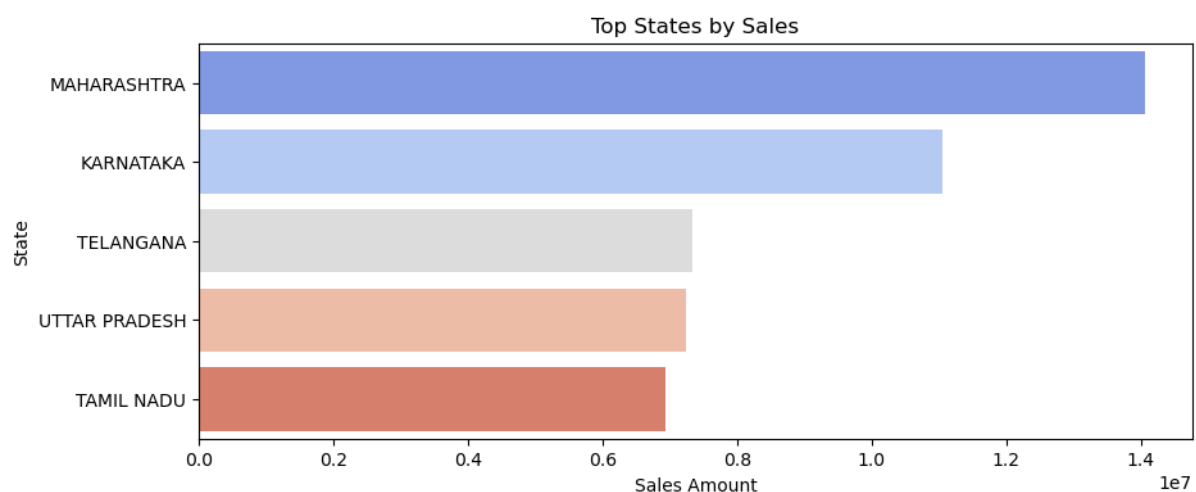
Sales across different regions showed significant variation. Maharashtra and Karnataka emerged as the highest-performing states. Conversely, states like Pondicherry and Rajasthan underperformed.

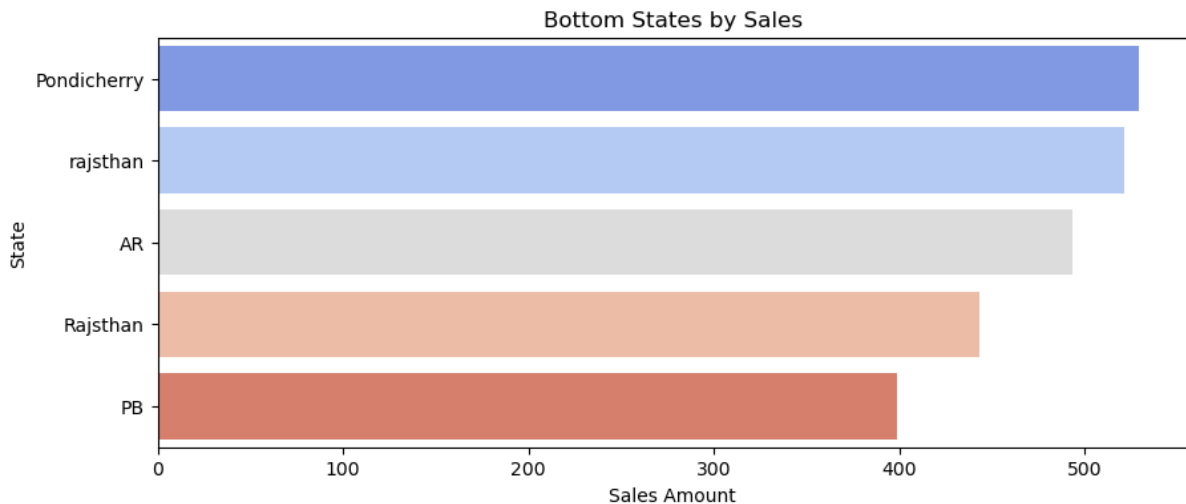
### Top 5 High-Performing States:

1. Maharashtra - ₹14,062,423.05
2. Karnataka - ₹11,047,304.22
3. Telangana - ₹7,337,030.08
4. Uttar Pradesh - ₹7,244,106.08
5. Tamil Nadu - ₹6,932,869.30

### Bottom 5 Underperforming States:

1. Pondicherry - ₹529
2. Rajasthan - ₹521
3. Arunachal Pradesh - ₹493
4. Rajsthan - ₹443
5. Punjab - ₹399





### 3. Insights and Recommendations

This section highlights actionable insights based on your analysis and suggests strategies for business improvement.

#### Key Insights:

- 1) **Product Popularity**: T-shirts and Shirts dominate the sales in terms of both quantity and revenue. These products should be prioritized in marketing campaigns and inventory management.
- 2) **Fulfilment Methods**: The "Easy Ship" method is the most used, but there is room for improvement in fulfilment, especially in regions with low performance.
- 3) **Regional Sales Patterns**: Maharashtra and Karnataka are top-performing regions, while Pondicherry and Rajasthan are lagging behind.

#### Recommendations:

- 1) **Target Marketing Efforts**: Focus more on Maharashtra and Karnataka to capitalize on high-performing regions. For underperforming states, consider localized promotional offers.
- 2) **Stock Optimization**: Ensure that inventory levels for top-selling products (T-shirts and Shirts) are adequate to meet demand, especially during peak sales periods.
- 3) **Fulfilment Optimization**: Investigate ways to reduce "Unknown" fulfilment and streamline delivery processes. Consider offering multiple fulfilment options based on regional preferences.
- 4) **Customer Loyalty Programs**: Implement a customer loyalty program to encourage repeat purchases, especially for categories with high customer engagement (e.g., T-shirts and Shirts).
- 5) **Geographical Expansion**: Explore opportunities for expanding the market reach in underperforming states by focusing on regional preferences and targeted campaigns.

The following report presents the findings from analysing the Amazon Sales Report. It covers key performance indicators such as total sales, best-selling products, fulfilment methods, and regional sales performance, followed by actionable insights and recommendations.