

Report Summary:

1. Order Trends:

- Total orders analysed: 128,806
- Highest order volume in April (49,067), followed by a decline in May (42,040) and June (37,697)
- Significant drop in orders from April to June (23.4% decrease)

2. Fulfilment:

- Amazon fulfilment handles 69.5% of orders (89,698)
- Merchant fulfilment accounts for 30.5% (39,277)

3. Order Status:

- Shipped orders: 84.9% (109,487)
- Unshipped orders: 5.2% (6,681)
- Cancelled orders: 4.6% (5,935)

4. Shipping Service Level:

- Expedited shipping: 68.7% (88,615)
- Standard shipping: 31.3% (40,360)

5. Size Distribution:

- Most popular sizes: M (22,711), L (22,132), XL (20,876)
- Least popular: Free size (378), 4XL (427), 5XL (550)

6. Product Categories:

- Top categories: Set (38.99%), Kurta (38.67%), Western Dress (12.02%)
- Lowest performing: Saree (0.13%), Bottom (0.34%), Blouse (0.72%)

7. Geographical Distribution:

- Top 5 states:
 - Maharashtra (17.26%),
 - Karnataka (13.44%),
 - Tamil Nadu (8.91%),
 - Telangana (8.79%),
 - Uttar Pradesh (8.25%)

Key Insights:

1. Seasonal Trend: There's a clear declining trend in orders from April to June, suggesting possible seasonality or a need for mid-year marketing push.

2. Fulfilment Efficiency: Amazon's fulfilment service handles the majority of orders, indicating good integration with the platform.

3. Size Preferences: Medium to XL sizes are most popular, while very large sizes and free size have low demand.

4. Category Focus: Sets and Kurtas dominate the product mix, accounting for over 77% of orders.

5. Geographical Concentration: Five states contribute over 56% of total orders, with Maharashtra leading.

6. Shipping Preference: Customers strongly prefer expedited shipping, indicating a desire for quick delivery.

7. Order Completion: While the majority of orders are shipped, there's a notable percentage of unshipped and cancelled orders.

Recommendations:

- 1. Seasonal Strategy:** Develop marketing campaigns and promotions for May-June to counteract the order decline.
- 2. Inventory Management:** Optimize stock levels focusing on M, L, and XL sizes, while reducing inventory of less popular sizes.
- 3. Product Focus:** Expand the range of Sets and Kurtas, while evaluating the viability of low-performing categories like Sarees and Bottoms.
- 4. Geographical Expansion:** While maintaining a strong presence in top states, create targeted marketing for states with lower order volumes to increase market share.
- 5. Fulfilment Optimization:** Consider increasing Amazon fulfilment usage to potentially improve delivery times and customer satisfaction.
- 6. Shipping Options:** Given the preference for expedited shipping, negotiate better rates with courier partners to offer faster shipping at competitive prices.
- 7. Order Processing Efficiency:** Investigate reasons for unshipped orders (5.2%) and implement measures to reduce this percentage.
- 8. Cancel Rate Reduction:** Analyze reasons for cancellations (4.6%) and develop strategies to minimize them, such as improving product descriptions or stock accuracy.
- 9. Customer Segmentation:** Utilize the size and category preferences to create targeted marketing campaigns for specific customer segments.
- 10. Western Dress Promotion:** Given its third-place position in categories, consider promoting Western Dress items more to capitalize on its popularity.

By implementing these recommendations, the business can potentially improve sales volume, customer satisfaction, and operational efficiency.