amazon
Ecommerce sales Analysis

Sales Analysis

The Amazon Sales Analysis reveals:-
Key Insights and Recommendations
Highs
1. **Top Membership Revenue**
   • **Insight**: "Silver" membership with ₹11.18M.
   • **Recommendation**: Enhance benefits to retain and attract more members.
1. **Highest Payment Method Revenue (2023)**
   • **Insight**: Credit Card: ₹98,24,069.
   • **Recommendation**: Optimize payment processing for efficiency.
Lows
1. **Lowest Payment Method Revenue (2023)**
   • **Insight**: PayPal: ₹94,36,084.
   • **Recommendation**: Explore ways to increase PayPal usage.
1. **Lowest Quarterly Revenue**
   • **Insight**: Q2 and Q4: ₹7.7M.
   • **Recommendation**: Implement targeted promotions in these quarters.

Customer Analysis

The Amazon Customer Analysis reveals:-
Key Insights and Recommendations

1. **Customer Satisfaction Improvement:**
   • Focus on addressing complaints, especially from Silver members, as they contribute the most complaints.
   • Investigate the high complaint rate of 21.09% to understand root causes.

1. **Communication Optimization:**
   • SMS is the preferred channel for complaints, suggesting a need for better SMS-based customer support.
1. **High-Value Customers:**
   • Retain high-value customers like Poole and Young through targeted loyalty programs or incentives.
1. **Membership Focus:**
   • Enhance benefits for Silver members since they generate the most engagement (complaints and points earned).
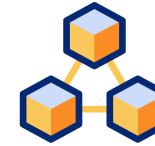
Product Analysis

The Amazon Product Analysis reveals:-
Key Insights and Recommendations
1. **Order Quantity vs Revenue**: Electrical has the highest order quantity (6.9K) and revenue, indicating strong customer preference, but Miscellaneous has a high order volume (6.6K) with lower revenue, suggesting lower-value products.
2. **Product-Level Insights**: The Telescope and Streaming Stick both generated ₹670K revenue, highlighting opportunities for bundling or upselling in related categories.

Recommendations
1. **Stabilize Seasonal Categories**: Fashion and Entertainment need year-round promotions to offset seasonal dips.
2. **Regional Marketing**: Align product promotions with regional trends to drive category-specific growth in underperforming regions.

Geo Analysis

The Amazon Geo Analysis reveals:-
Key Insights and Recommendations

Product Performance: Electric Kettle's popularity in Aguadilla City is notable; consider replicating this success in similar markets.

Retention Tactics: Augusta and Greensboro's perfect retention rates could set a benchmark for other cities.

Cash Dependency: Focus on converting cash transactions to digital payments, especially in Augusta and Greensboro.

Market-Specific Strategies: Tailor marketing strategies to suit diverse payment preferences, like credit cards in San Francisco and cash in Shreveport.

Year : All

Quarter : All

Month : All

Membership level : Silver

MoM Growth
0.00%

YoY Growth
1009.91%

- Sales Analysis
- Customer Analysis
- Product Analysis
- Geo Analysis

Membership - Silver
Revenue

₹ 11.18M

Total Revenue by Payment Method in Years

Year	💰	PayPal	💳	Total
2023	**₹ 97,07,461**	**₹ 94,36,084**	**₹ 98,24,069**	**₹ 2,89,67,614**
Qtr 4	₹ 15,29,062	₹ 18,59,360	₹ 17,20,082	₹ 51,08,504
Qtr 3	₹ 27,54,391	₹ 27,34,567	₹ 25,77,271	₹ 80,66,229
Qtr 2	₹ 25,12,142	₹ 24,89,104	₹ 27,30,259	₹ 77,31,505
Qtr 1	₹ 29,11,866	₹ 23,53,053	₹ 27,96,457	₹ 80,61,376
2022	**₹ 6,50,423**	**₹ 8,95,222**	**₹ 10,64,252**	**₹ 26,09,897**
Qtr 4	₹ 6,50,423	₹ 8,95,222	₹ 10,64,252	₹ 26,09,897
Total	**₹ 1,03,57,884**	**₹ 1,03,31,306**	**₹ 1,08,88,321**	**₹ 3,15,77,511**

Shipped
₹ 1,12,19,720
Total revenue

Delivered
₹ 1,05,81,764
Total revenue

Processing
₹ 97,76,027
Total revenue

Total revenue by Quarter

YTD

- Qtr 1: ₹ 8.1M
- Qtr 2: ₹ 7.7M
- Qtr 3: ₹ 8.1M
- Qtr 4: ₹ 7.7M
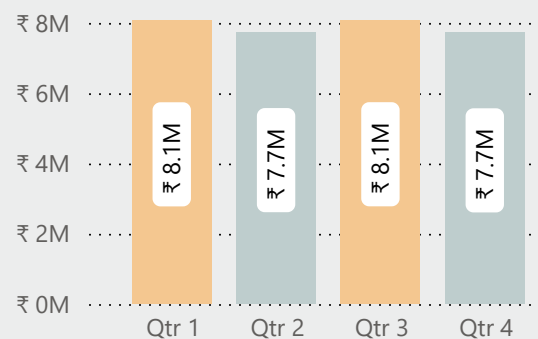
Total Revenue
₹ 31.58M

A ORDER VALUE
₹ 15.79K

YTD
₹ 28.97M

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Year : All

Quarter : All

Month : All

Category : All

CSAT
Customer satisfaction score
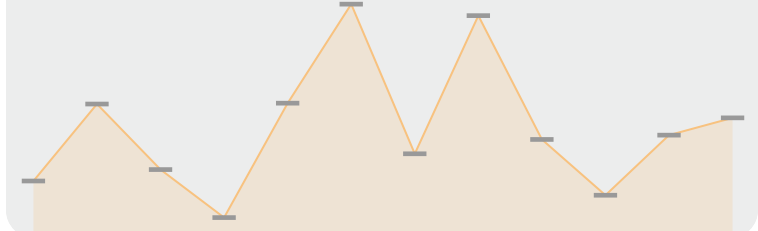**3.03**

Total Customers
1100

No. of Complains
232

Customer Lifetime Value (CLV)
₹ 1.12M

Percentage of customers who have complained (Churn Rate)
21.09%

- Sales Analysis
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Complaints Count by Membershp Level

88 (37.93%)

72 (31.03%)

232

72 (31.03%)

Membershp Level
- Silver
- Bronze
- Gold

Complaints Count by Preferred Communication

SMS — 81

Email — 76

Phone — 75

Top 5 customers by Revenue

Mazzanti
₹ 265.33K
Male

Kennedy
₹ 220.18K
Female

T'ao
₹ 188.8K
Female

Lorenzo
₹ 171.25K
Male

K'ung
₹ 168.84K
Male

Sum of Point Earned by Membershp Level

Silver
0.23M

Bronze
0.21M

Gold
0.21M

Year : All ▼   **Quarter : All** ▼   **Month : All** ▼   **Category : Entertainment** ▼

Revenue Analysis by product and time

Year	Electrical	Entertainment	Faishon	Home & DIY	Miscellaneous	Total
⊟ **2023**	₹ 65,30,441	₹ 55,20,283	₹ 50,96,891	₹ 55,81,670	₹ 62,38,329	₹ 2,89,67,614
⊟ **Qtr 4**	₹ 12,46,601	₹ 8,98,453	₹ 10,72,578	₹ 8,83,974	₹ 10,06,898	₹ 51,08,504
⊞ November	₹ 6,69,258	₹ 3,95,875	₹ 6,94,599	₹ 3,61,785	₹ 4,23,948	₹ 25,45,465
⊞ October	₹ 5,77,343	₹ 5,02,578	₹ 3,77,979	₹ 5,22,189	₹ 5,82,950	₹ 25,63,039
⊟ **Qtr 3**	₹ 15,71,778	₹ 19,33,349	₹ 12,79,151	₹ 17,98,127	₹ 14,83,824	₹ 80,66,229
⊞ September	₹ 6,07,101	₹ 5,06,570	₹ 4,55,445	₹ 4,71,903	₹ 5,20,807	₹ 25,61,826
⊞ August	₹ 5,70,998	₹ 6,24,844	₹ 3,02,945	₹ 9,22,184	₹ 5,03,101	₹ 29,24,072
⊞ July	₹ 3,93,679	₹ 8,01,935	₹ 5,20,761	₹ 4,04,040	₹ 4,59,916	₹ 25,80,331
⊞ **Qtr 2**	₹ 19,56,655	₹ 10,81,790	₹ 13,55,729	₹ 15,15,053	₹ 18,22,278	₹ 77,31,505
⊞ **Qtr 1**	₹ 17,55,407	₹ 16,06,691	₹ 13,89,433	₹ 13,84,516	₹ 19,25,329	₹ 80,61,376
⊟ **2022**	₹ 7,66,028	₹ 4,97,087	₹ 5,20,570	₹ 3,60,617	₹ 4,65,595	₹ 26,09,897
⊞ **Qtr 4**	₹ 7,66,028	₹ 4,97,087	₹ 5,20,570	₹ 3,60,617	₹ 4,65,595	₹ 26,09,897
Total	₹ 72,96,469	₹ 60,17,370	₹ 56,17,461	₹ 59,42,287	₹ 67,03,924	₹ 3,15,77,511

Order Quantity by Category

- 6.9K **Electrical**
- 6.6K **Miscellaneous**
- 5.9K **Entertainment**
- 5.9K **Home & DIY**
- 5.7K **Faishon**

Top 5 Products Sales by Products

- ₹ 810.38K **Portable Bluetooth Speaker**
- ₹ 717.09K **Air Hockey Table**
- ₹ 670.01K **Telescope**
- ₹ 670K **Streaming Stick (for TV)**
- ₹ 632.08K **Kindle E-reader**

Total revenue by Product Category

Category
- ● Electrical
- ● Miscellaneous
- ● Entertainment
- ● Home & DIY
- ● Faishon

₹ 6.02M

- ₹ 7.3M (23.11%)
- ₹ 6.7M (21.23%)
- ₹ 6.02M (19.06%)
- ₹ 5.94M (18.82%)
- ₹ 5.62M (17.79%)
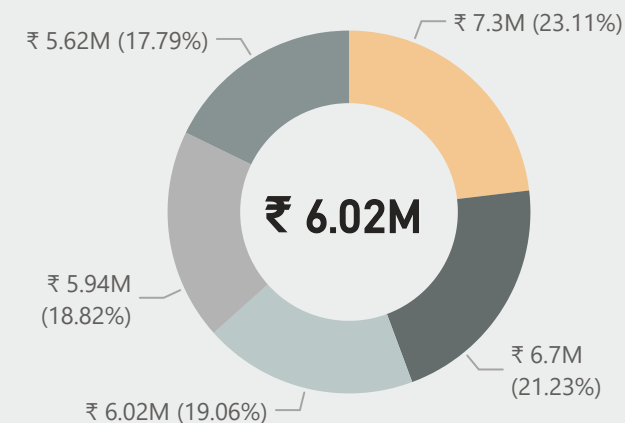
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Customer Analysis

Product Analysis

Geo Analysis

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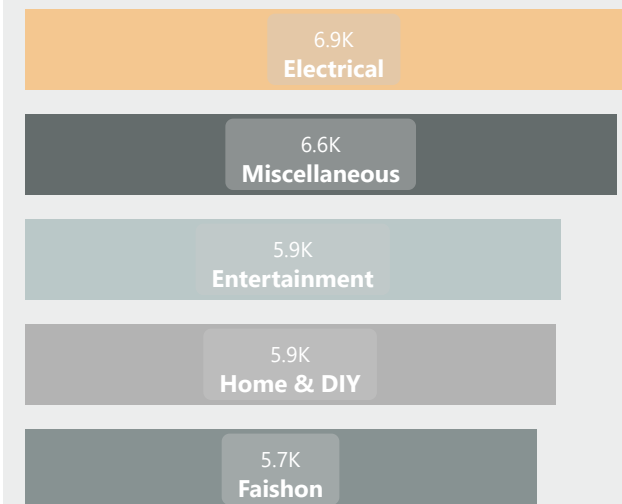amazon

Year : All

Quarter : All

Month : All

Category : All

Rentention rate by city

City : All

City: All ●▽

88%

Top Performing Product in Aguadilla city

Top Performing Product in Aguadilla city

City : Aguadilla

Electric Kettle

Hooded Sweatshirt

Top 5 Cities by Sales

₹ 0.67M **Springfield**	
₹ 0.52M **Bonita Springs**	
₹ 0.51M **Atlanta**	
₹ 0.40M **Virginia Beach**	
₹ 0.38M **Richmond**	

Avg Delivery time at Aguadilla city

16 Days

city	Avg setisfication by city ▼	Payment Count Per City	Max Payment Count Per City	Preferred Payment Method by City
Augusta	5.00	4	2	Cash
Greensboro	5.00	5	2	Cash
Wichita	5.00	2	2	PayPal
Rockford	4.67	3	1	Cash
Myrtle Beach	4.50	3	2	Cash
Nashville	4.50	8	4	Cash
Santa Rosa	4.33	3	1	Cash
Lexington	4.25	3	2	Cash
Newark	4.25	5	3	Credit Card
Asheville	4.00	8	4	Cash
Colorado Springs	4.00	2	1	Credit Card
Gainesville	4.00	9	3	Cash
Garland	4.00	7	3	Cash
Reading	4.00	4	3	Credit Card
San Francisco	4.00	11	7	Credit Card
Shreveport	4.00	13	5	Cash
Total	**3.03**	**2000**	**6**	**Cash**

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Top 5 Customers by sales In city

Customer	Sales
T'ao	₹ 0.19M
Lorenzo	₹ 0.17M
Kung	₹ 0.16M
Ku	₹ 0.15M
Russo	₹ 0.15M
Hargreaves	₹ 0.14M
Cartwright	₹ 0.14M
Obiuto	₹ 0.13M