AMAZON SALES ANALYSES REPORT

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Introduction

Amazon is one of the largest e-commerce companies in the world, offering a wide range of products from books and electronics to clothing and groceries. With millions of customers and billions of dollars in revenue, Amazon has a vast amount of sales data that can provide valuable insights into consumer behavior and market trends.

In this analysis, we will dive into Amazon's sales data to better understand its performance and identify key factors that contribute to its success.

Objective

The objective of this analysis is to gain insights into the sales data of Amazon, one of the largest e-commerce companies in the world. By analyzing the sales data, we aim to understand the company's performance, trends, and potential areas for improvement.

Analyze Sales by day of week

Based on our analysis, we can interpret the results and draw conclusions about the sales patterns by day of week. We may find that certain days consistently have higher sales, while others may have lower sales. We can also identify any factors that may contribute to these patterns.
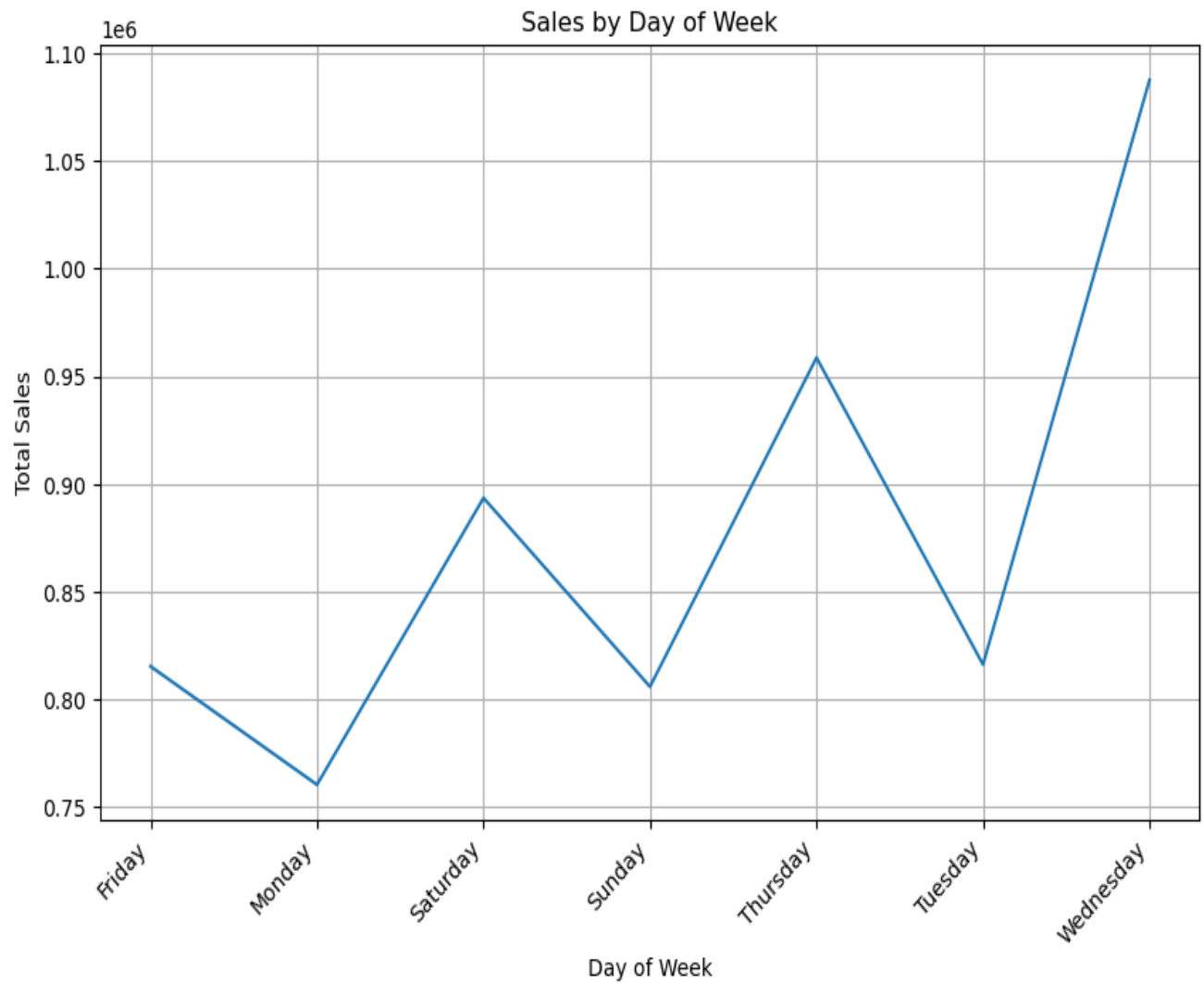
Figure 1

In this graph we are analyzing the following things:

1.Day with Highest Sales: Wednesday
2.Day with Lowest Sales: Monday

Also, we have found that from our analysis

Average Daily Sales: INR 323026.78

Analyze Sales by Ship-City

Top 10 Cities by Sales:

ship-city	Amount (in INR)
BENGALURU	424917.04
HYDERABAD	332444.76
NEW DELHI	312214.46
MUMBAI	277906.17
PUNE	191086.25
CHENNAI	178177.30
KOLKATA	115709.00
GURUGRAM	94852.67
LUCKNOW	85889.17
THANE	70785.22

Analyze Sales by Ship-State

Top 5 States by Sales:

ship-state	Amount
MAHARASHTRA	1015173.37
KARNATAKA	708039.90
UTTAR PRADESH	592808.21

TELANGANA   493546.09
TAMIL NADU   409954.69

Order Status Percentages

Status	Percentage (%)
Shipped - Delivered to Buyer	80.261220
Cancelled	13.895709
Shipped - Returned to Seller	5.774330
Shipped - Rejected by Buyer	0.019641
Shipped - Lost in Transit	0.019641
Shipped - Out for Delivery	0.009820
Shipped - Returning to Seller	0.009820
Shipped - Picked Up	0.009820

analyze the distribution of order statuses in Amazon sale report data
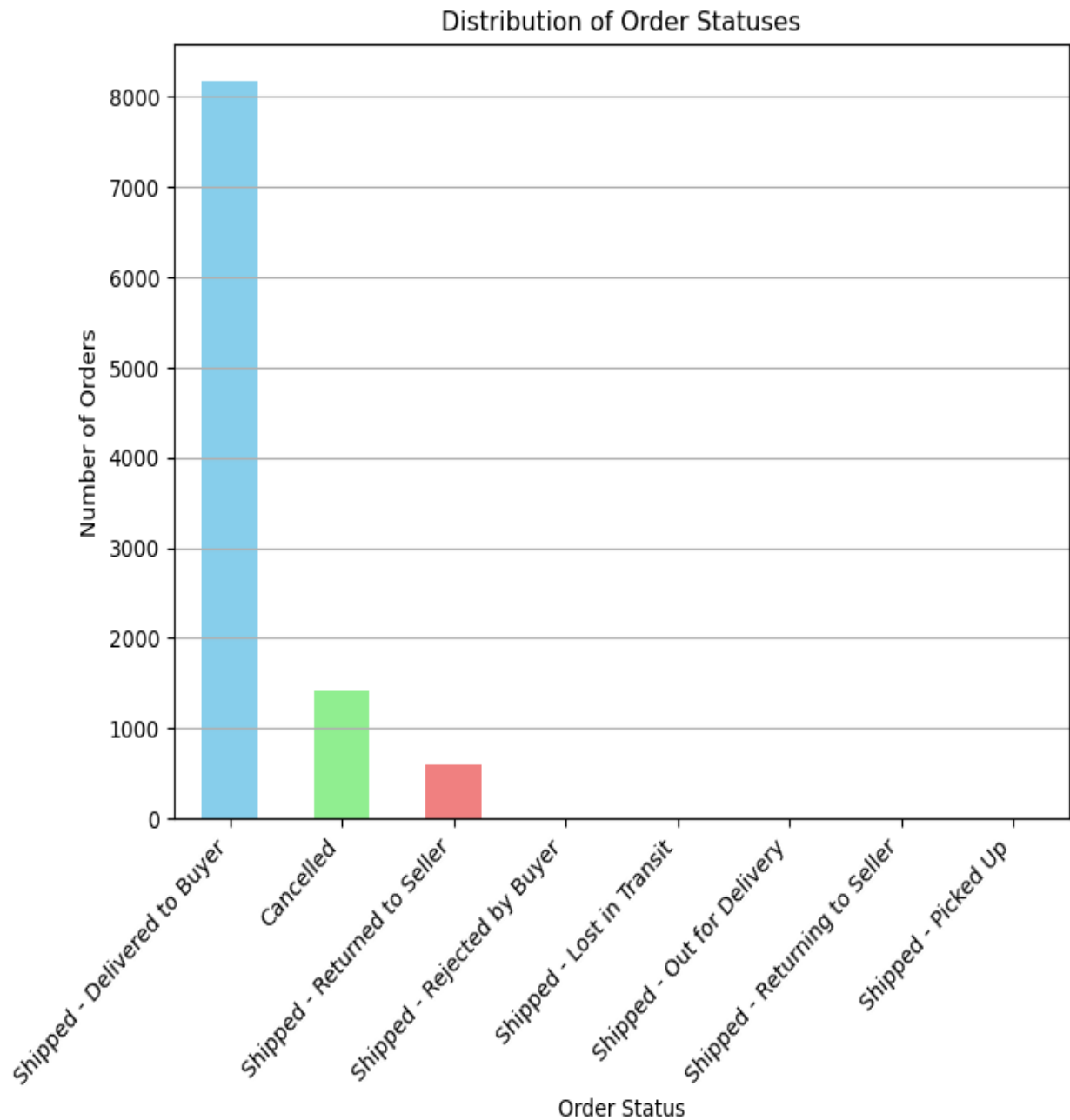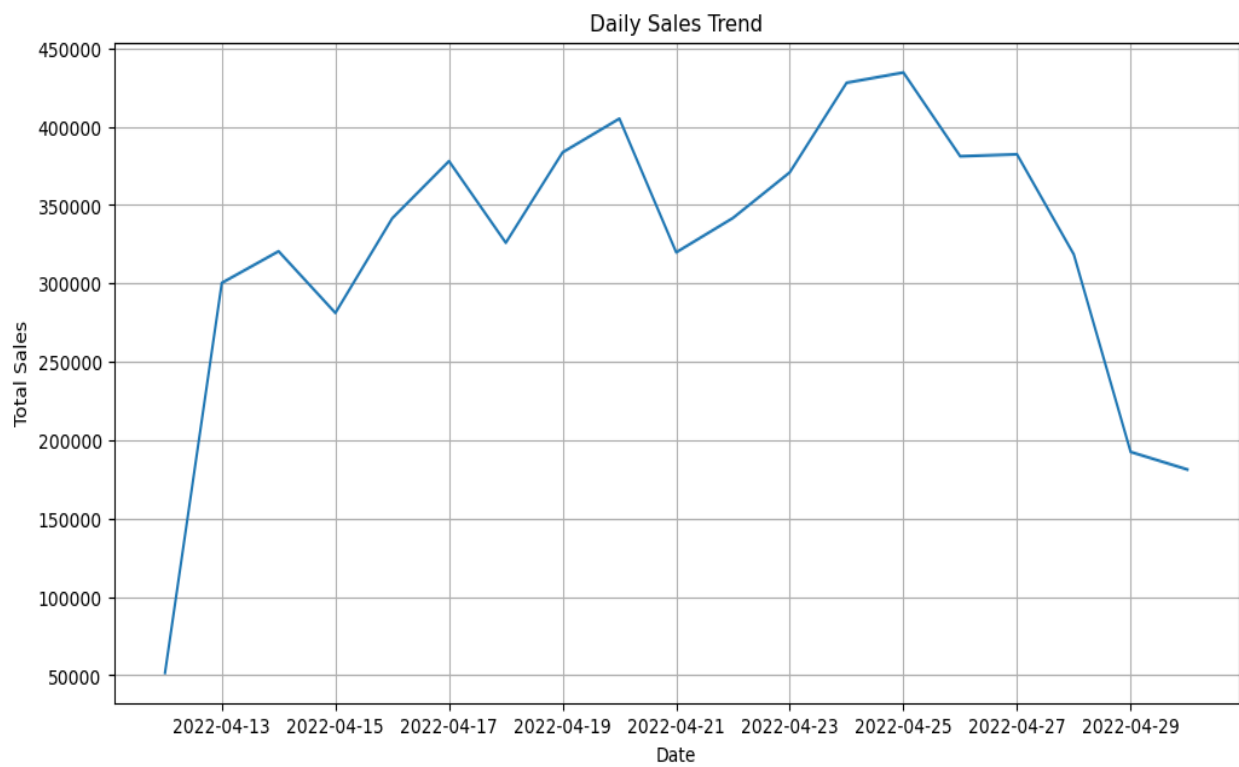

Figure 2

Total sales per day

Figure 3

Total Sales: INR 6137508.75
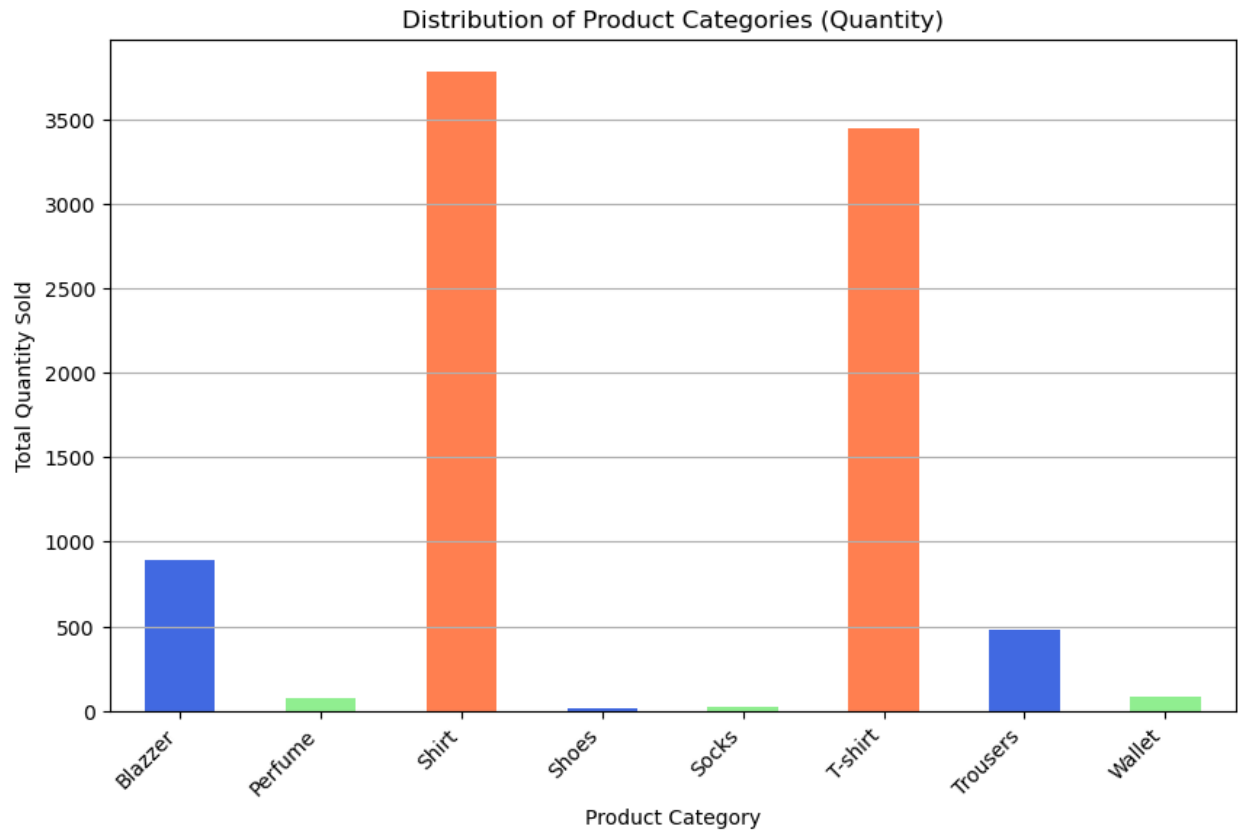Average Daily Sales: INR 323026.78

Analyze product category distribution

Distribution of Product Categories (Quantity)

figure 4

Identify top-selling products by quantity

Top 10 Selling Products (by Quantity):

Category	
Shirt	3781
T-shirt	3447
Blazzer	892
Trousers	482
Wallet	87
Perfume	80
Socks	20
Shoes	12

Analyze product size distribution
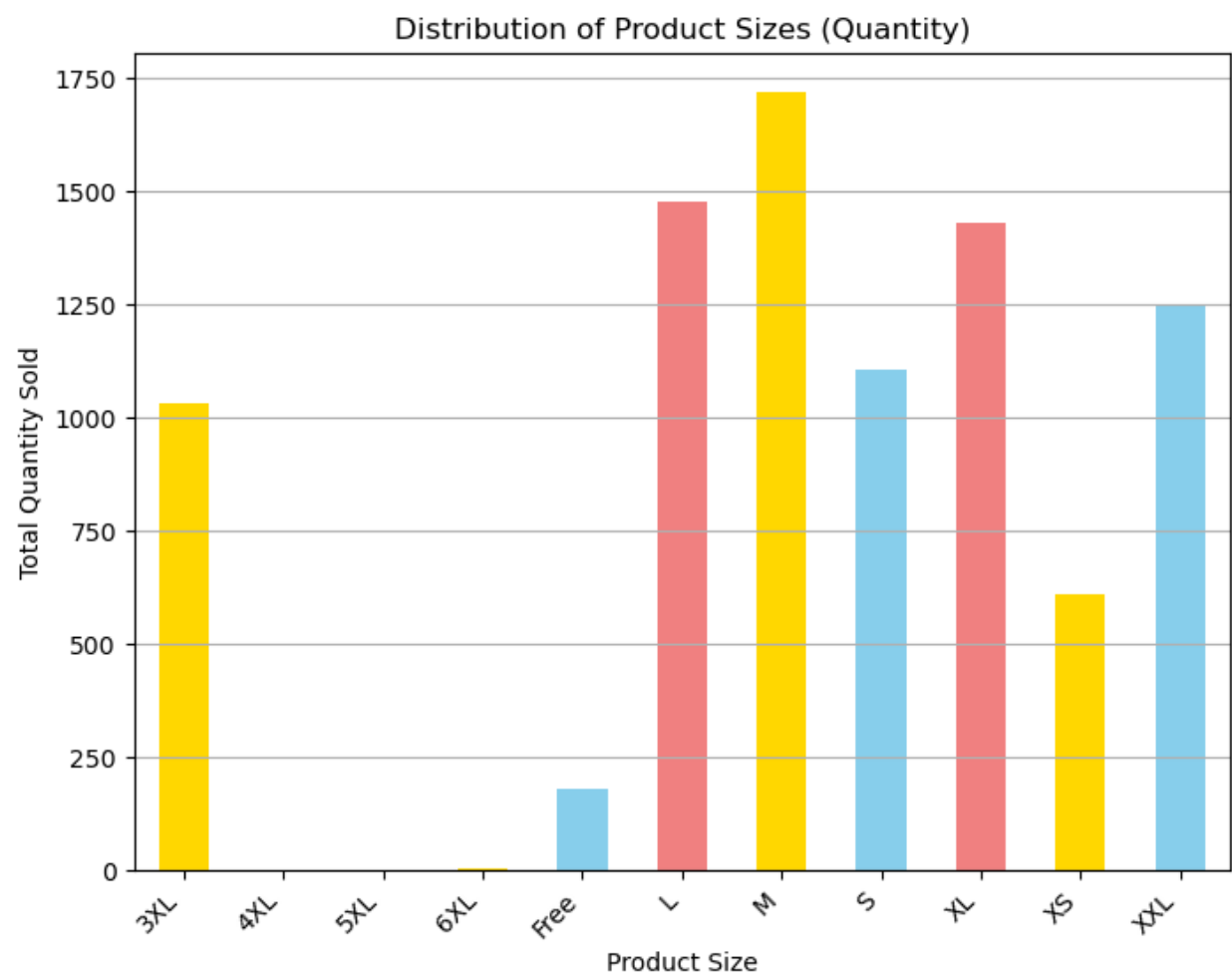
figure 5

Top 10 Selling Products (by Quantity):

Size	Quantity
M	1718
L	1477
XL	1427
XXL	1247

S	1106
3XL	1032
XS	610
Free	179
6XL	3
4XL	1

Sales revenue

Total Sales Revenue: INR 6137508.75

Sales Revenue by Product Category

Category	Revenue
Blazzer	736165.65
Perfume	73407.94
Shirt	1891319.90
Shoes	13642.24
Socks	10162.97
T-shirt	3094959.12
Trousers	265952.80
Wallet	51898.13

bar chart to visualize revenue distribution

Sales Revenue by Product Category
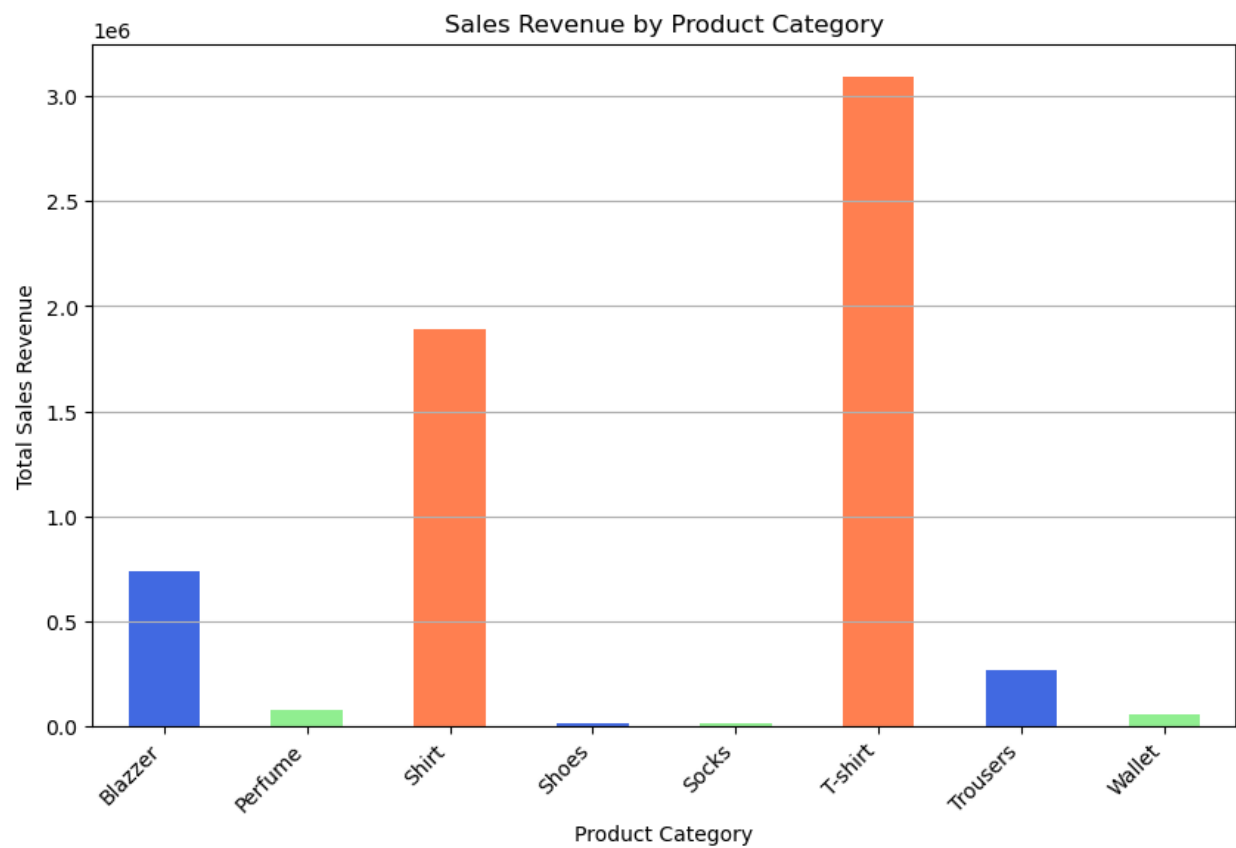
Figure 6

Top 5 Product Categories by Revenue:

Category	revenue
T-shirt	3094959.12
Shirt	1891319.90
Blazzer	736165.65
Trousers	265952.80
Perfume	73407.94

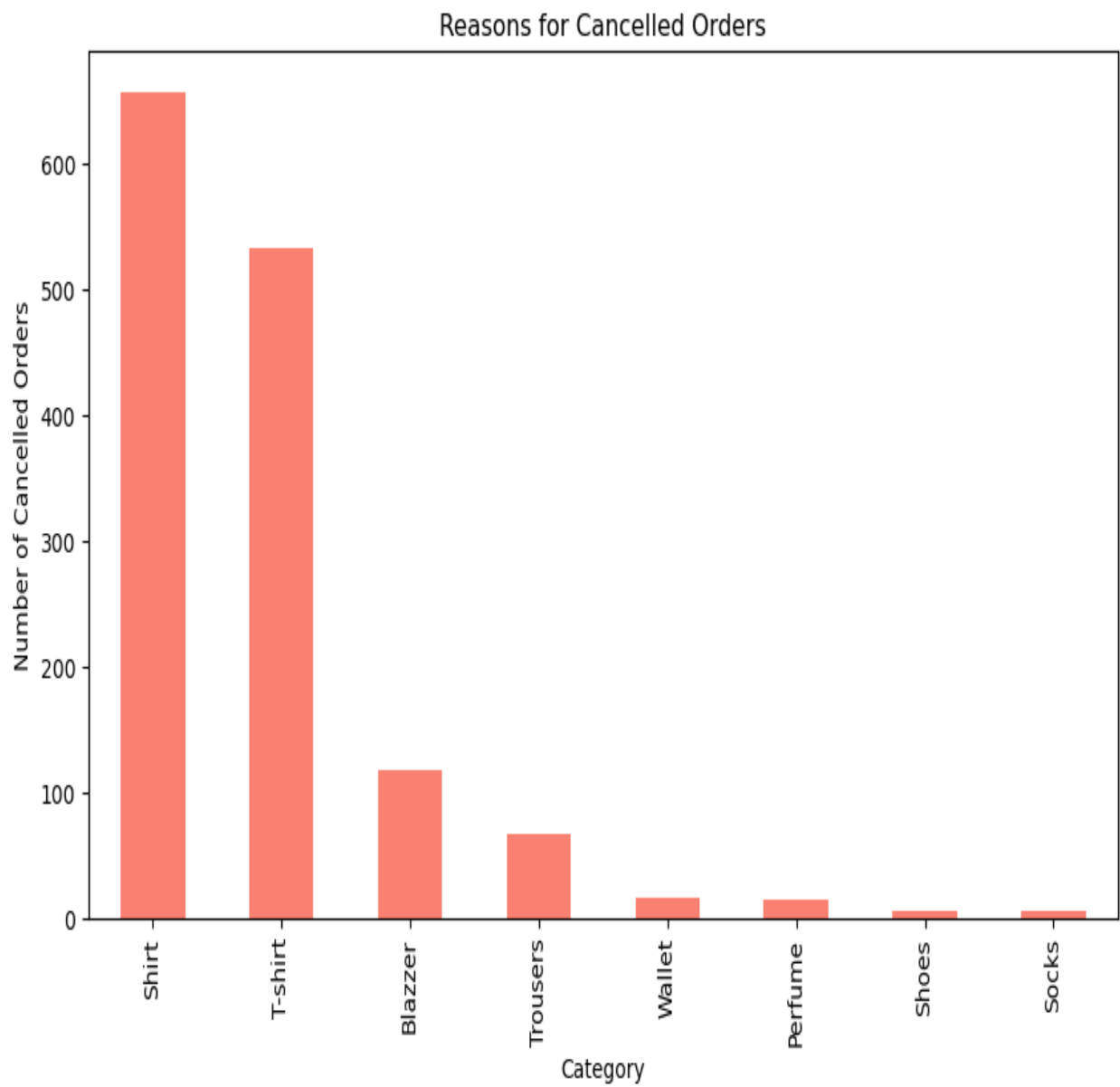# Cancelled Orders Analysis

Figure 7
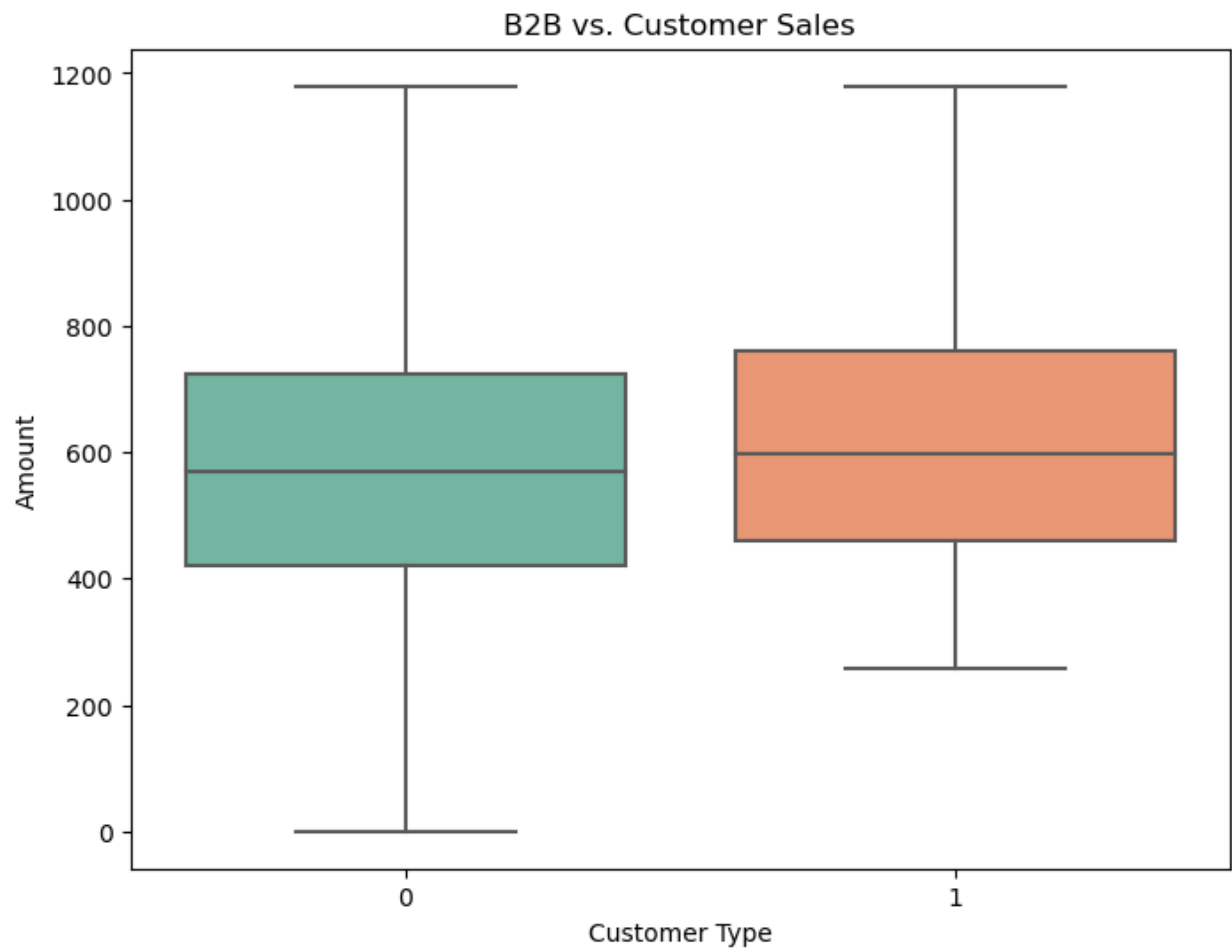
B2B vs. Customer Sales
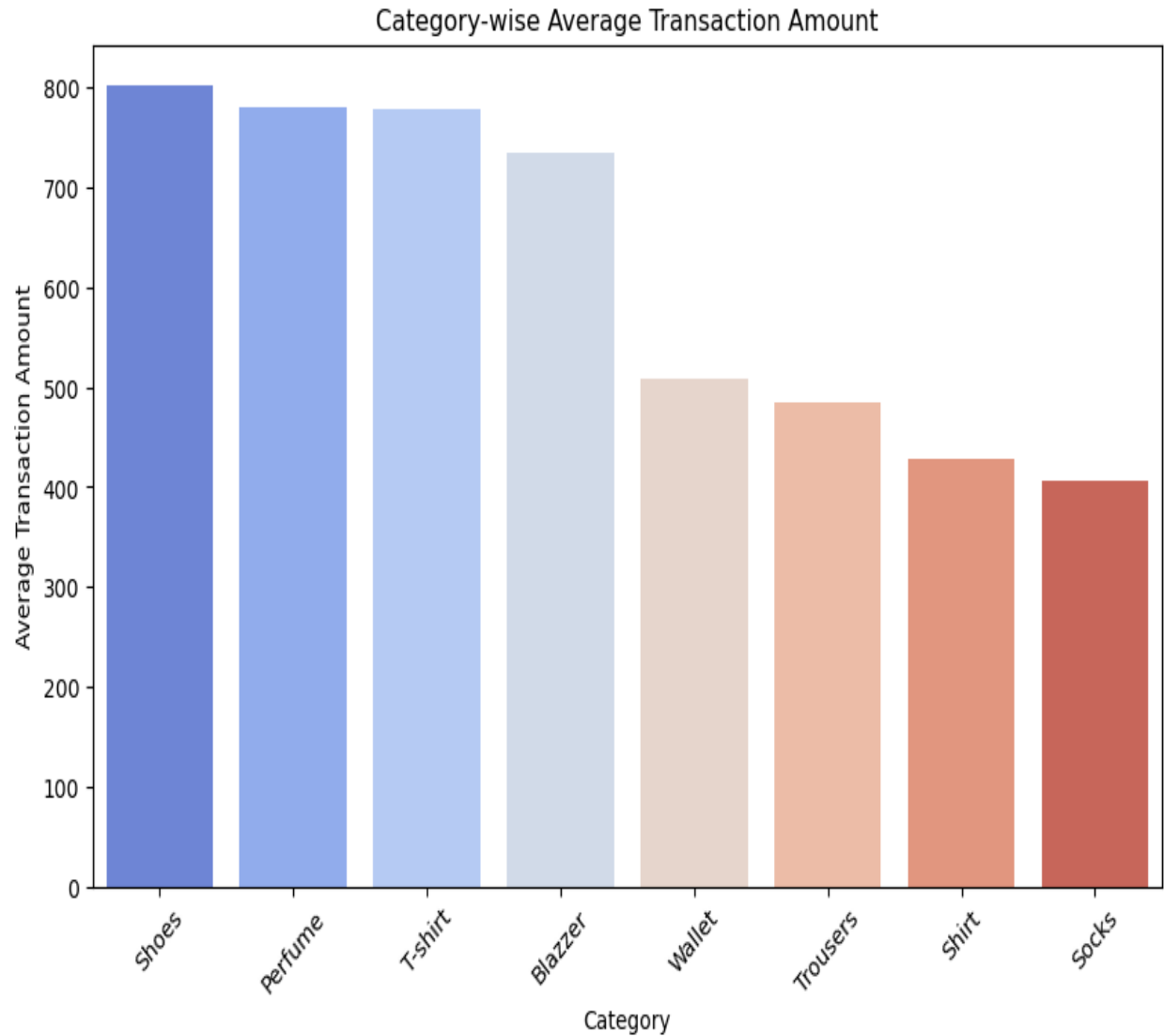

Figure 8

Category-wise Average Transaction Amount

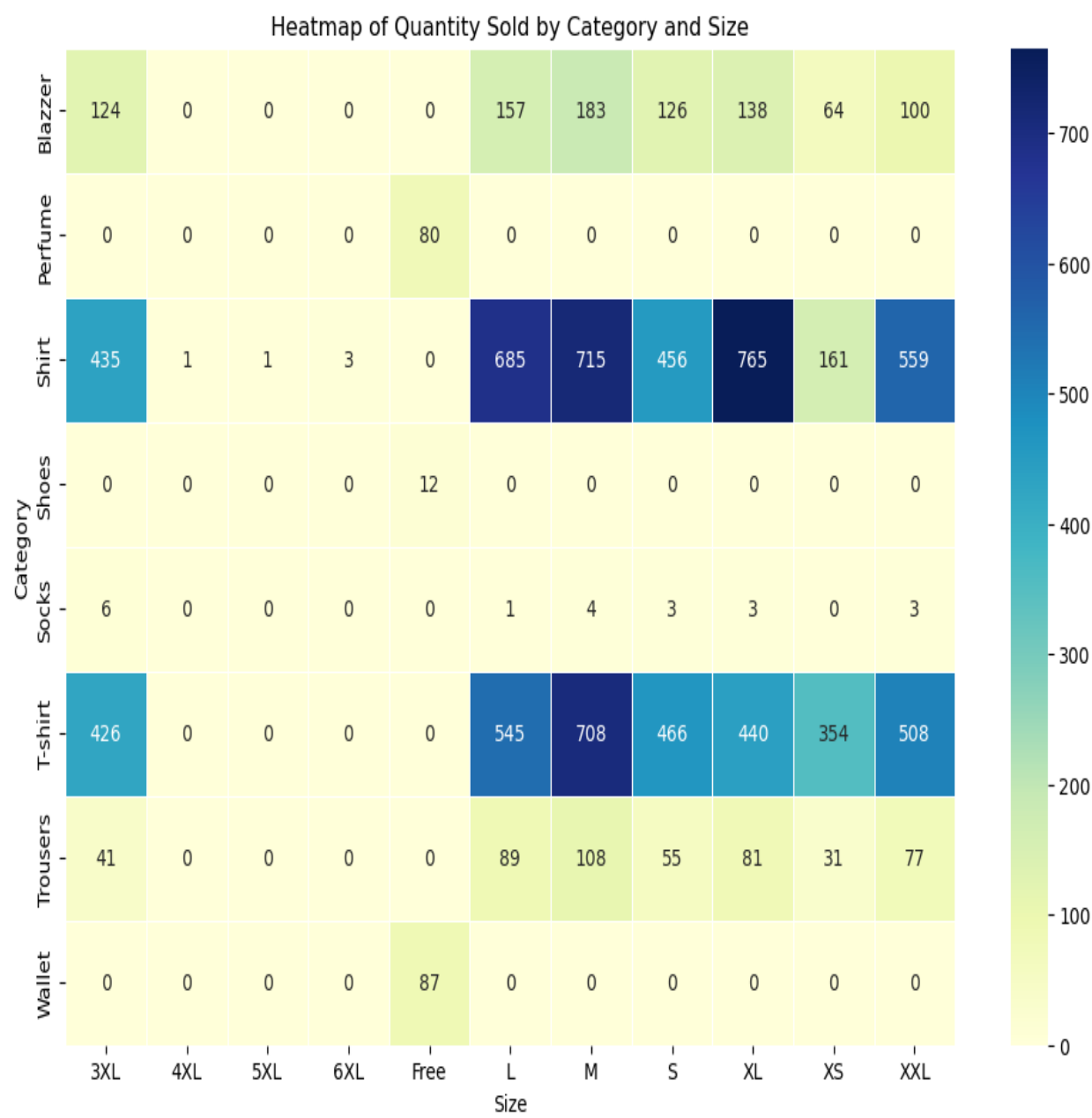

figure 9

Heatmap of Quantity Sold by Category and Size

Heatmap of Quantity Sold by Category and Size

Category	3XL	4XL	5XL	6XL	Free	L	M	S	XL	XS	XXL
Blazzer	124	0	0	0	0	157	183	126	138	64	100
Perfume	0	0	0	0	80	0	0	0	0	0	0
Shirt	435	1	1	3	0	685	715	456	765	161	559
Shoes	0	0	0	0	12	0	0	0	0	0	0
Socks	6	0	0	0	0	1	4	3	3	0	3
T-shirt	426	0	0	0	0	545	708	466	440	354	508
Trousers	41	0	0	0	0	89	108	55	81	31	77
Wallet	0	0	0	0	87	0	0	0	0	0	0

figure 10

Pie Chart for Product Category Distribution

Distribution of Product Categories (Quantity)

Total Quantity Sold

Product Category

- Shirt — 43.0%
- Perfume — 0.9%
- Blazzer — 10.1%
- Wallet — 1.0%
- Trousers — 5.5%
- T-shirt — 39.2%
- Shoes / Socks — 0.2%
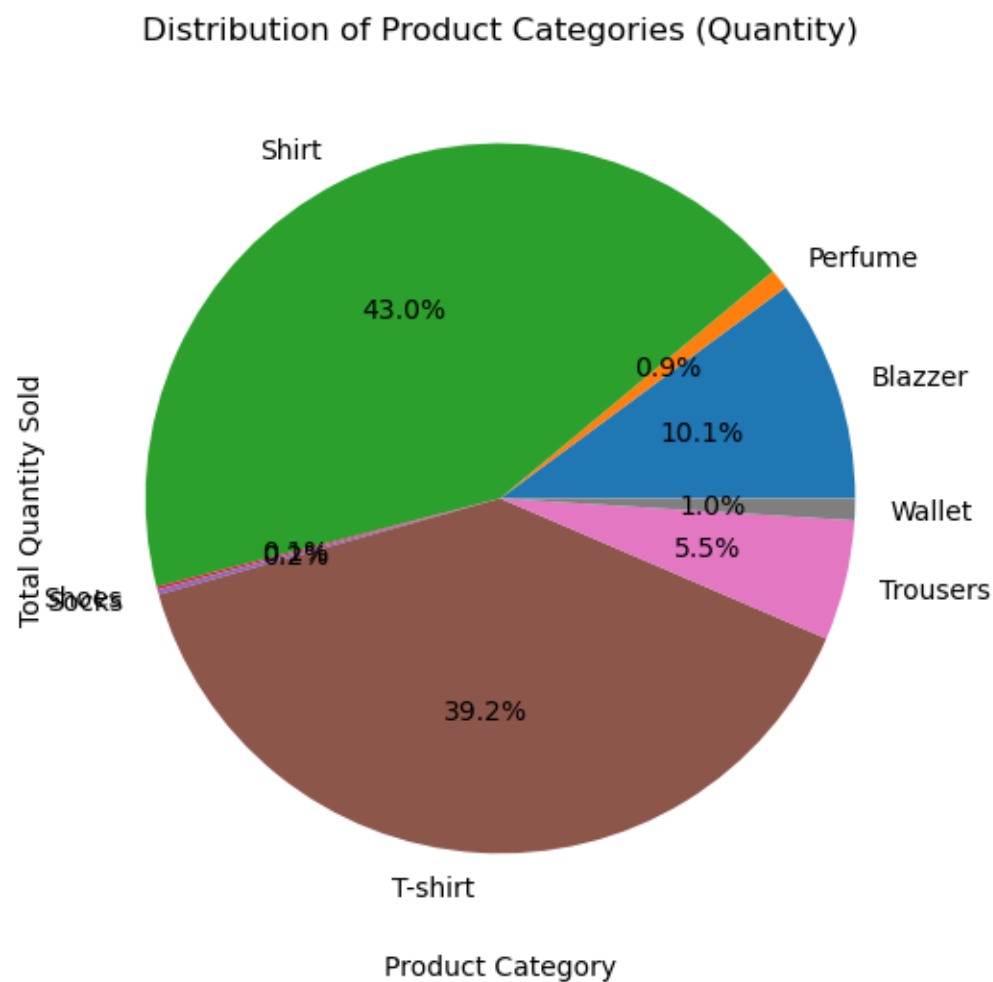
Amazon Sales Data Analysis Summary

Sales Performance

- **Total Sales:** ₹ 6,137,508.75
- **Average Daily Sales:** ₹ 323,026.78
- **Top Selling Day:** Wednesday
- **Lowest Selling Day:** Monday

Sales by Location

- **Top 10 Cities by Sales:** Bengaluru, Hyderabad, New Delhi, Mumbai, Pune, Chennai, Kolkata, Gurugram, Lucknow, Thane
- **Top 5 States by Sales:** Maharashtra, Karnataka, Uttar Pradesh, Telangana, Tamil Nadu

Order Status

- **Shipped - Delivered to Buyer:** 80.26% (Most orders)
- **Cancelled:** 13.89%
- **Returned/Rejected:** Minimal

Top Selling Products

- **By Quantity:** Shirts, T-shirts, Blazers, Trousers (Clothing dominates)
- **By Revenue:** T-shirts, Shirts, Blazers (T-shirts lead in revenue)

- **Top Sizes:** Medium, Large, X-Large (Larger sizes are more popular)

Key Insights

- Wednesdays see the highest sales volume, while Mondays are the slowest.
- Clothing is a major driver of sales, with T-shirts leading in both quantity and revenue.
- There is a healthy balance between shipped and delivered orders, with minimal returns and rejections.
- Focus marketing efforts on high-selling categories (clothing) and consider optimizing for larger size preferences.