

Sales Analysis

A m a z o n
F l i p k a r t
M e e s h o

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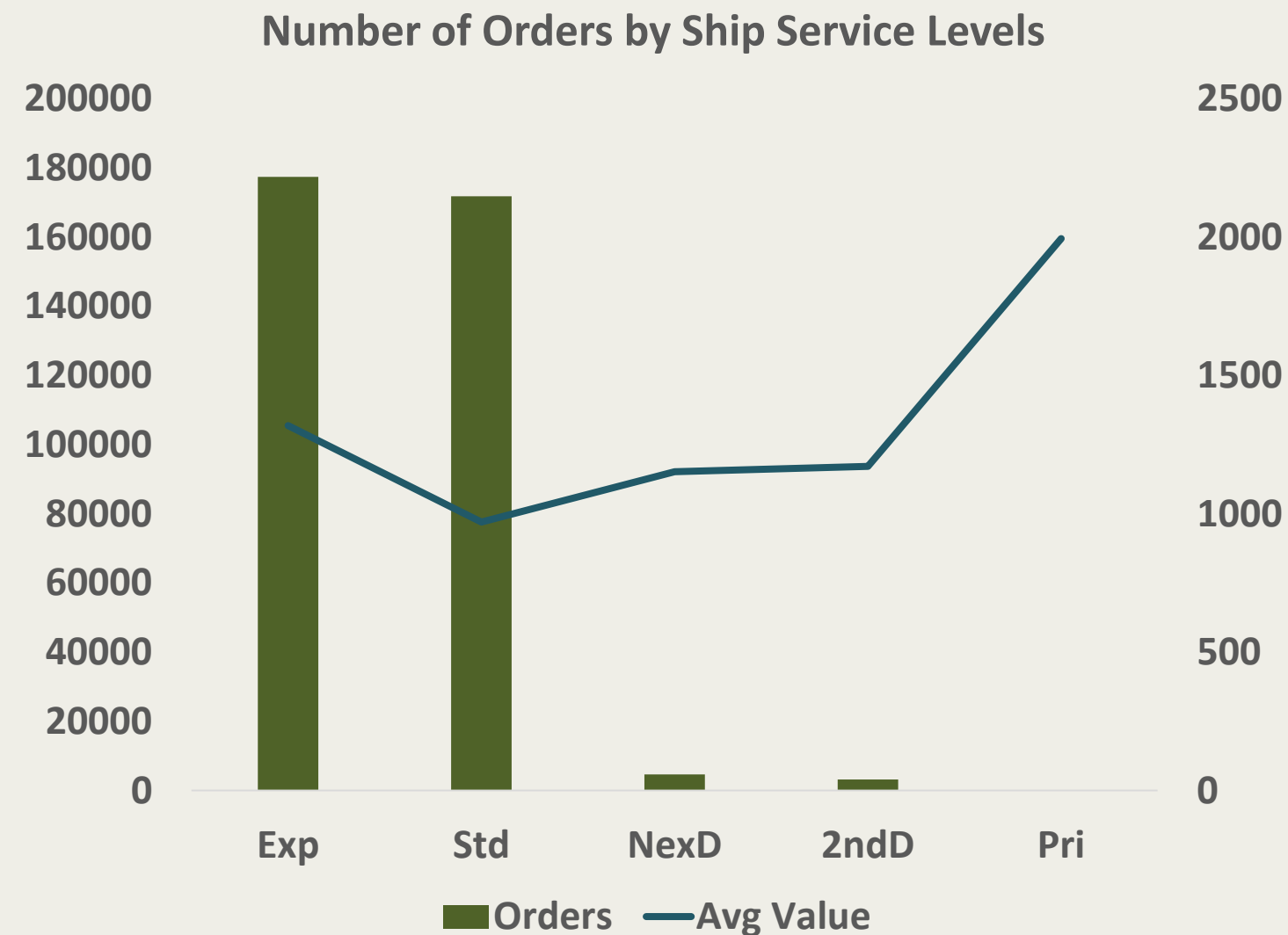
OVERVIEW

- Amazon, Flipkart, and Meesho are leading e-commerce platforms in India, each serving distinct consumer needs. This analysis focuses on the provided dataset for the e-commerce platforms Amazon, Flipkart, and Meesho.
- Employing various data visualization techniques, to explore and interpret the significance of each column across the datasets.
- To analyse sales and revenue trends over the years and across different regions.
- To uncover potential causes behind the declining sales trends faced by the companies.

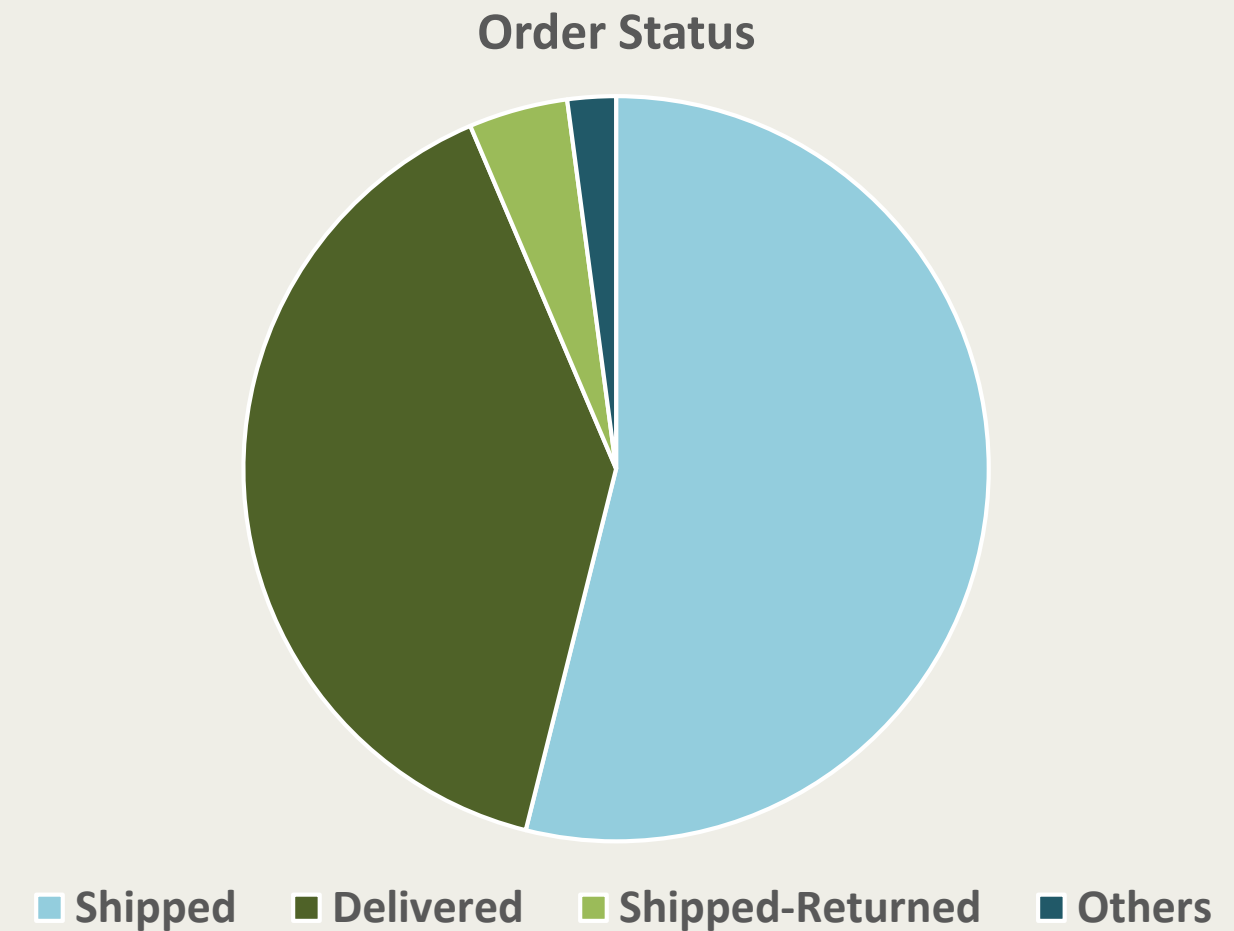
Amazon



Shipping Analysis



People usually prefer Expedited and Standard delivery services. But the average value for **Standard delivery services is lowest** at Rs 969, whereas it is **highest for Priority Services** at Rs 1994.

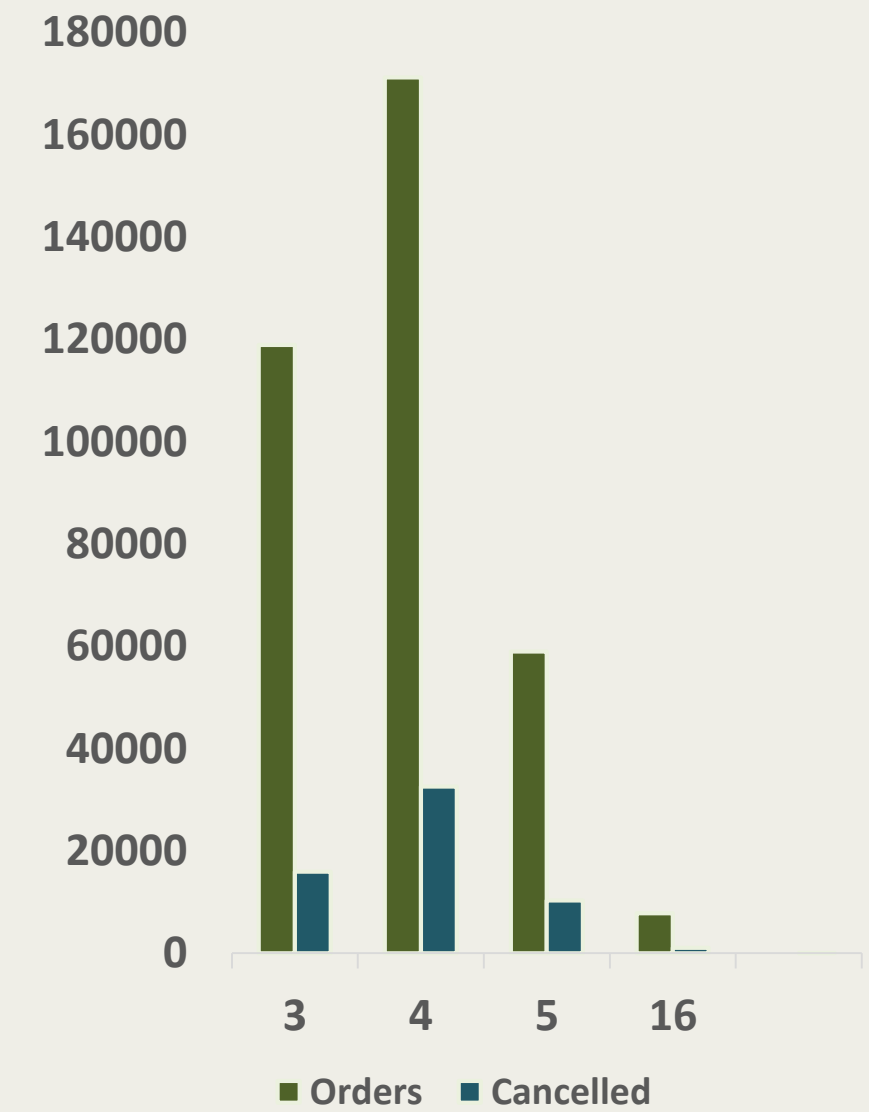
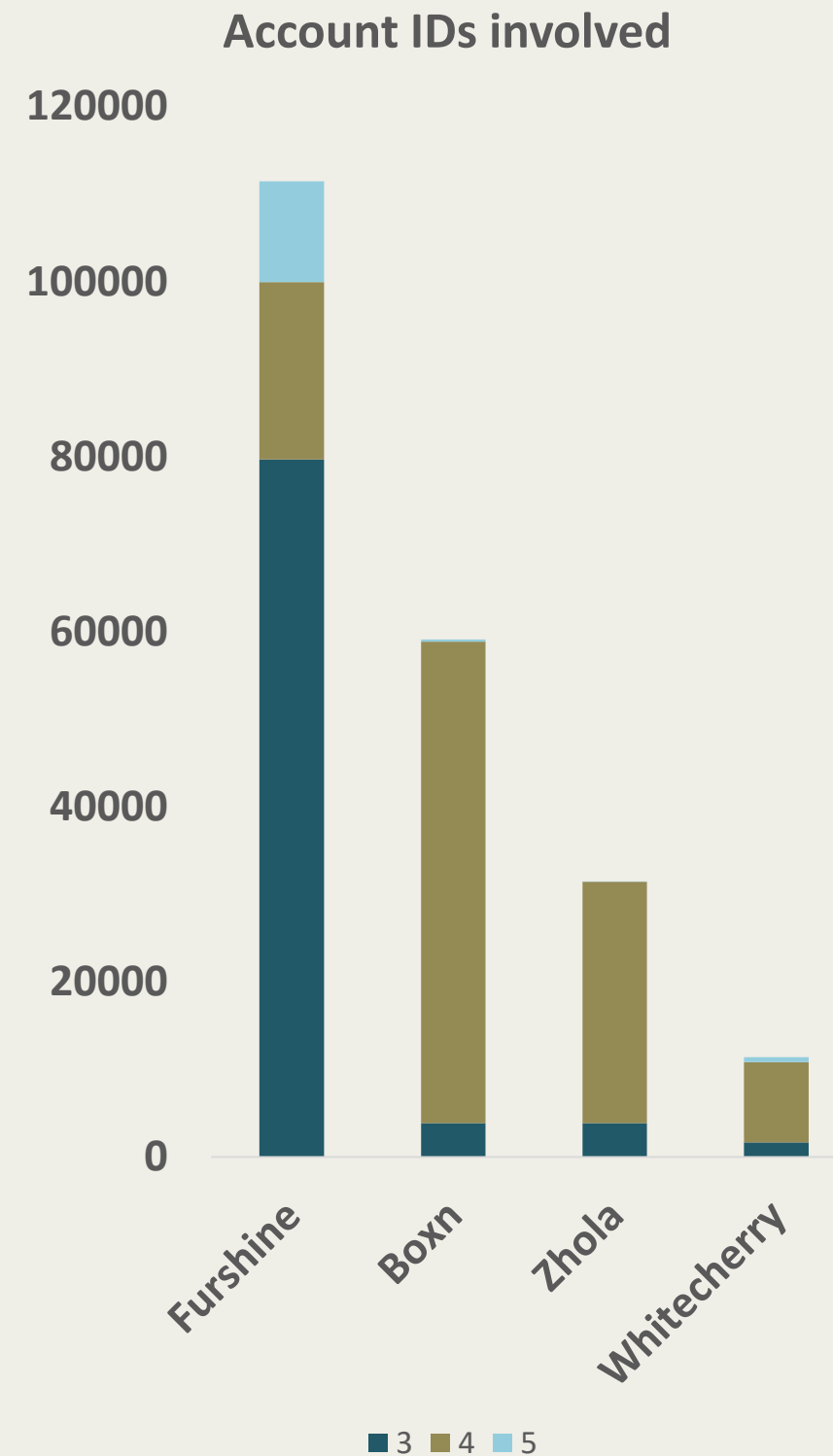
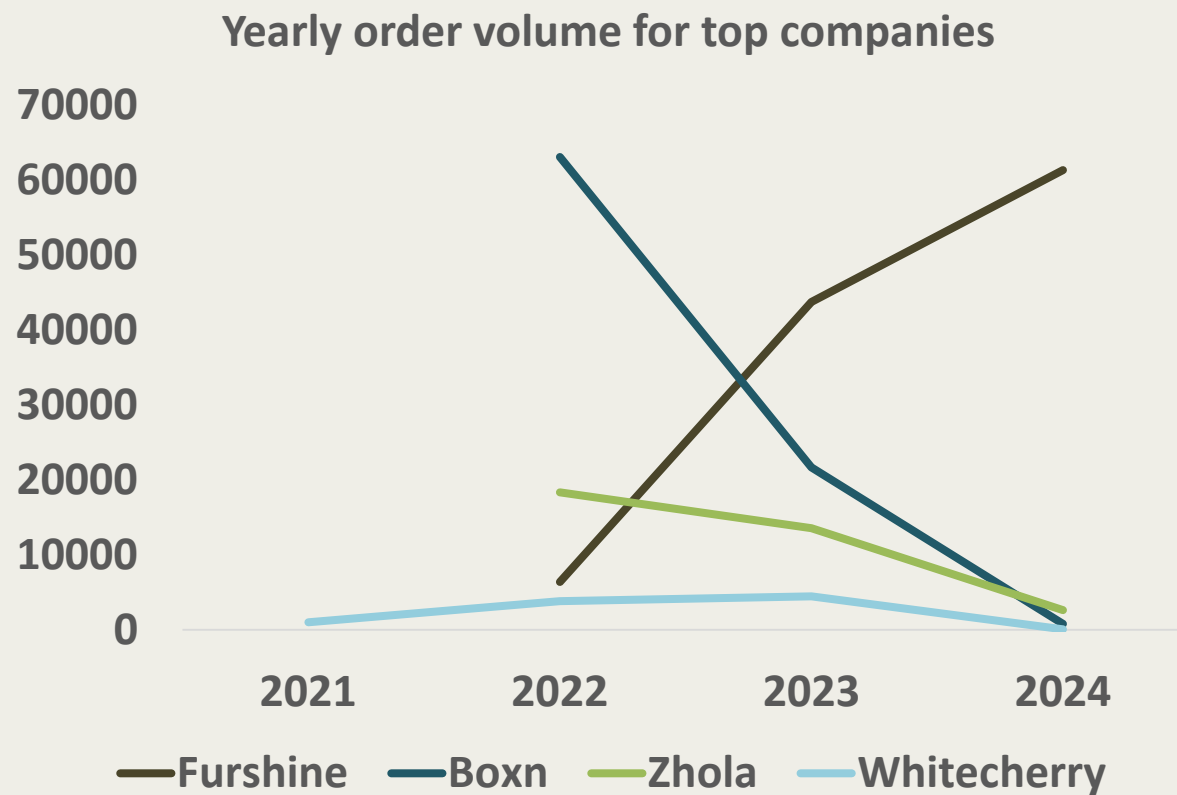


The vast majority of orders are successfully shipped and delivered, with only a small percentage facing cancellations or returns. These account for less than 5%, indicating a low rate of disruptions in the overall order fulfillment process.

Company - Wise Analysis

Top companies-

- Furshine (31.20%)
- Boxn (23.96%)
- Zhola (9.67%)
- Whitecherry (3.19%)



Account ID 3 has a cancellation rate of 13.43%, ID 4 has **19.02%**, ID 5 has **17.45%**, ID 16 has 13.14%, and ID 18 has 11.55%.

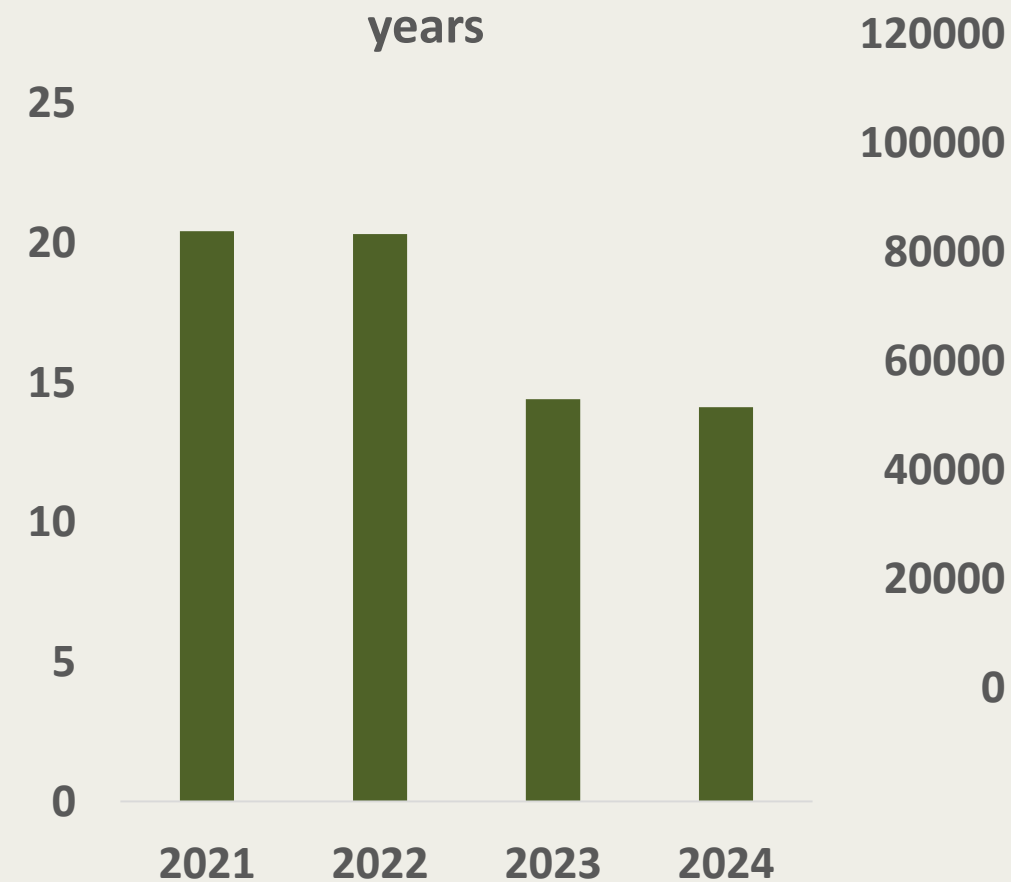
Account IDs

Cancellation trend for IDs over time

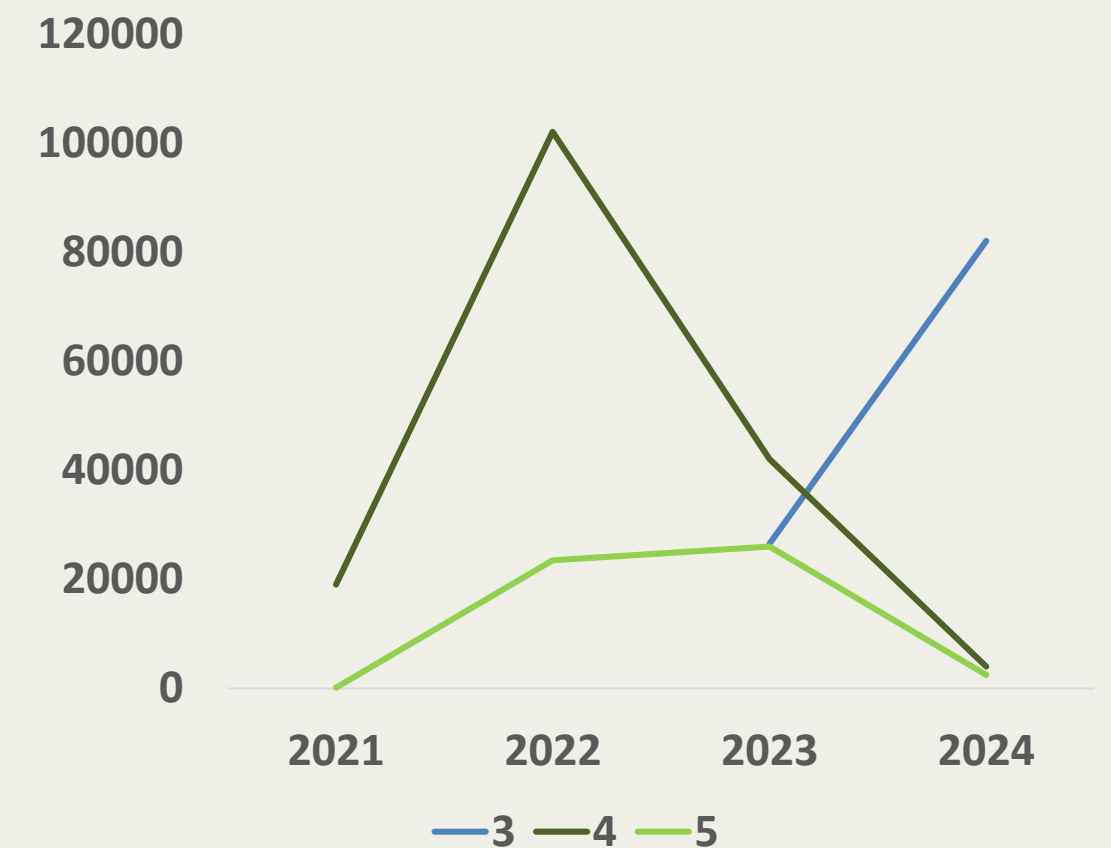
Account ID	2021	2022	2023	2024
3	-	-	14.86	12.86
4	20.18	20.29	14.24	27.39
5	29.02	20.47	14.18	28.88
16	-	-	-	13.14
18	-	-	-	11.55

- Account IDs **4 and 5**: Consistent decline in **performance**, marked by increasing order cancellations.
- Companies affected: Boxn, Zhola, and Whitecherry show **shrinking order volumes**.
- Account ID 3 (Furshine): Significant increase in order volumes, reflecting a positive performance trend.

Cancellation rate over the years



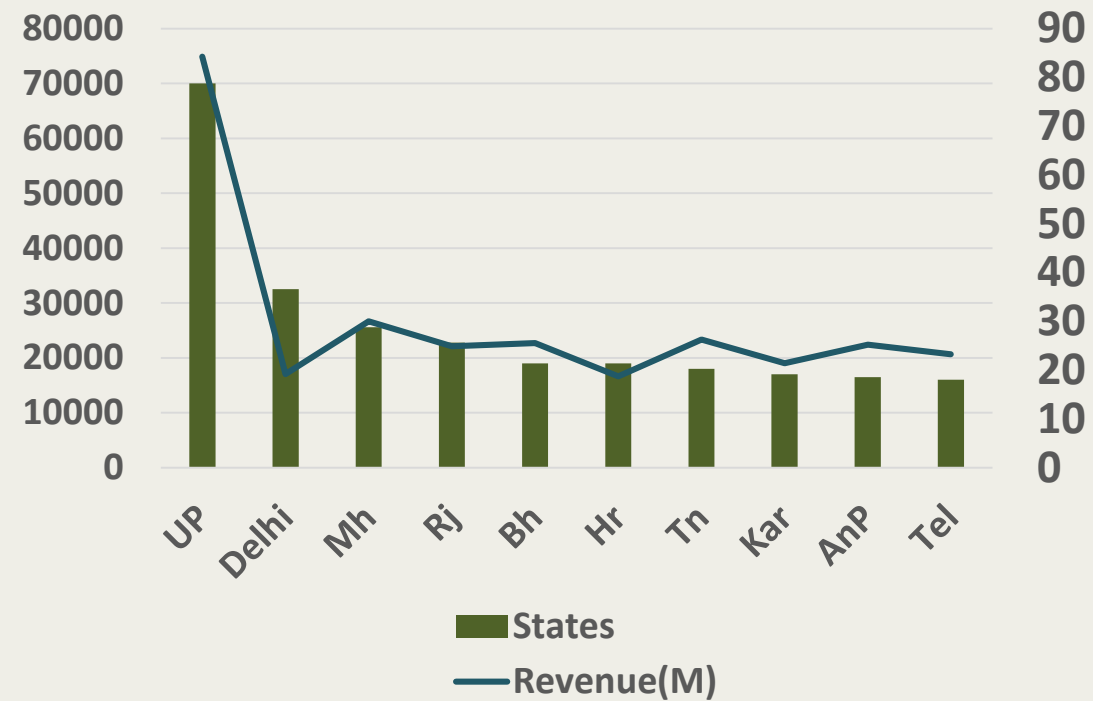
Delivery IDs Over The Years



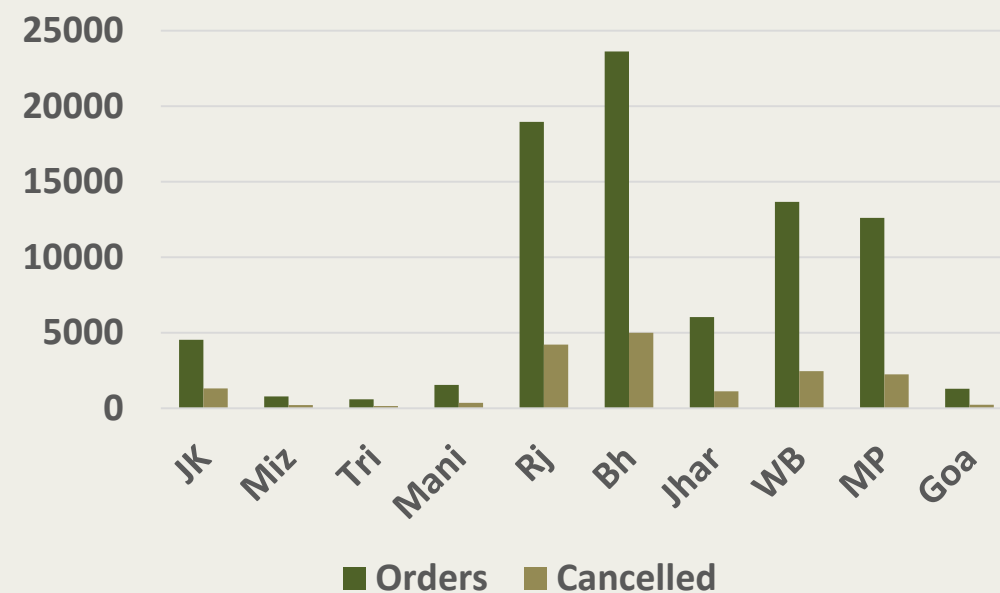
With the introduction of account ID 3 and the decline in the involvement of IDs 4 and 5, cancellation rates have reduced.

Regional Analysis

Order Volume for top 10 states



States with highest cancellation rates



Regions like **Jammu and Kashmir**, along with the **Seven Sisters**, experience both **low order volumes** and **high cancellation rates (~30%)**. These areas also face extended delivery times, averaging 7 to 10 days, likely due to the challenging terrain and limited connectivity.

Delhi has a high order volume yet low revenues which can be justified by the scatter plot indicating a very **price sensitive market** there.

Meesho

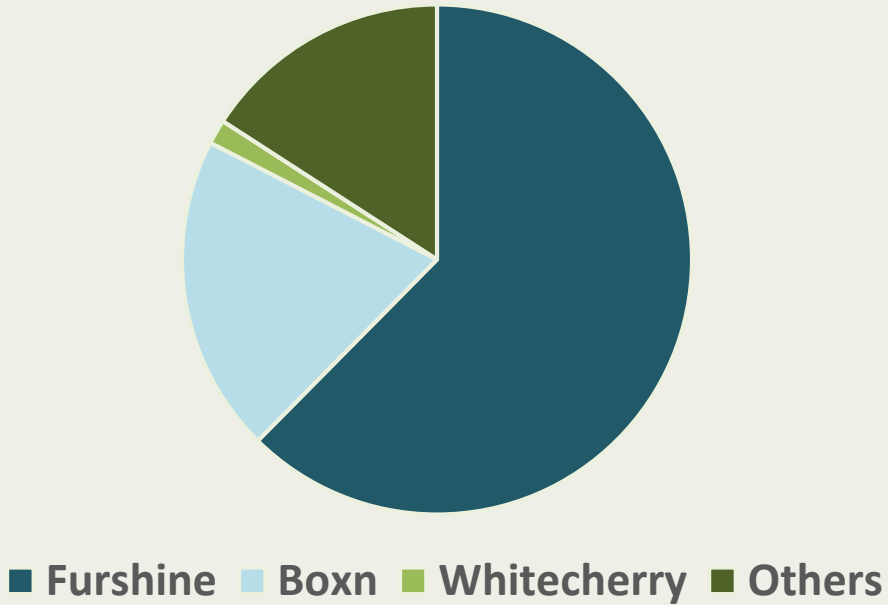
meesho

Company - Wise Analysis

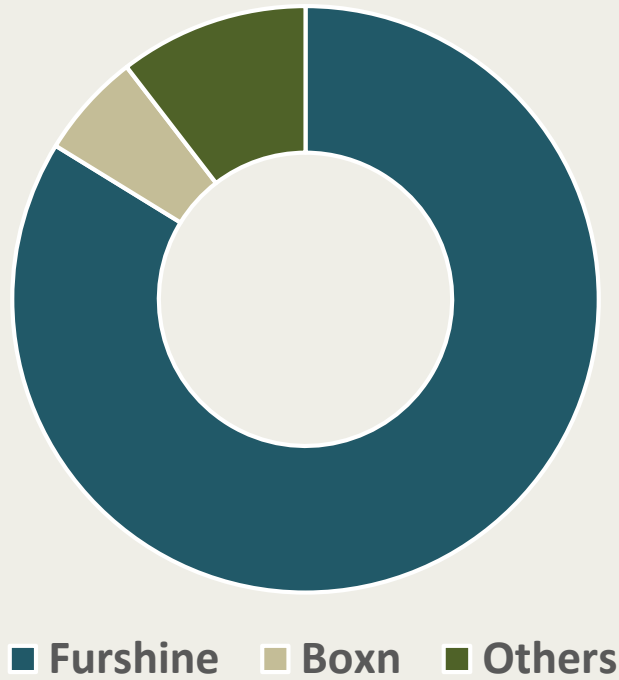
Top companies-

- Furshine (62.41%)
- Boxn (20.16%)
- Pinkline (2.46%)
- Whitecherry (1.56%)

Number of orders

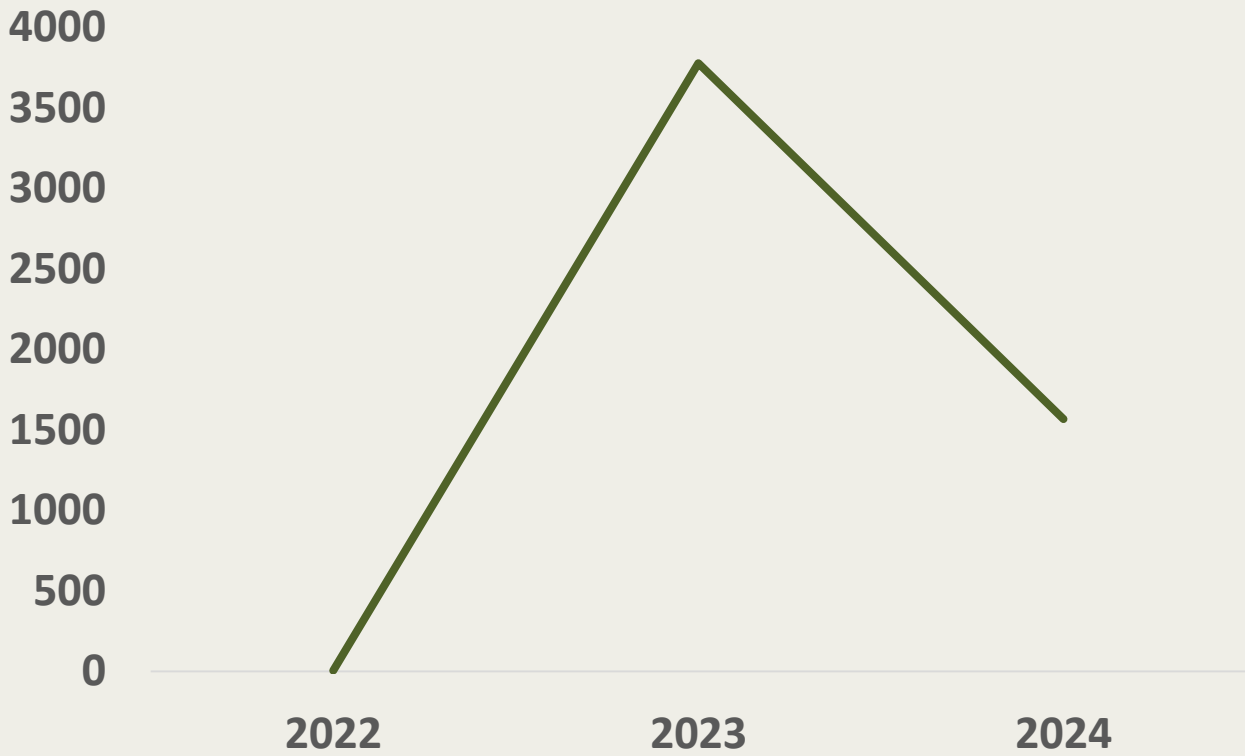


83.77% of cancelled orders are from Furshine



Furshine here has a total of 53,876 orders with 5349 cancelled orders. This gives it a cancellation rate of **9.93%**.

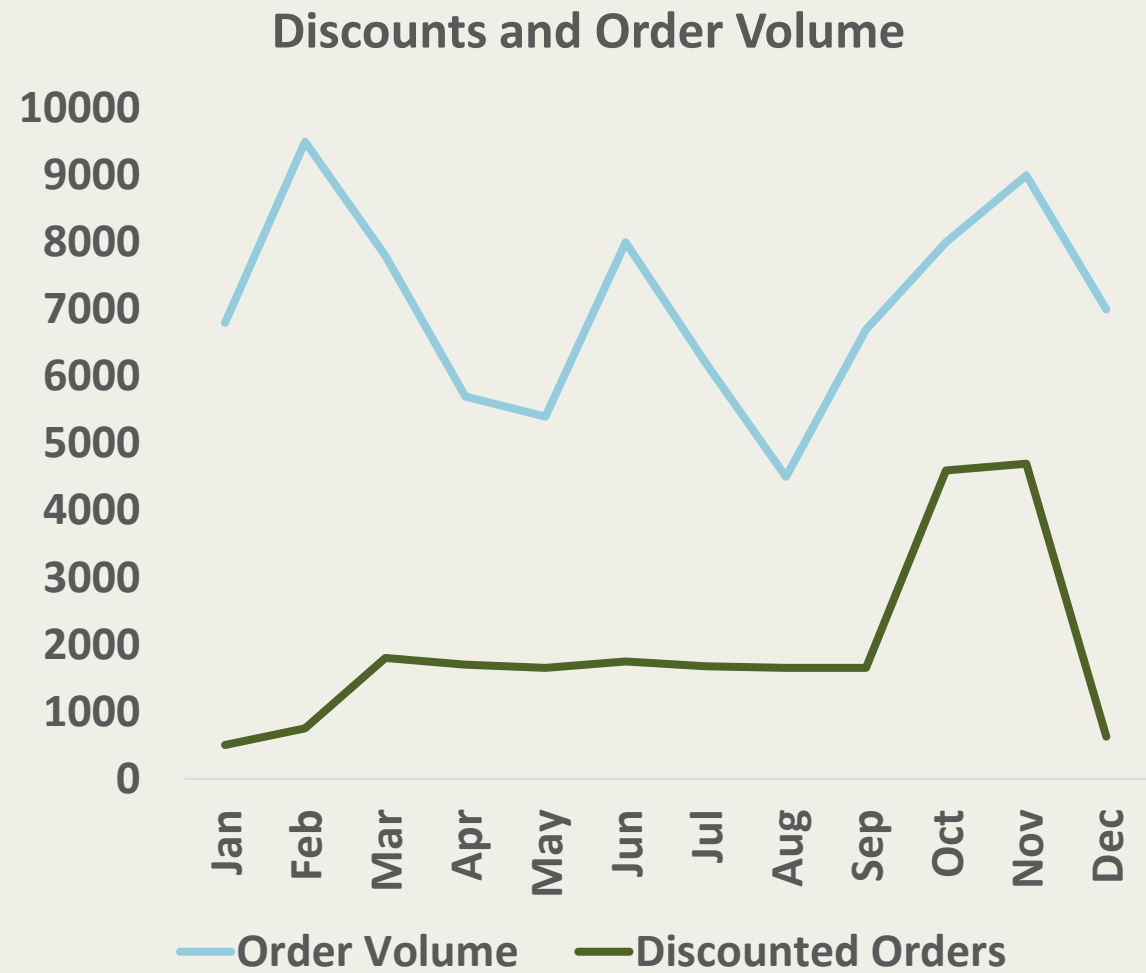
Yearly Cancellations for Furshine Products



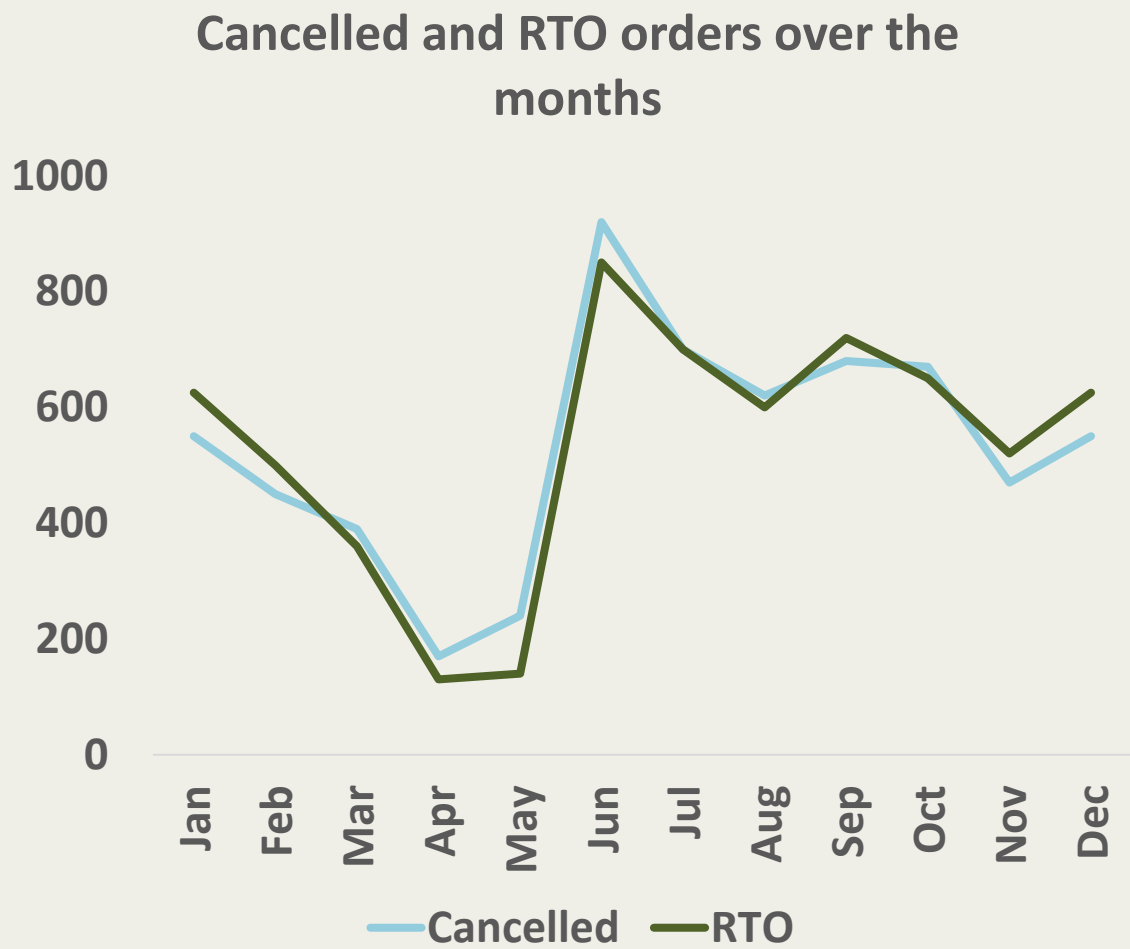
There was a spike in the cancelled orders for Furshine in 2023.

In the year 2023, all canceled orders were from Furshine!

Effect of discounts



With the arrival of the **discount season**, there is a noticeable **surge in order volumes**.



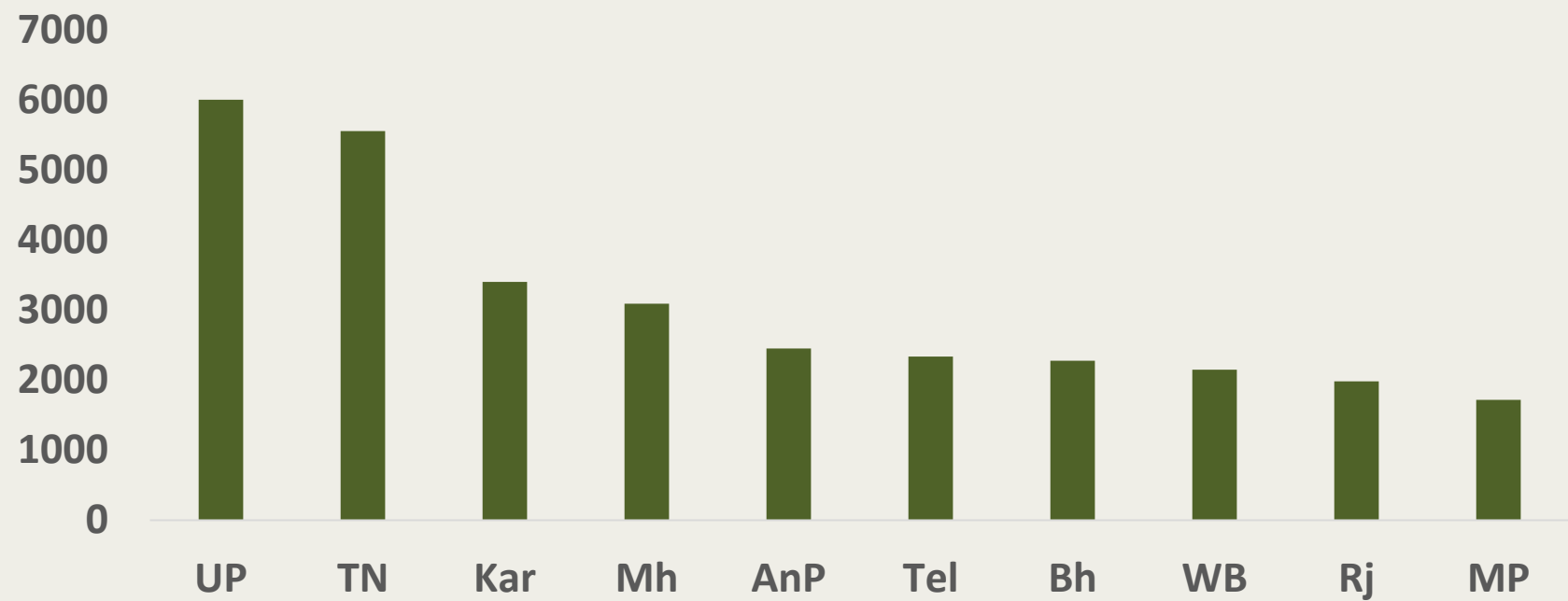
During **discount seasons**, both **cancellations and returns show a steady decline**.



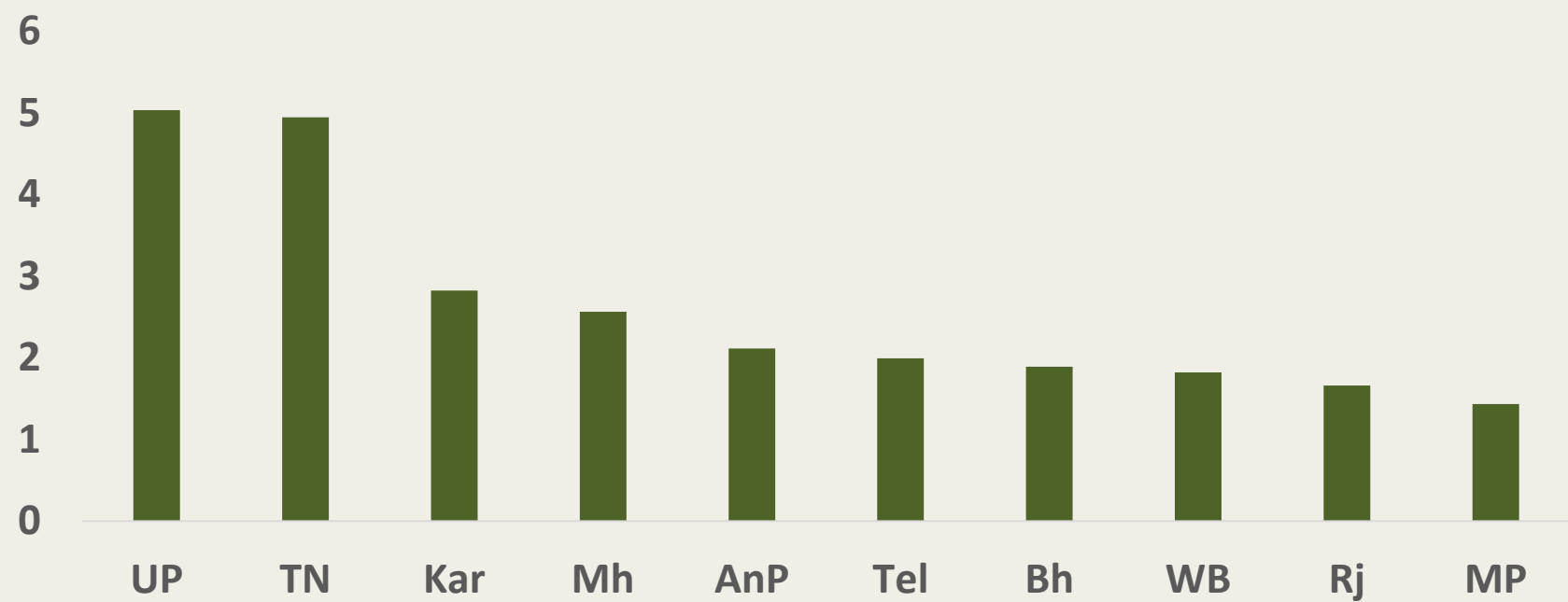
85.4% of cancelled orders have no discount. **Providing discounts can reduce cancellations.**

Regional Analysis

Order Volume by State



Order Revenue by State (M)



	Delivered	RTO	Cancelled
UP	67.06%	15.97%	15.89%
TN	73.82%	11.92%	12.67%
Kar	69.32%	15.11%	13.88%
Mh	73.90%	13.13%	11.48%
AnP	71.95%	14.48%	11.94%

Despite Uttar Pradesh's high order volume and revenue, its higher cancellation and return rates may be due to **logistical challenges or a mismatch between customer expectations and product fulfillment** in such a large and diverse market.

Flipkart

Flipkart



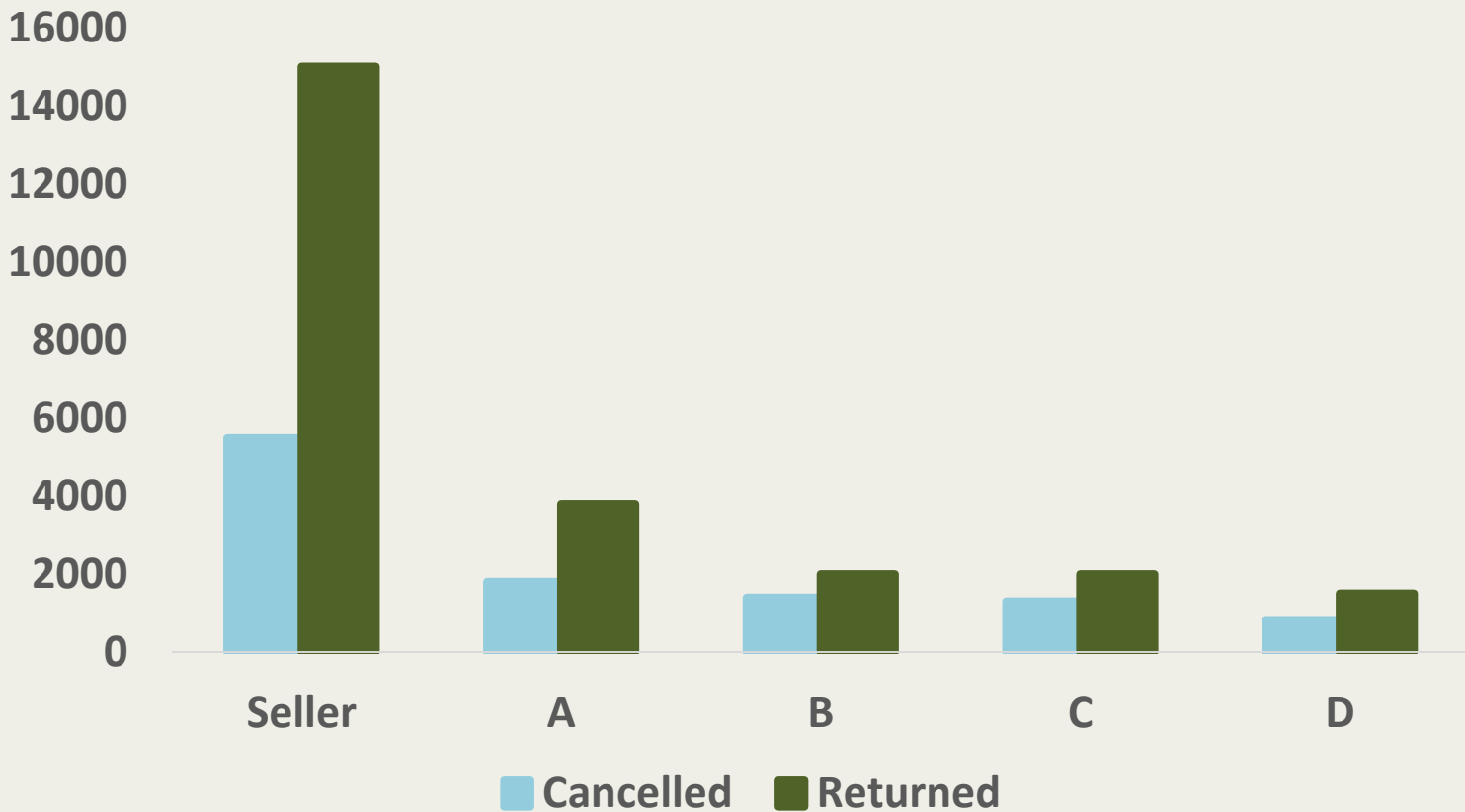
Analyzing Sellers

Number of orders by each fulfilment source



Even though the seller has the highest deliveries, he also has the highest cancellation rate (10%) and return rate (30%)

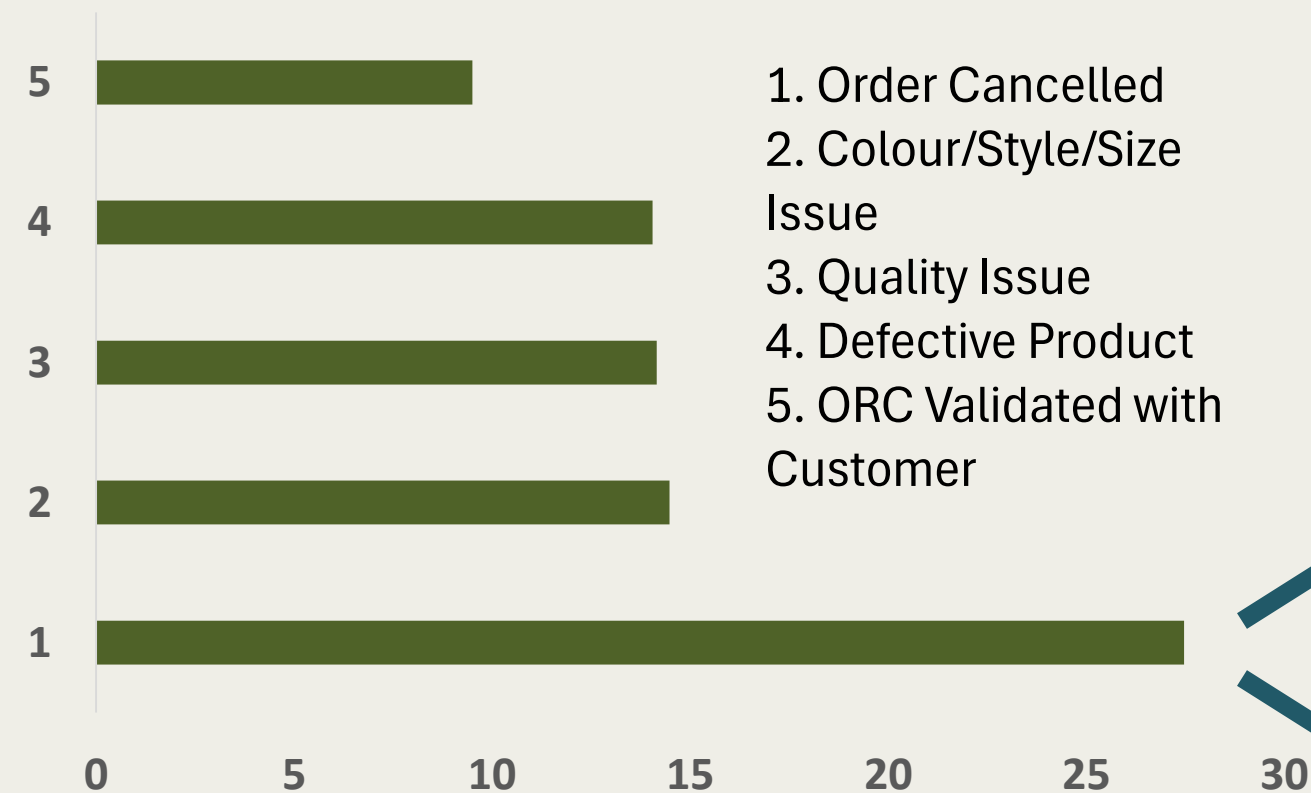
Number of cancelled and returned orders



The percentage of orders returned (~30%) or cancelled (~10%) is **almost the same** for each fulfilment source. This indicates a **potential systemic issue**. It might signal a broader trend in customer behaviour or expectations.

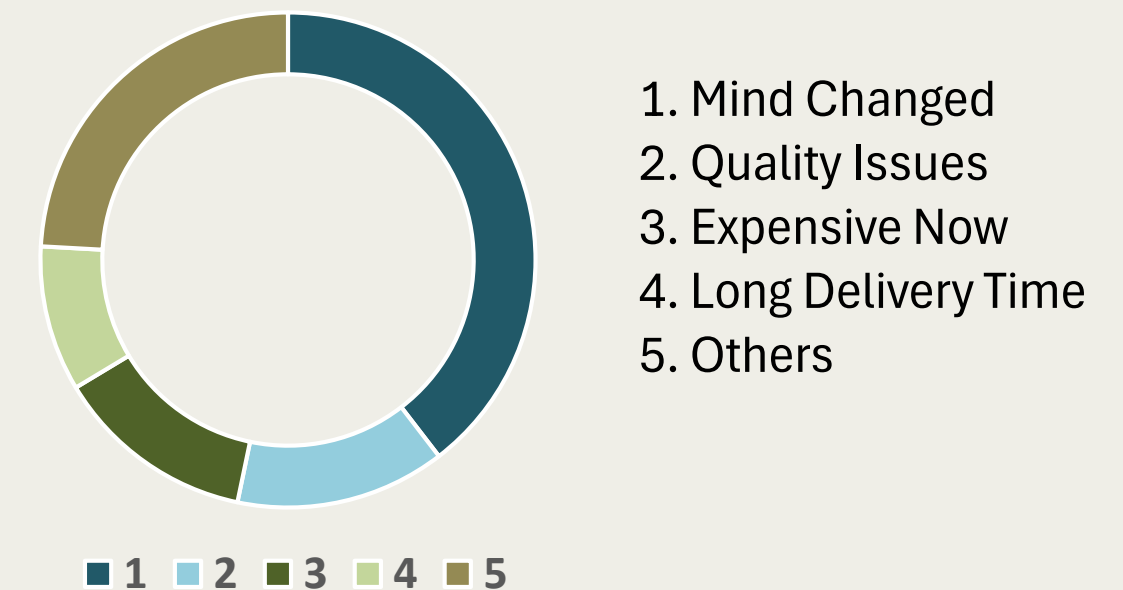
Reasons for Returns

Return Reasons (%)



- Order cancellations are the leading reason for returns on Flipkart, accounting for 27.5% of all returns.
- Other factors include dissatisfaction with product style, sizing, quality concerns, and defective item delivery, indicating **customer dissatisfaction**.

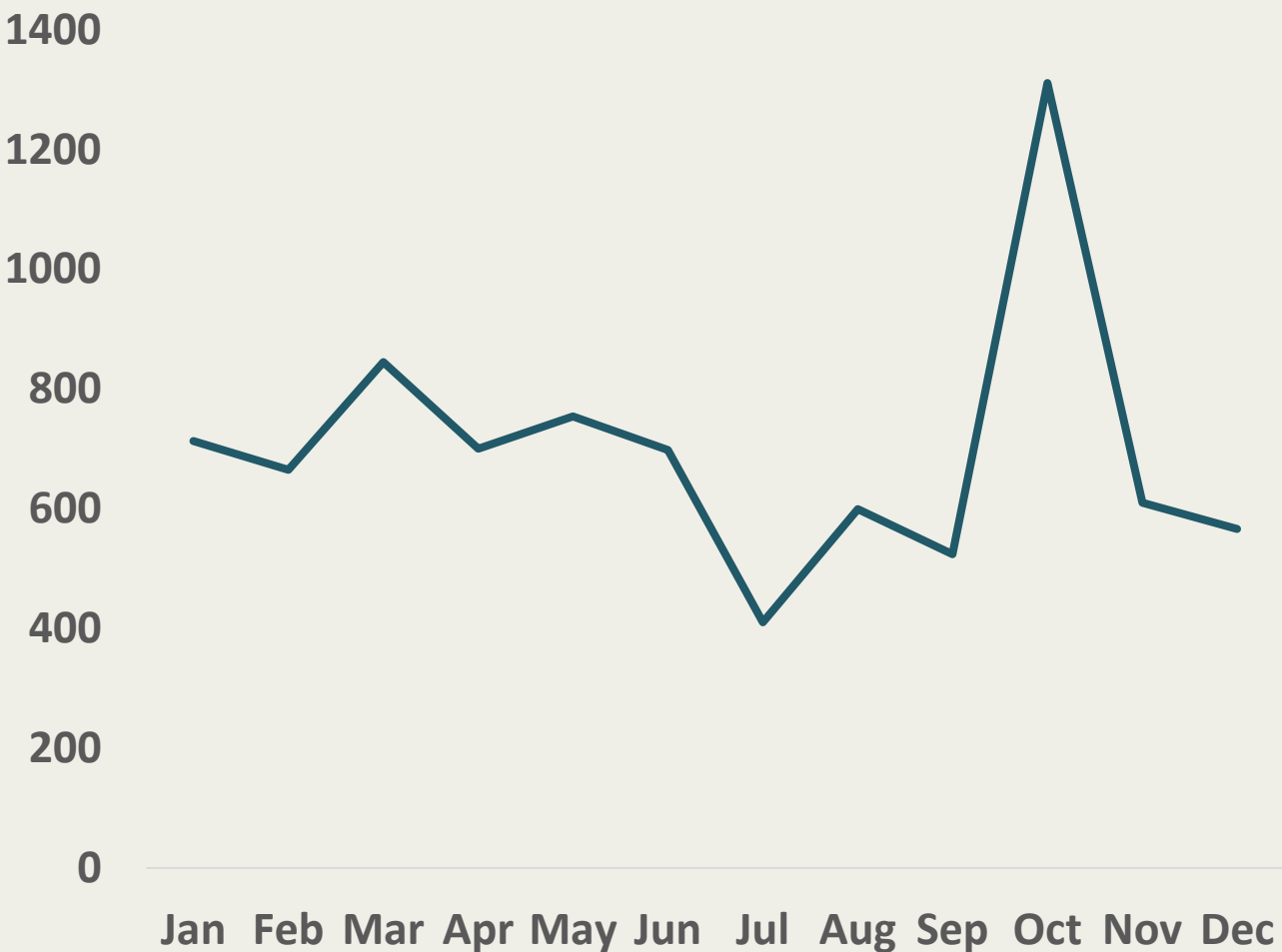
Sub-Reasons for Order Cancelled



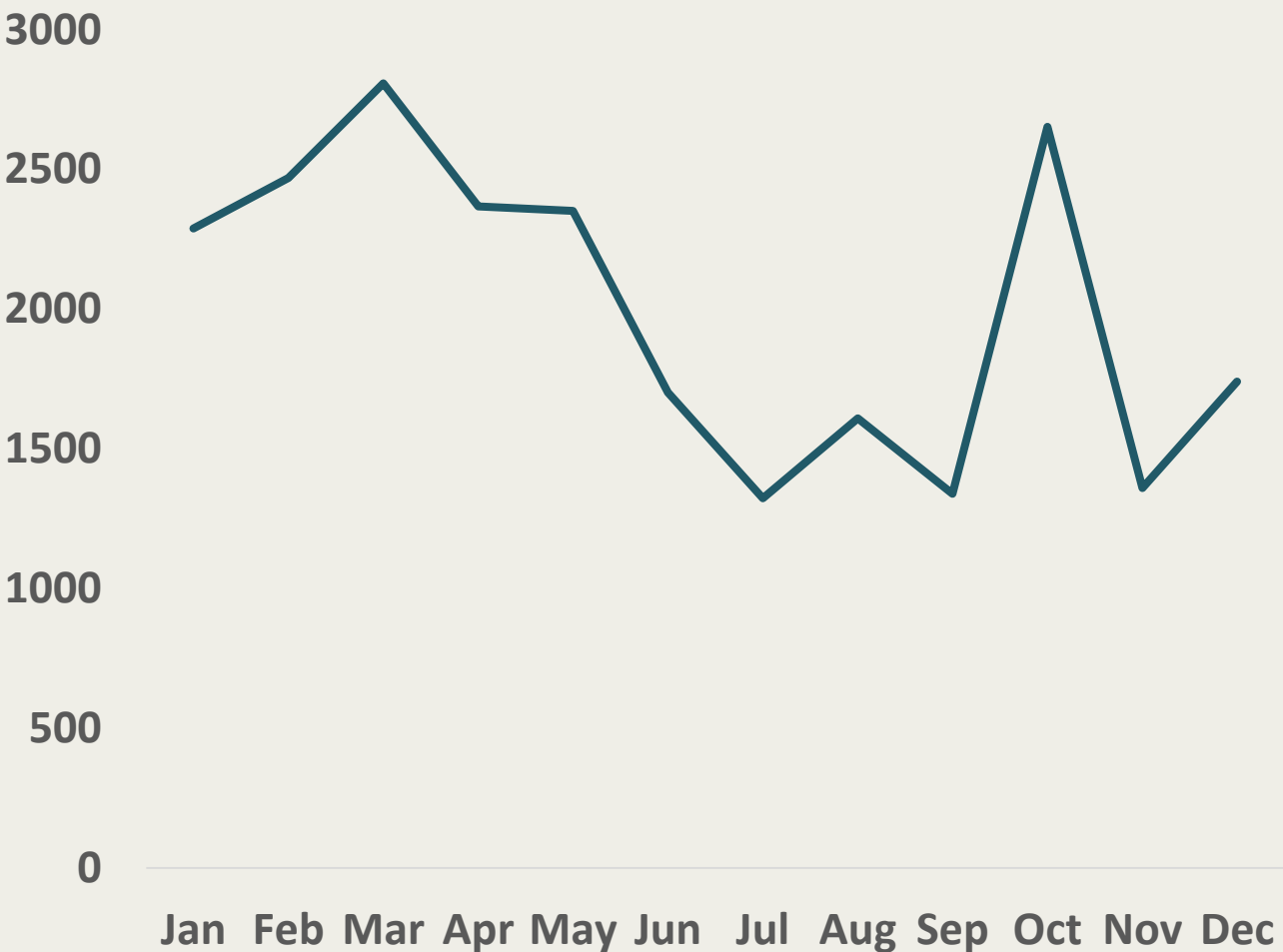
- Many customers change their minds after placing an order, which may be due to **discovering better deals or products elsewhere, buyer's remorse or negative reviews**.
- In addition, customers encounter challenges such as quality issues, price increases, and extended delivery times.

Trends in Cancellations Returns

Number of Cancelled orders over months



Number of Returned orders over months

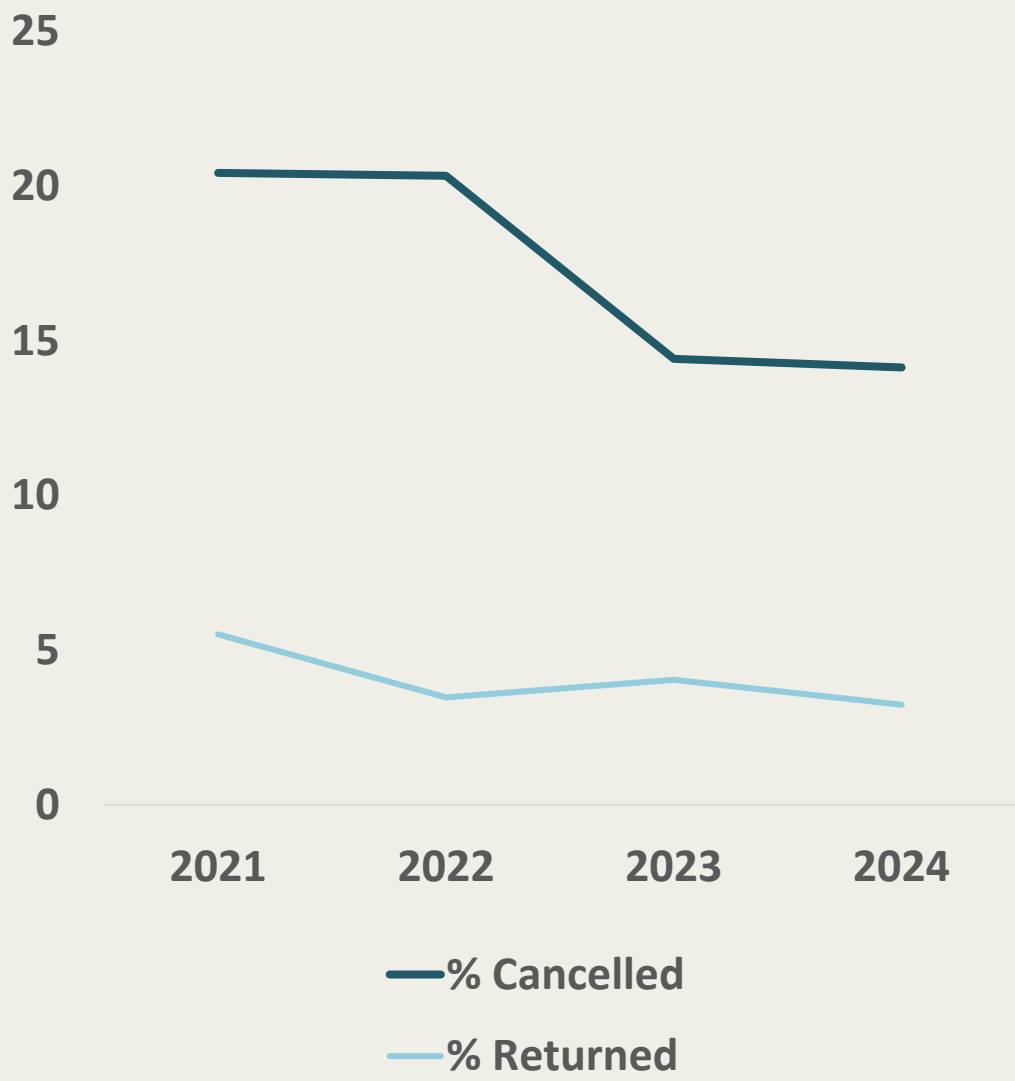


Peaks in cancellations and returns on Flipkart are noticeable during the months of March and October. This trend is likely tied to major festivals, such as **Holi in March and Diwali in October/November**, with its **Big Billion** and **Days Diwali Sale** and with **Holi Sales**, during March leading to a surge in orders and subsequent returns or cancellations.

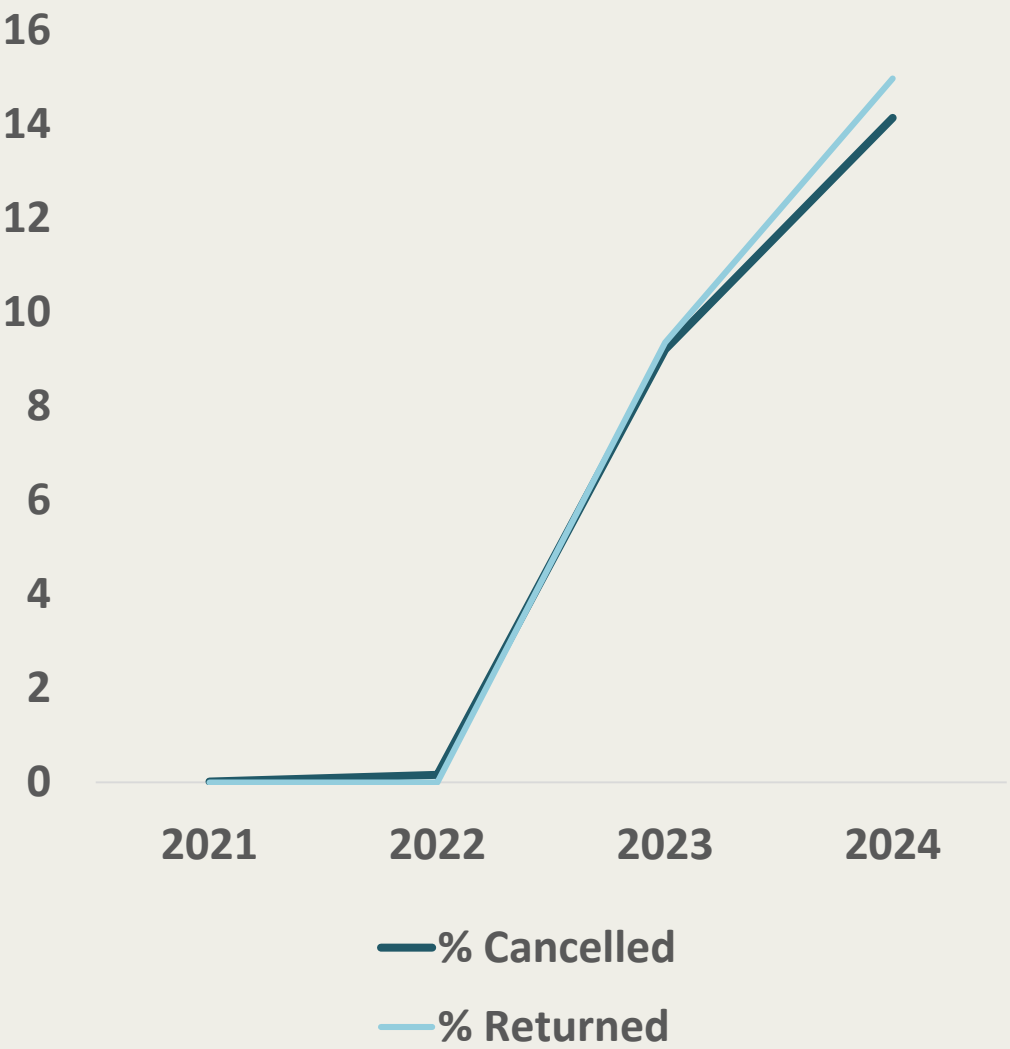


Trends in cancellations and returns

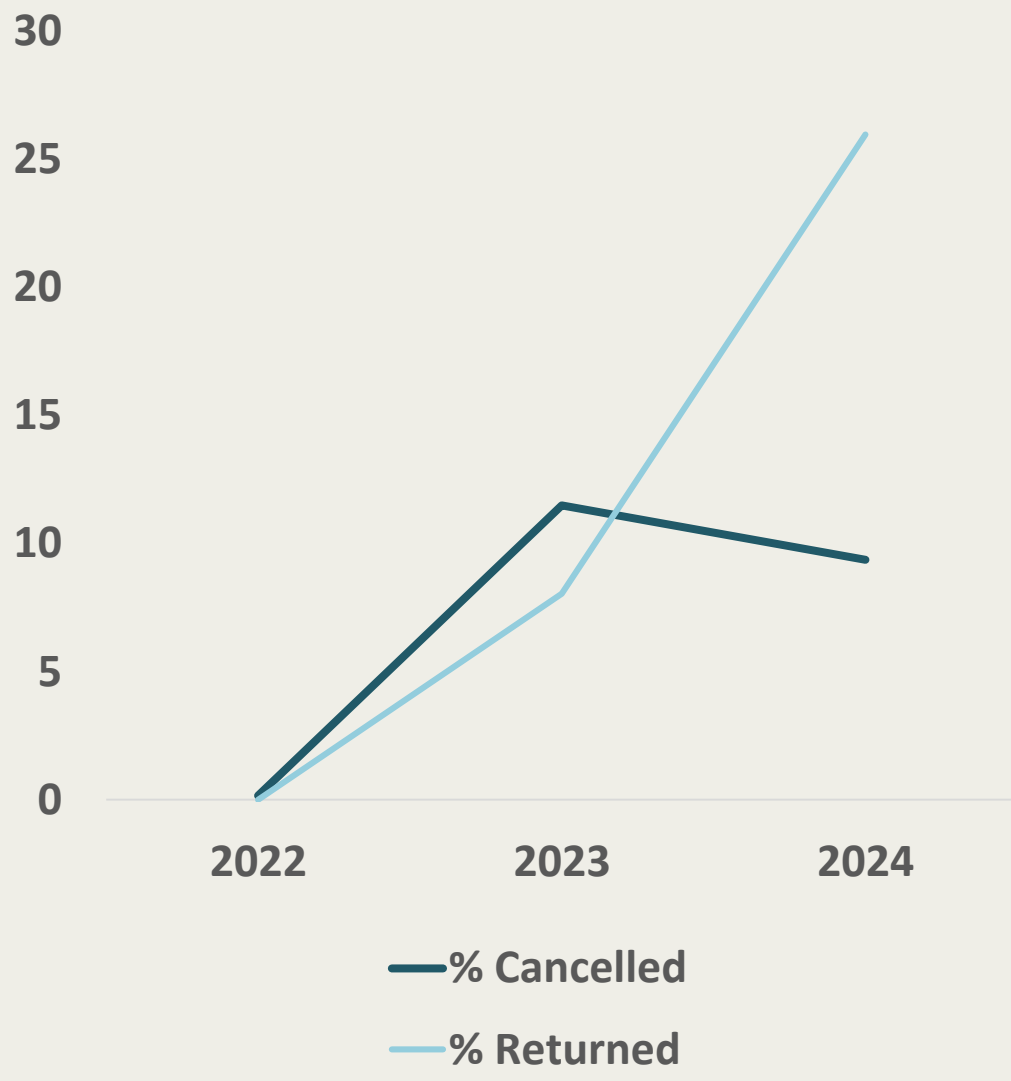
Amazon



Meesho

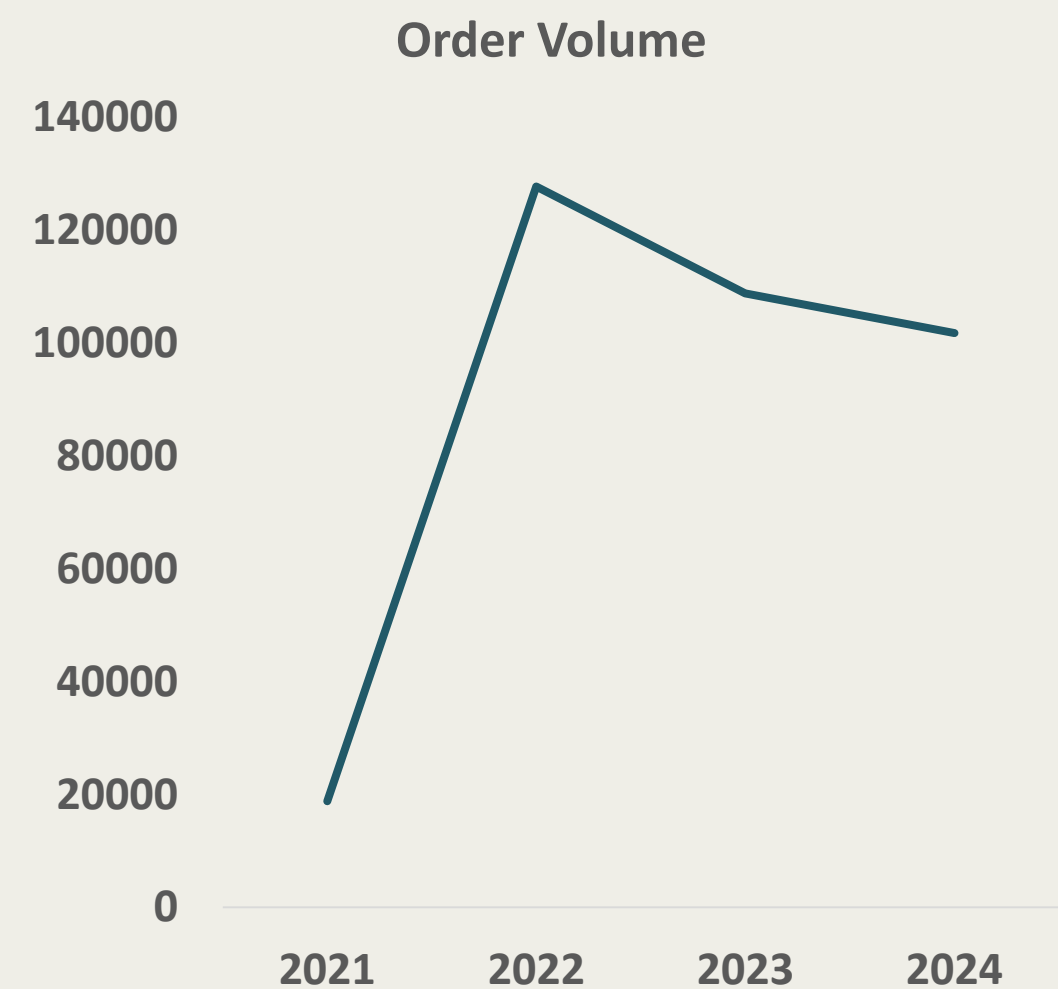


Flipkart

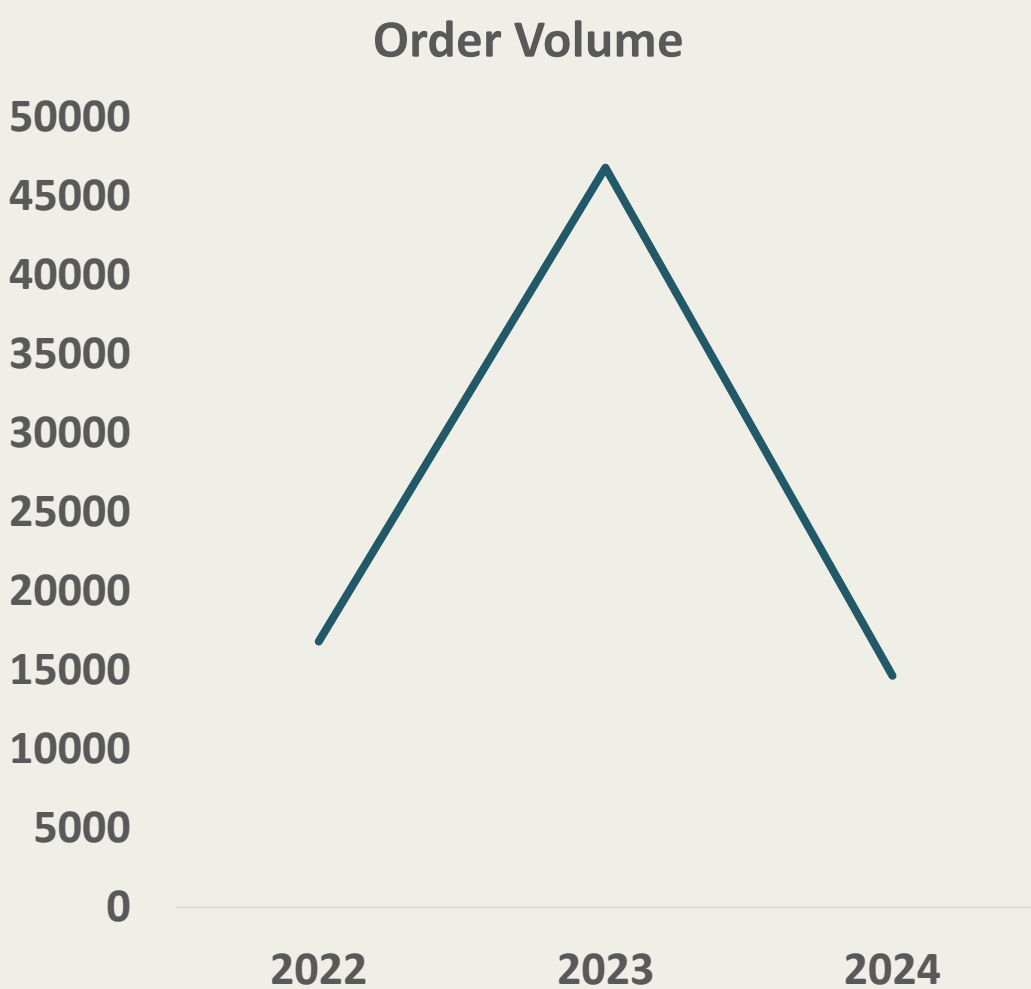


Yearly Order Volume Trends

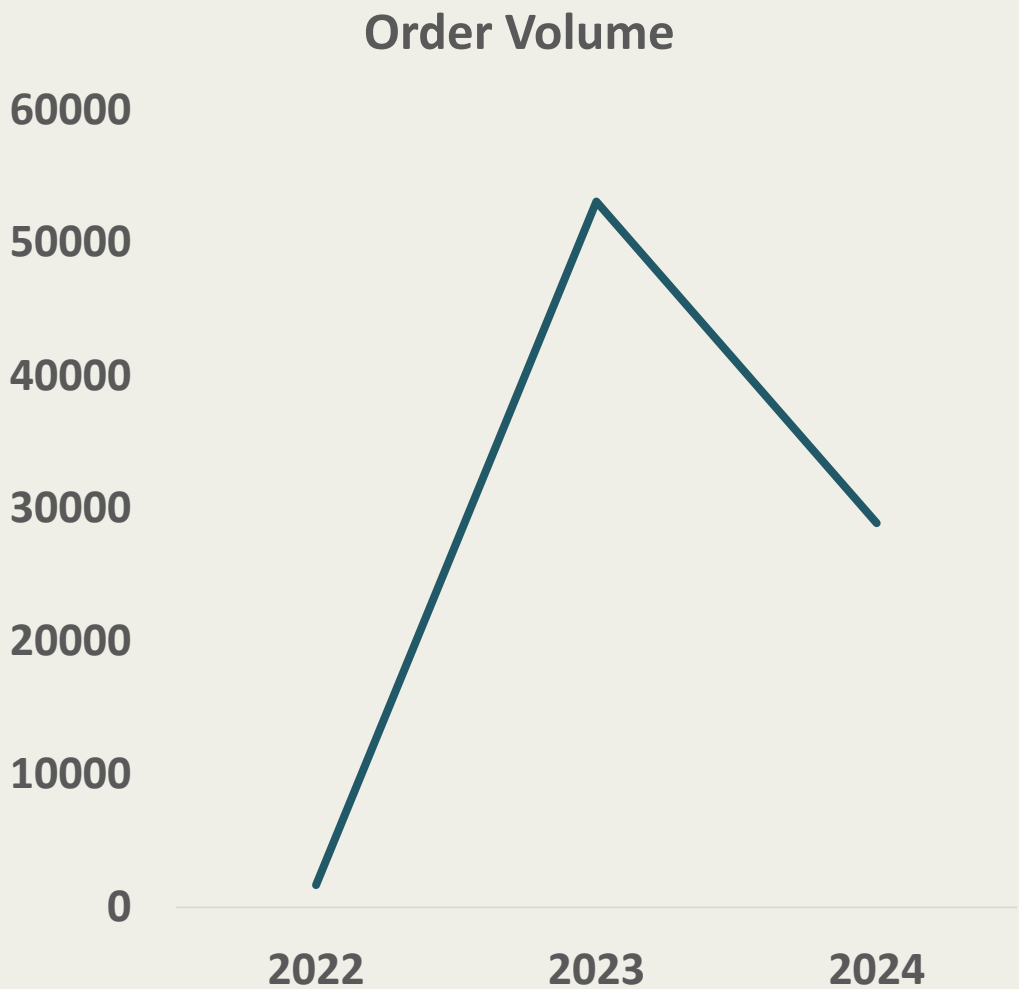
Amazon



Meesho

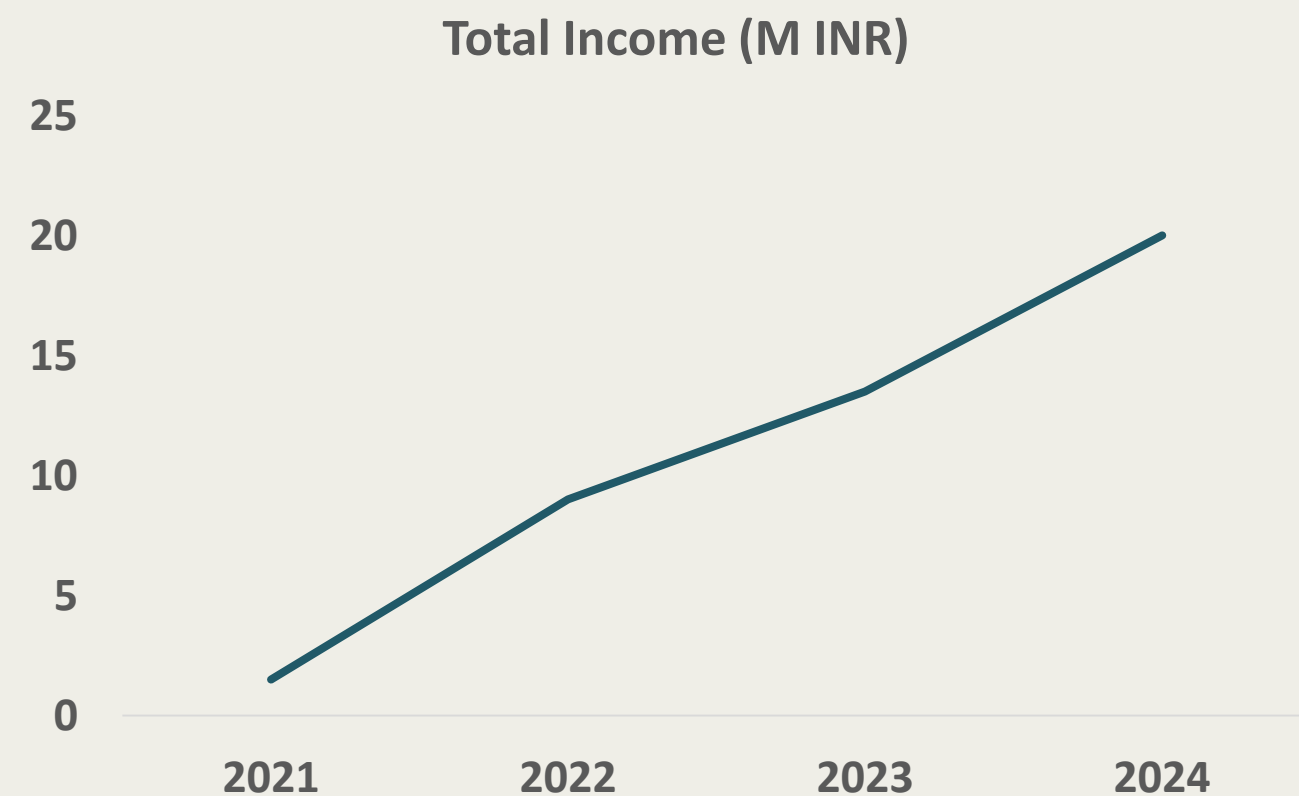


Flipkart



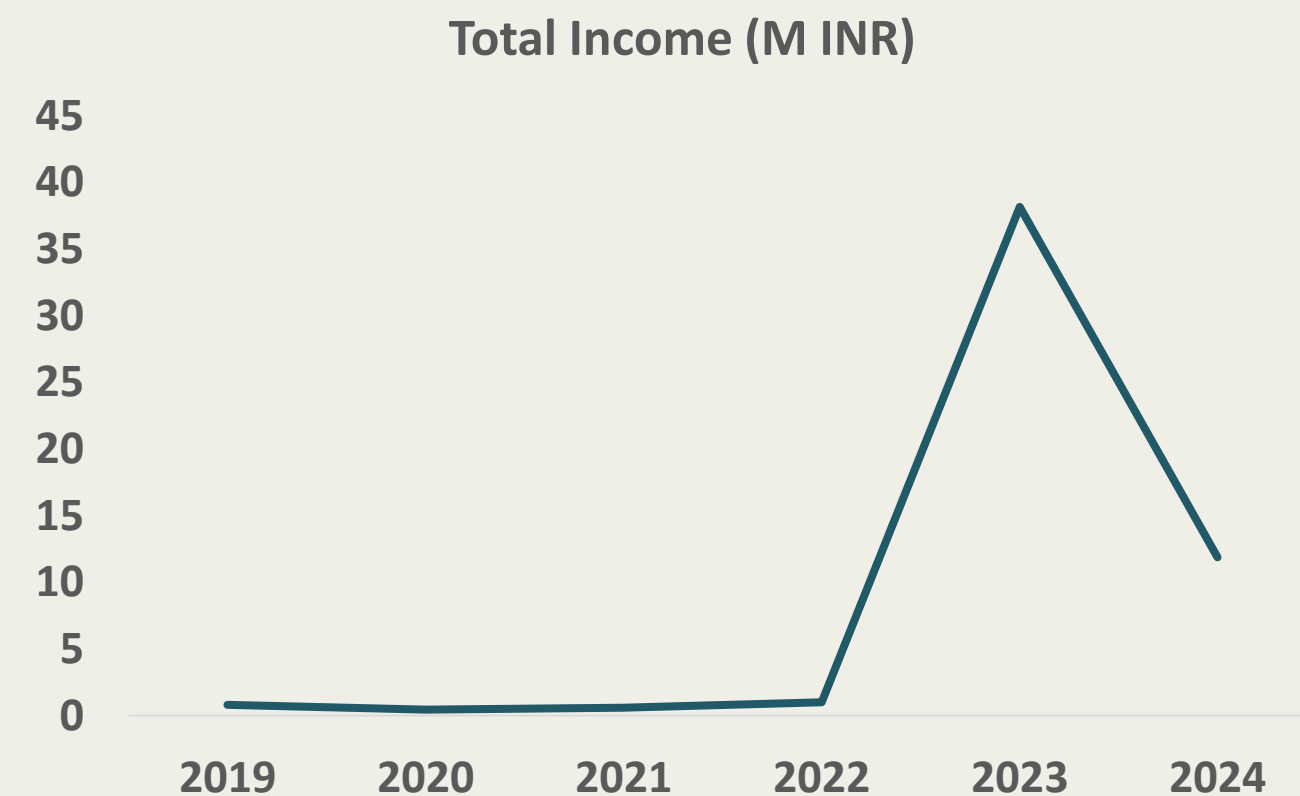
Yearly Sales Trends

Amazon



The annual income of Amazon demonstrates a consistent and steady increase over time, which is reflected by the reduction of cancellations and returns.

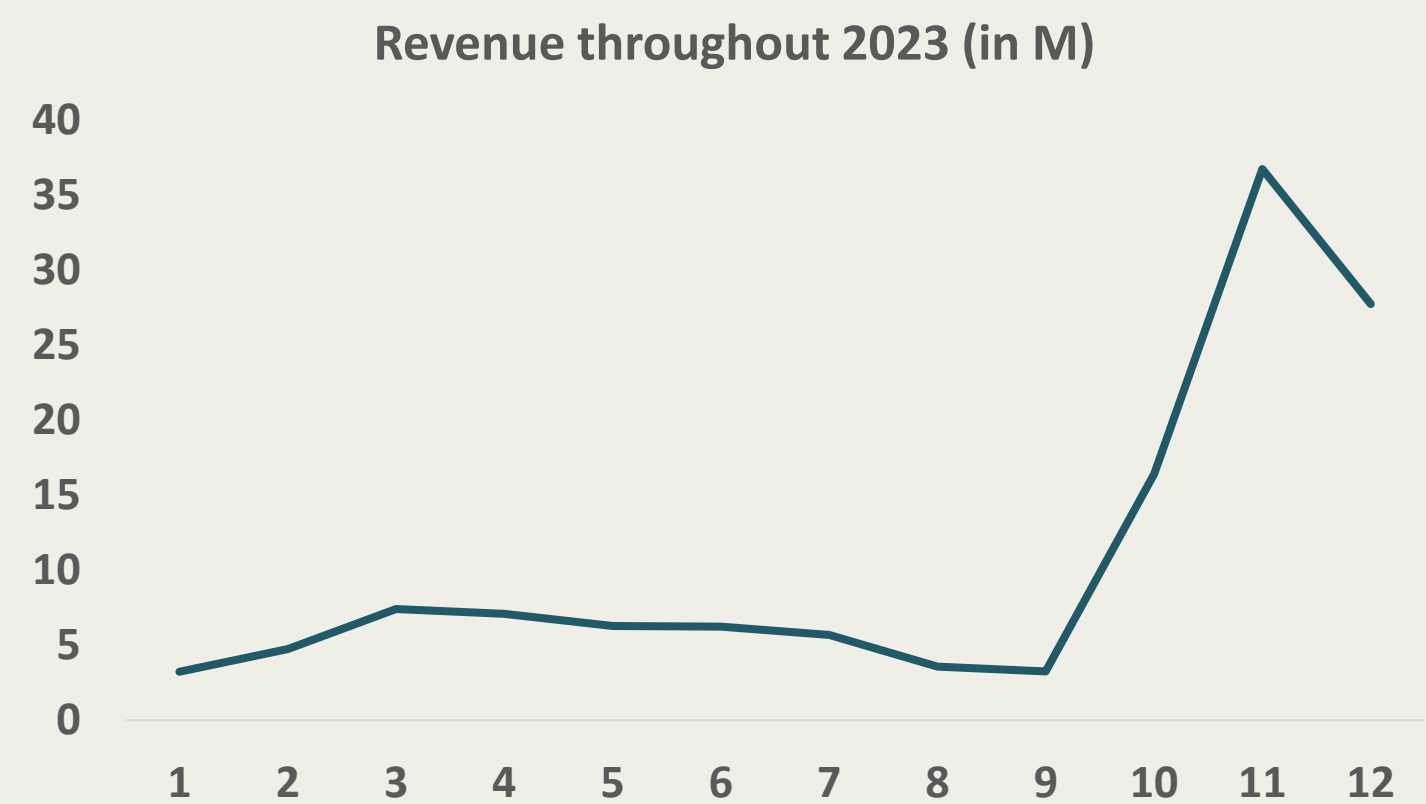
Meesho



The annual income of Meesho reached its highest point in 2023, followed by a noticeable decline in 2024 which may indicate a **reduction in customer trust and growing dissatisfaction.**

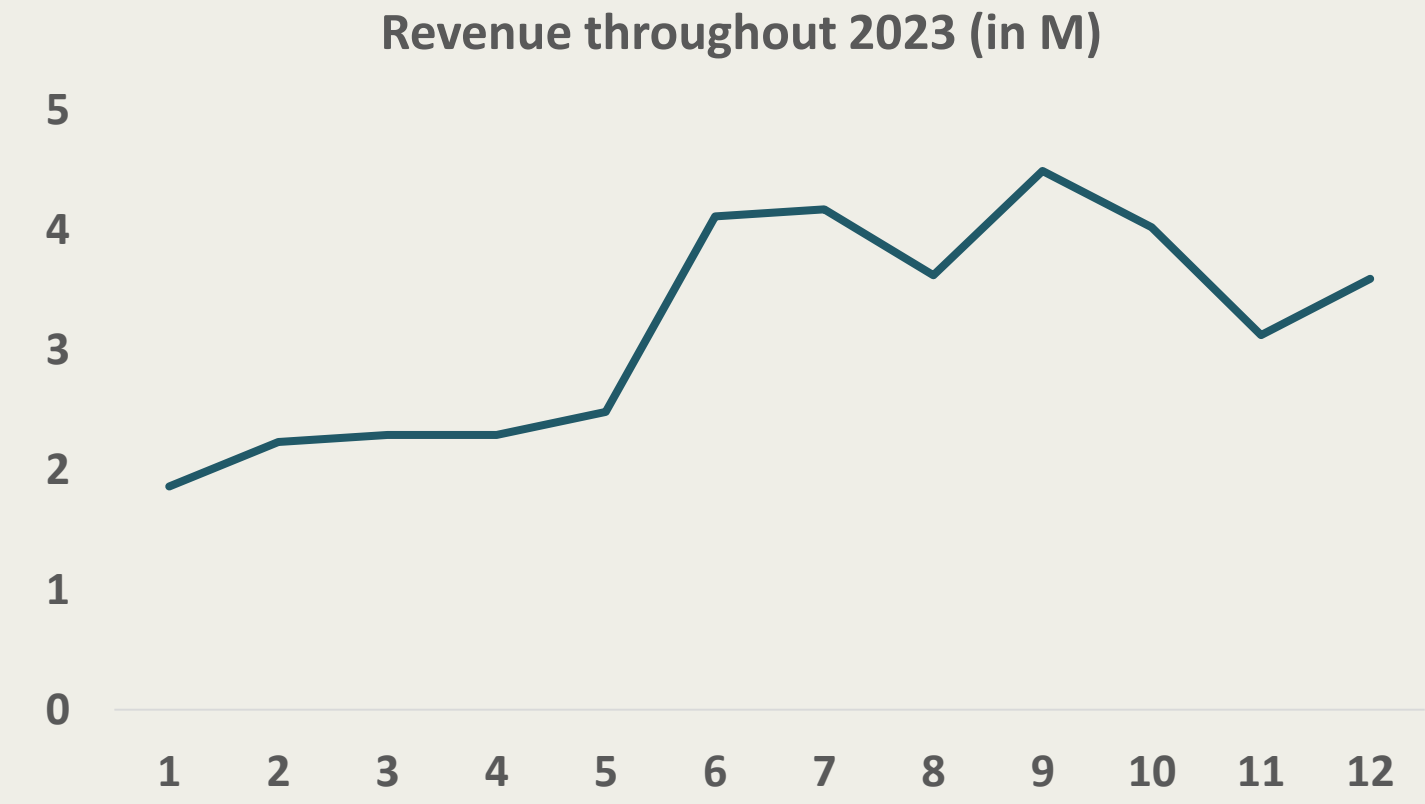
Seasonal Trends in 2023

Amazon



Amazon shows a huge peak during **October-November**, during **Amazon's Great Indian Festival Sale**. The orders remain significantly high during **December** due to Amazon's **Year-End Sale** to clear out the stocks for the year-end.

Meesho



Meesho shows a huge peak during **October-November**, during **Meesho Maha Indian Saving Sale**. And during June- July due to **Meesho Big Discount Sale and Meesho Clearance Sale** to clear out the older stocks with deep discounts.

Thank You