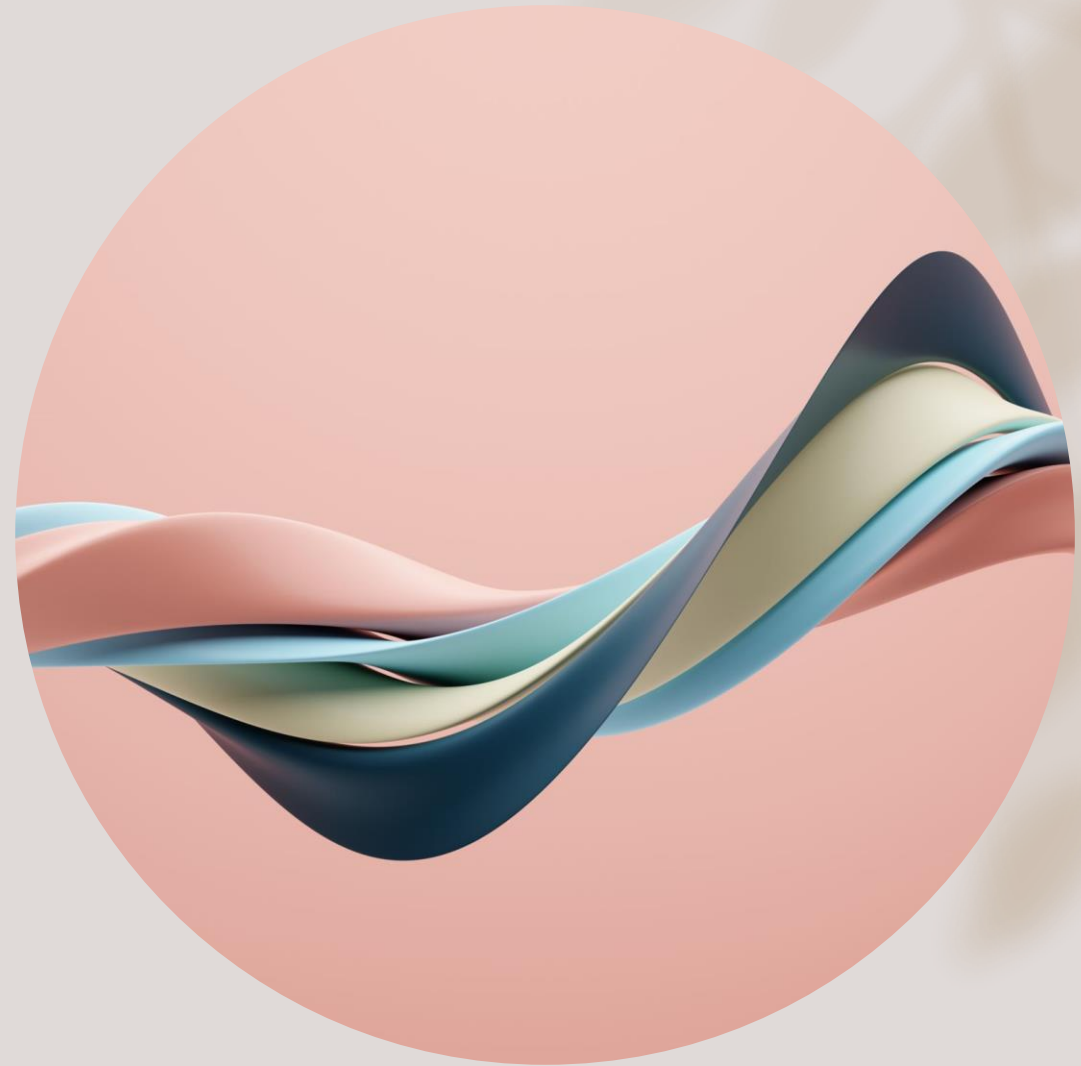# GRAD PROJECT 2024-25

Sales Analysis of Amazon, Meesho & Flipkart

Introduction

Amazon, **Meesho**, and **Flipkart** are major e-commerce players in India. This presentation will analyze their sales performance, highlighting key trends and challenges. Amazon offers a **wide range of products**, Meesho specializes in **affordable social commerce**, and Flipkart caters to **diverse needs** with a strong presence in tier-2 and tier-3 cities.

Focus Points : This presentation will analyze their sales performance, focusing on key trends, strengths, and challenges.

Objectives

Compare Sales Performance: To evaluate and compare the sales figures of Amazon, Meesho, and Flipkart over a defined period.

Identify Market Trends: To identify significant trends and patterns in the sales data across these platforms.

Analyze Market Position: To assess the market position of each platform in terms of revenue, customer base, and product categories.
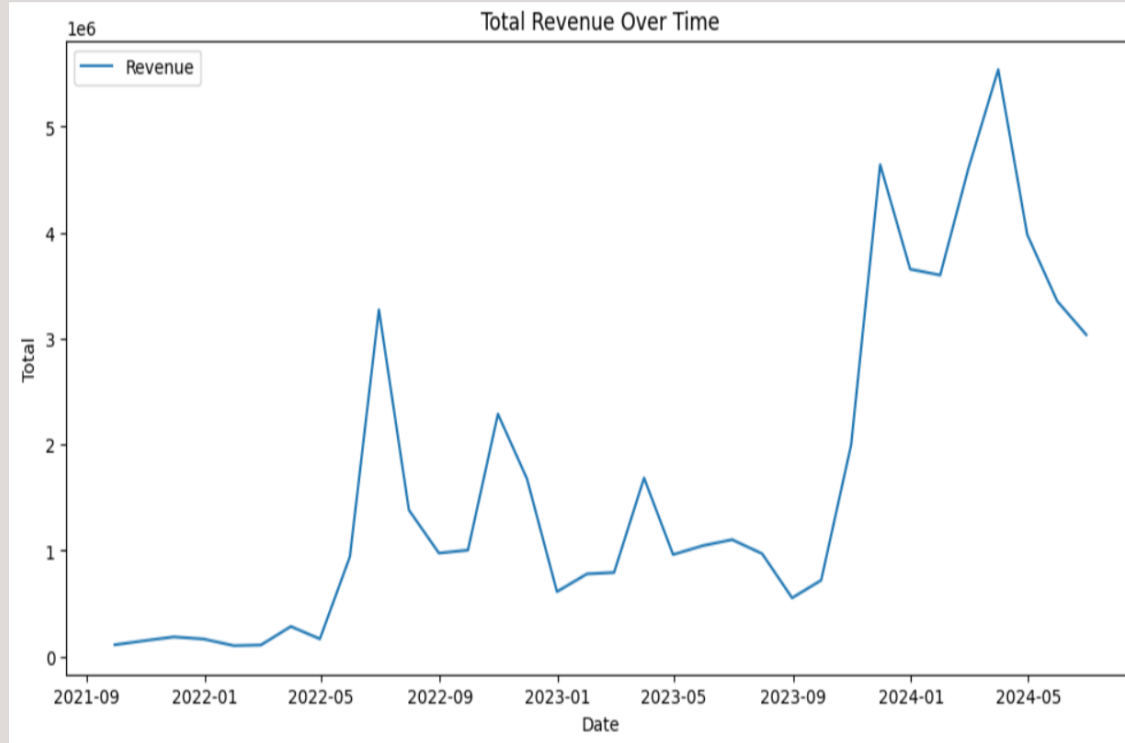
Sales Data Overview
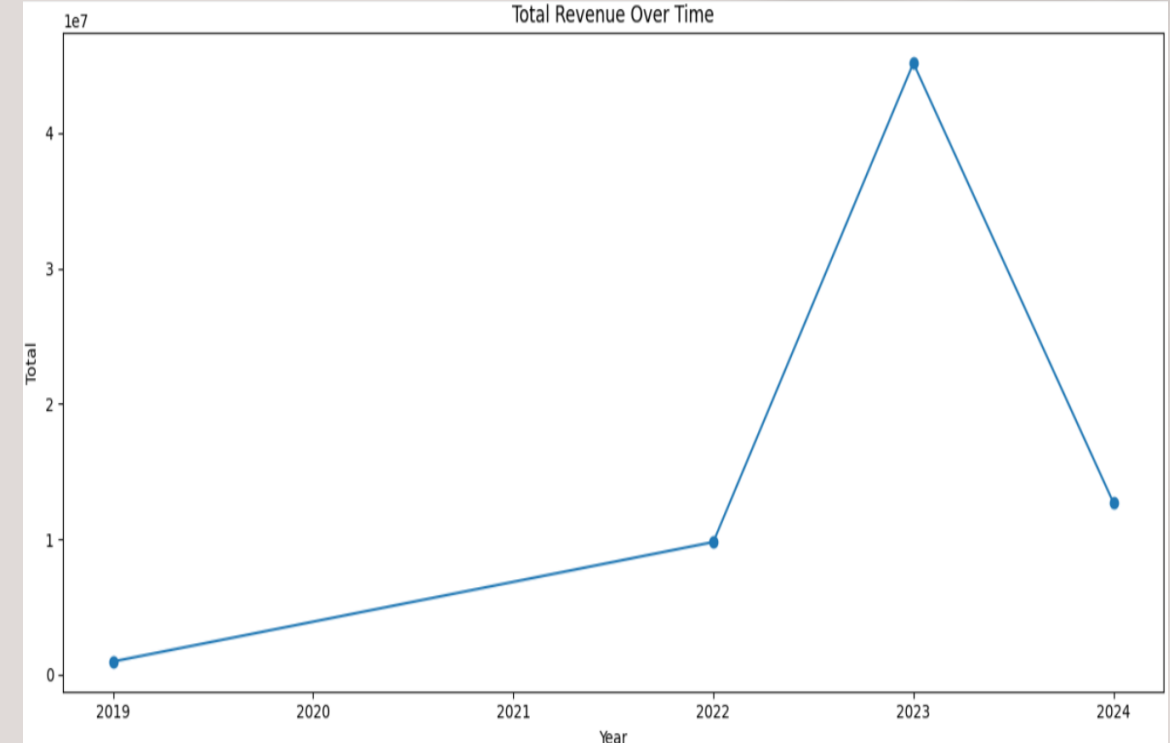
Time Frame - 2019-2024 (Broadly)

We will be understanding the Trends of Revenue over the years and then we will understand the seasonality of both the companies that in which season do they make the most revenue

TOTAL REVENUE TREND OVER THE YEARS

AMAZON TOTAL REVENUE
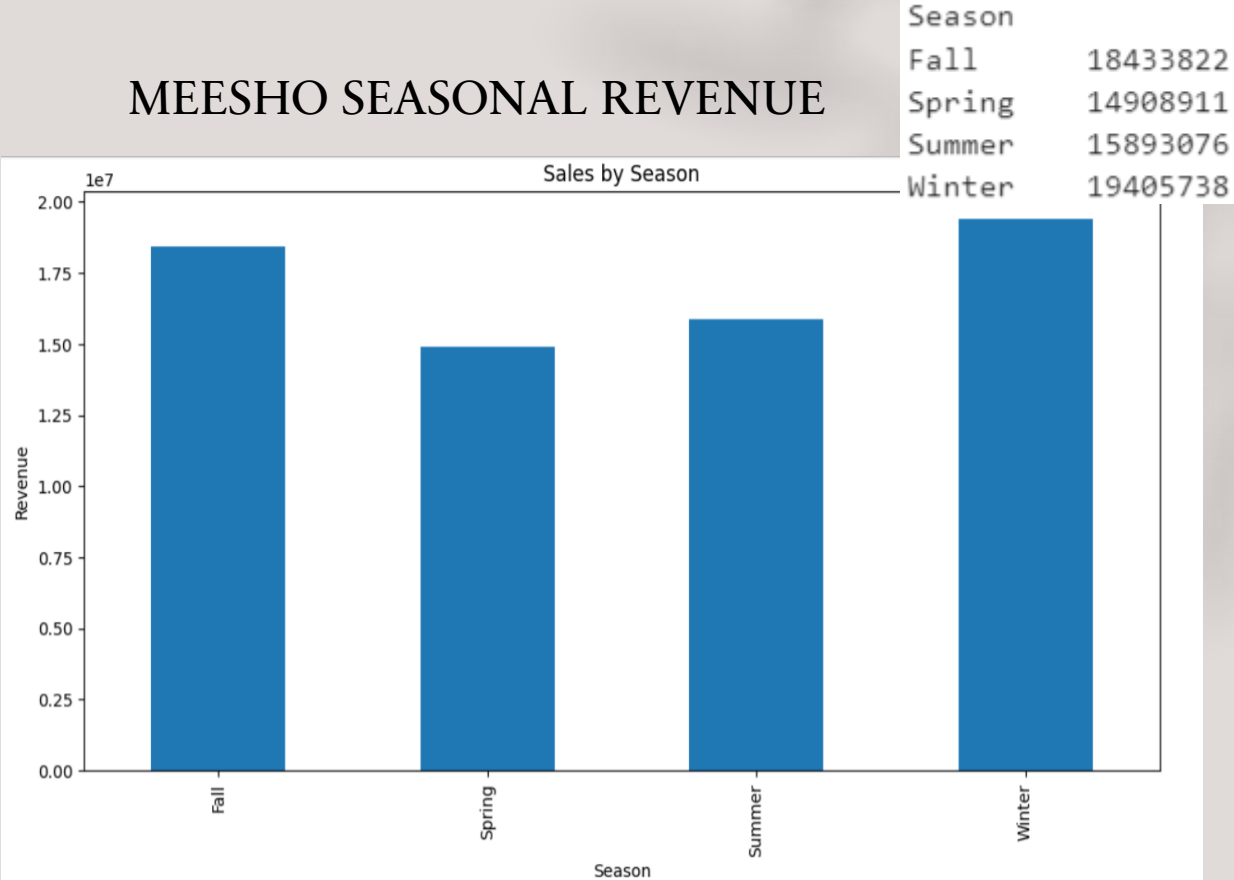
MEESHO TOTAL REVENUE

Meesho and Amazon's revenue trends from 2019 to 2024 were shaped by key factors: rapid growth from 2019 to 2021 due to significant investments, user expansion, and the COVID-19 driven e-commerce boom; a peak in 2022 driven by strategic diversification and improved operations; and a decline in 2023 caused by market saturation, the reopening of stores and economic challenges. Despite adjustments in 2024, competitive pressures and economic uncertainty may prevent a return to the 2022 revenue peak

# SEASONAL REVENUE

AMAZON SEASONAL REVENUE

Season	
Fall	12676254
Spring	16968568
Summer	11216054
Winter	14332468

MEESHO SEASONAL REVENUE

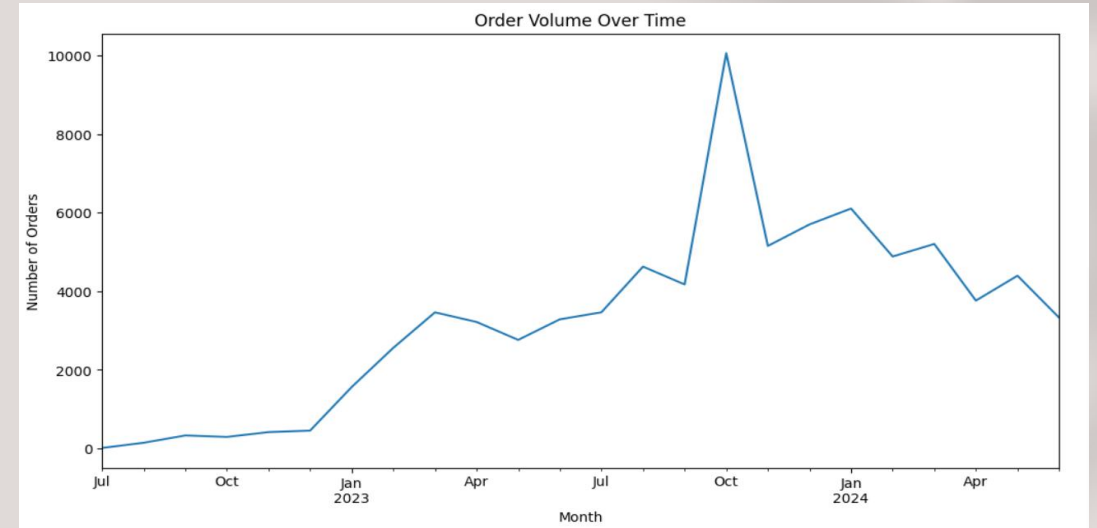| Season	
Fall	18433822
Spring	14908911
Summer	15893076
Winter	19405738

Amazon's highest sales occur in spring, near the end of the financial year, due to end-of-quarter promotions and fiscal year-end buying. Meesho peaks at the end and start of the calendar year, driven by new year sales and festive shopping.

# ORDER VOLUME COMPARISON

## AMAZON ORDER VOLUME
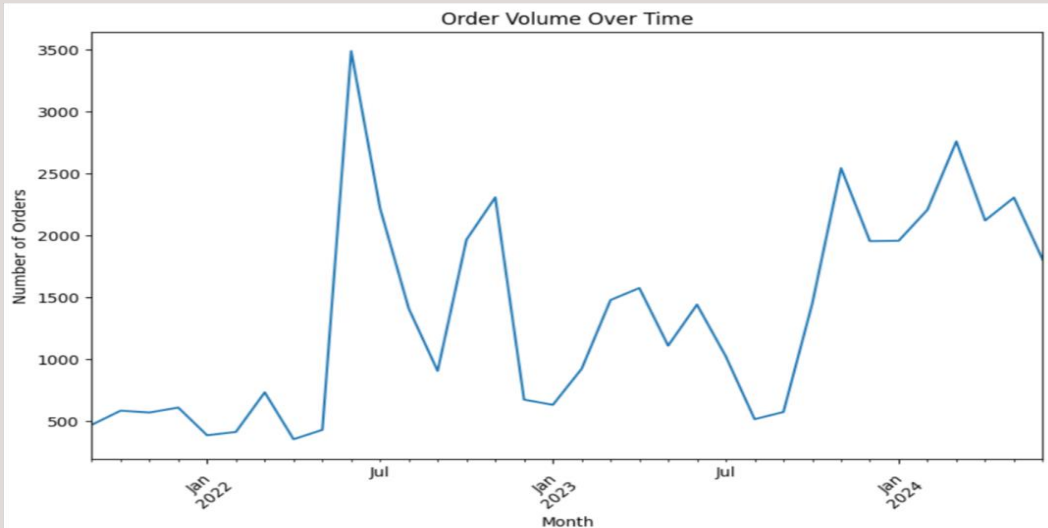
FLIPKART ORDER VOLUME

Amazon's order volumes show consistent growth with peaks during major global sales events like Prime Day and Black Friday. Flipkart experiences sharp, seasonal spikes during Indian sales events like Big Billion Days and Diwali. Meesho's order volumes are more volatile, with rapid increases during year-end and new year sales, reflecting its focus on budget-conscious consumers and evolving market strategy
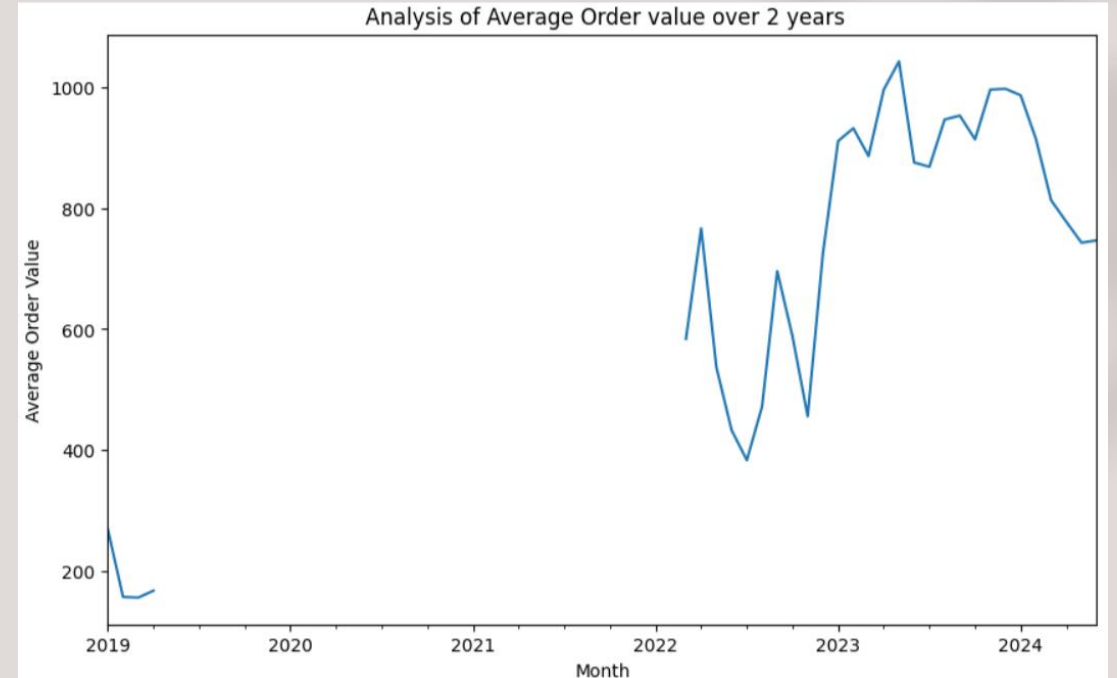
MEESHO ORDER VOLUME
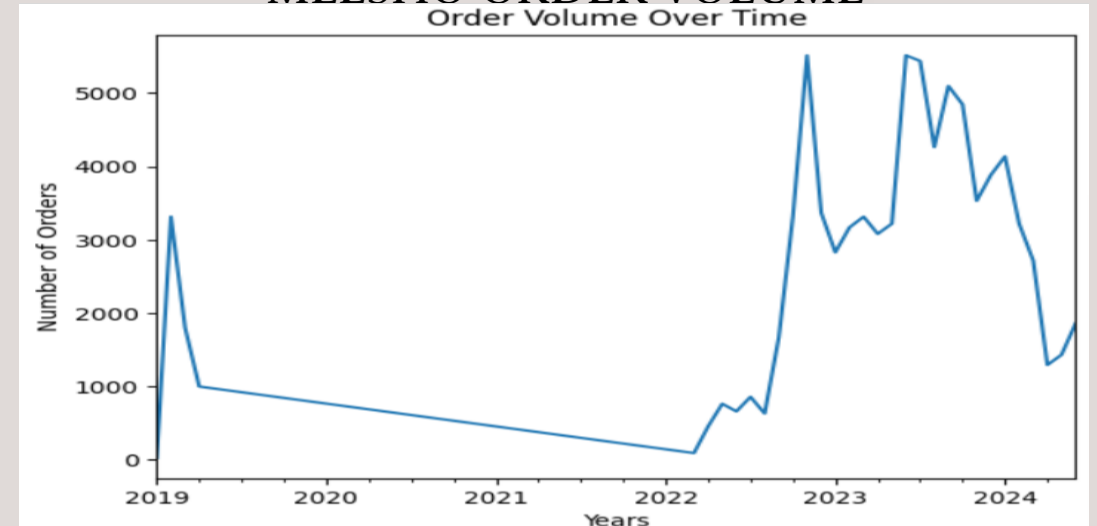
AVERAGE ORDER VALUE

AMAZON'S AVERAGE ORDER VALUE
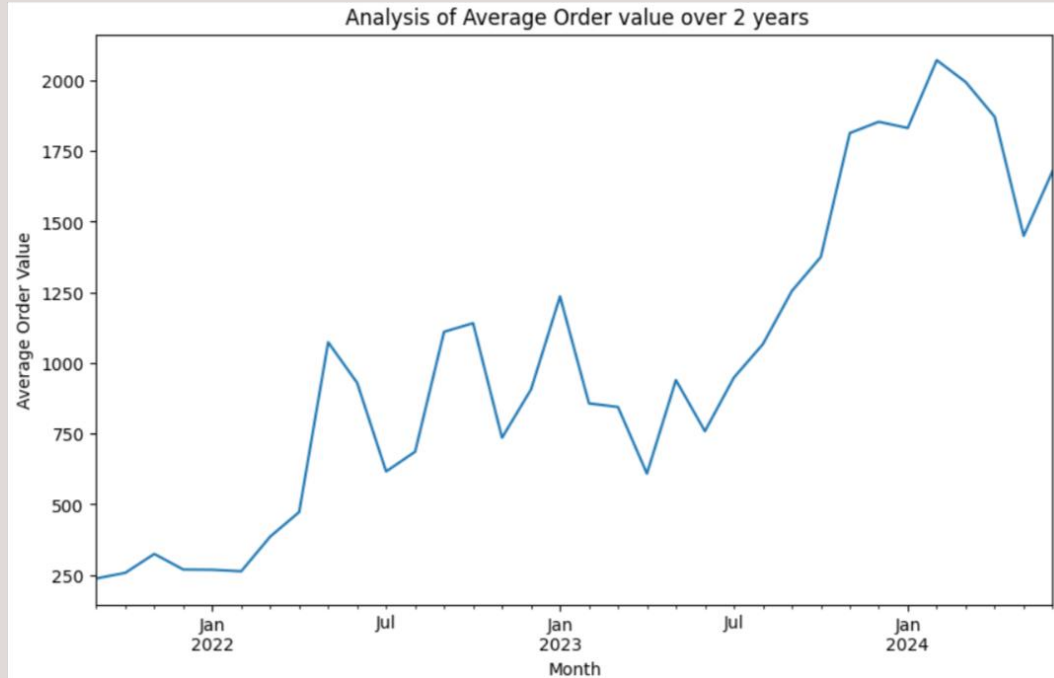

MEESHO'S AVERAGE ORDER VALUE

Since 2022, Amazon and Meesho have shown contrasting trends in their average order value (AOV). Amazon started with an AOV of ₹250, which surged to over ₹1000 before dipping to ₹600 in July 2023, mirroring Meesho's earlier dip from ₹600 to ₹400. Despite a rocky end to 2023, Meesho's AOV rebounded to between ₹750 and ₹1000. In January 2024, Amazon's AOV nearly doubled Meesho's, highlighting the significant difference in their market positioning.
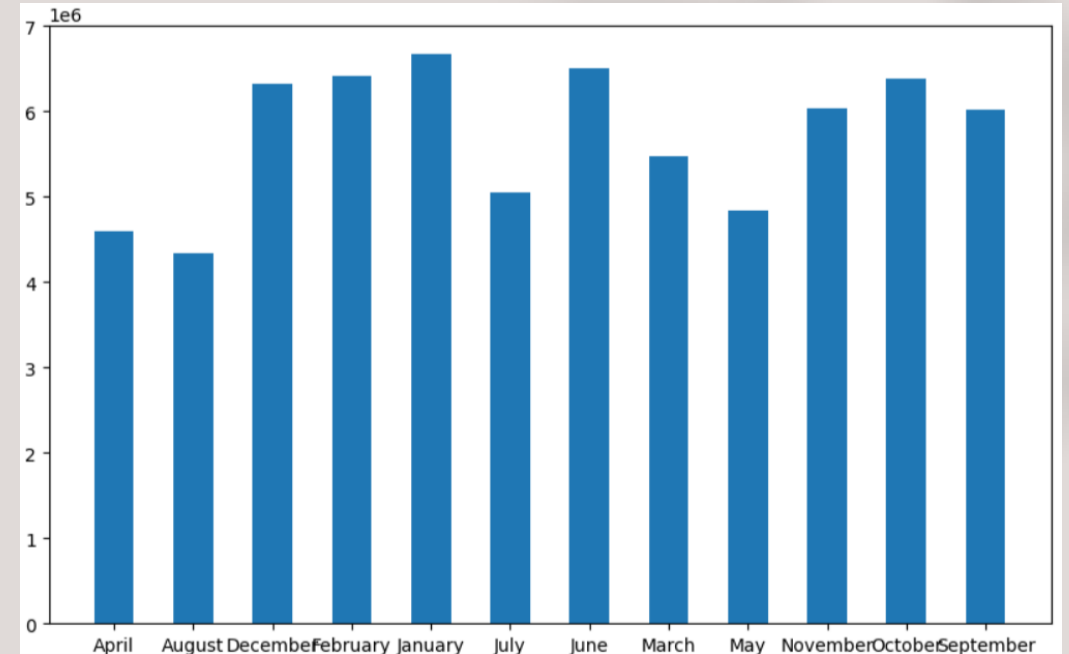
MONTHLY SALES REVENUE

AMAZON MONTHLY SALES REVENUE
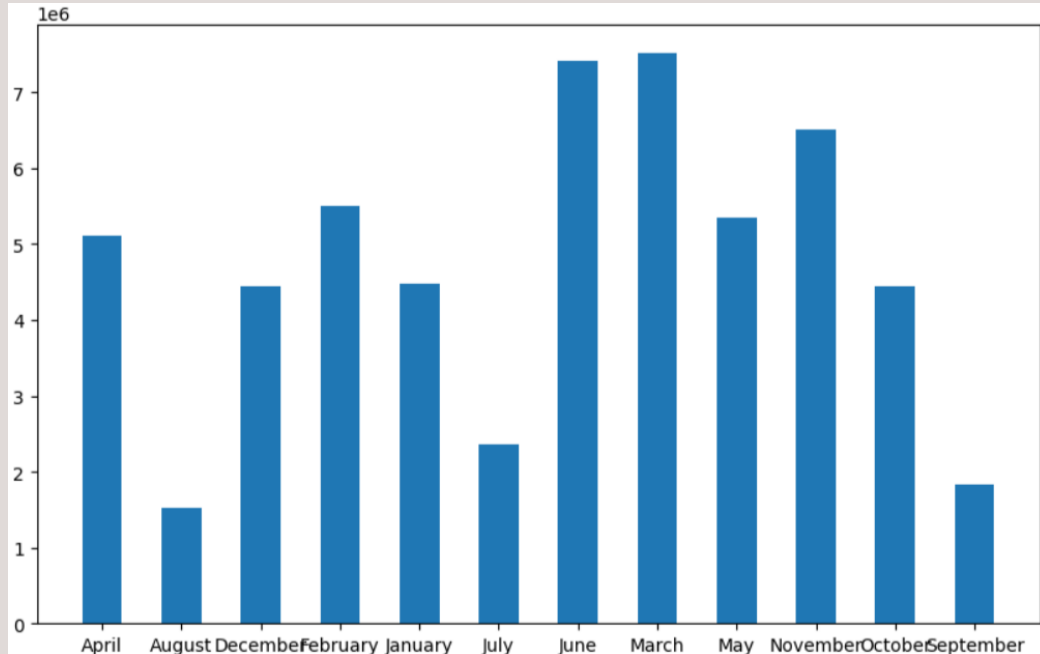
MEESHO MONTHLY SALES REVENUE

Amazon's peak sales in March, June, and November align with end-of-quarter promotions, Prime Day buildup, and major shopping events like Black Friday. Meanwhile, Meesho's highest revenue months in January, February, and June are driven by new year clearance sales, Valentine's Day promotions, and mid-year discounts, reflecting its focus on budget-conscious consumers
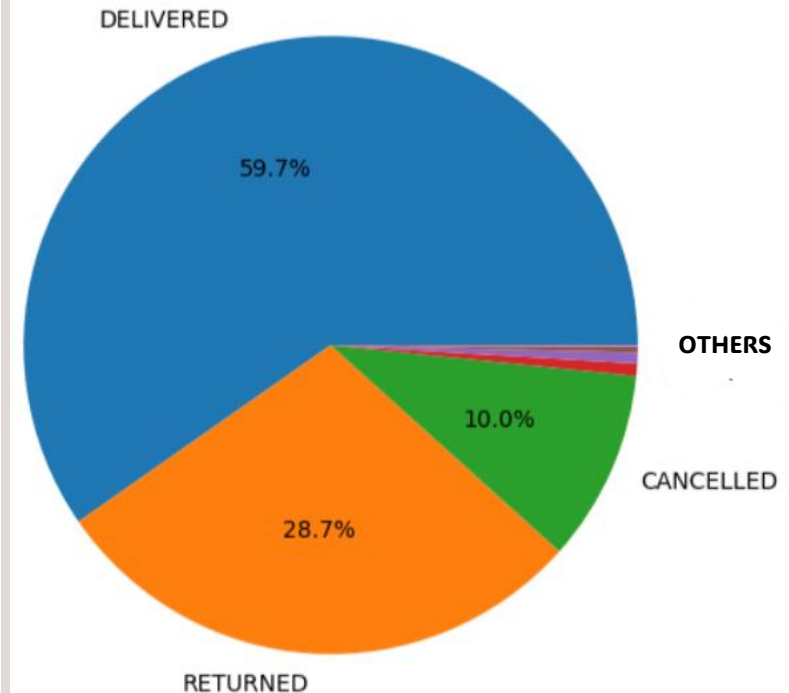
ORDER STATUS & CANCELLATION

AMAZON
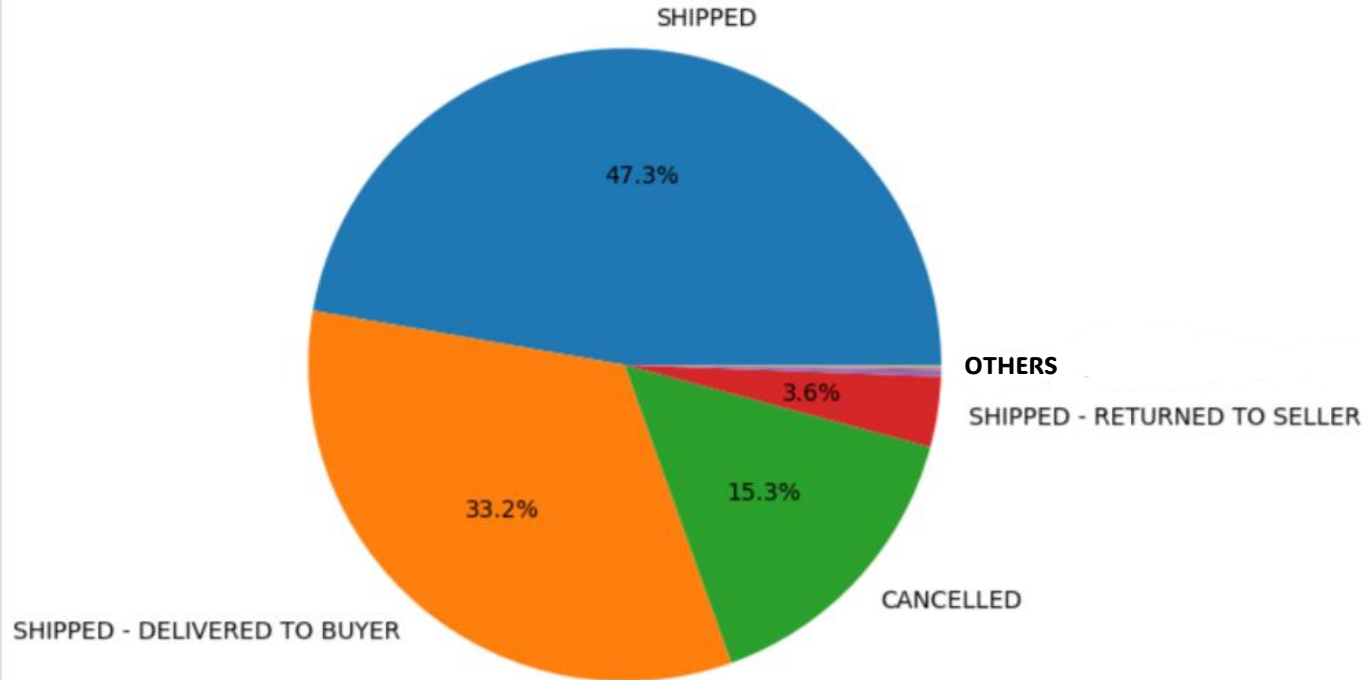
FLIPKART

The 10-15% cancellation rates for both Amazon and Flipkart suggest they may be facing similar logistical challenges, such as issues with last-mile delivery or coordinating with third-party providers.

FLIPKART CANCELLATION ANALYSIS

- Flipkart's cancellation rate has fluctuated significantly over time.

- It increased steadily for four months until January 2023, then stagnated for about 5-6 months.

- After this period, the rate initially increased slightly, followed by a sudden dip before January 2024.

- It then remained stable until March, rose again until May, and finally dropped to 4% in June 2024.

Order Cancellation Rate Over Time

DELIVERY ANALYSIS

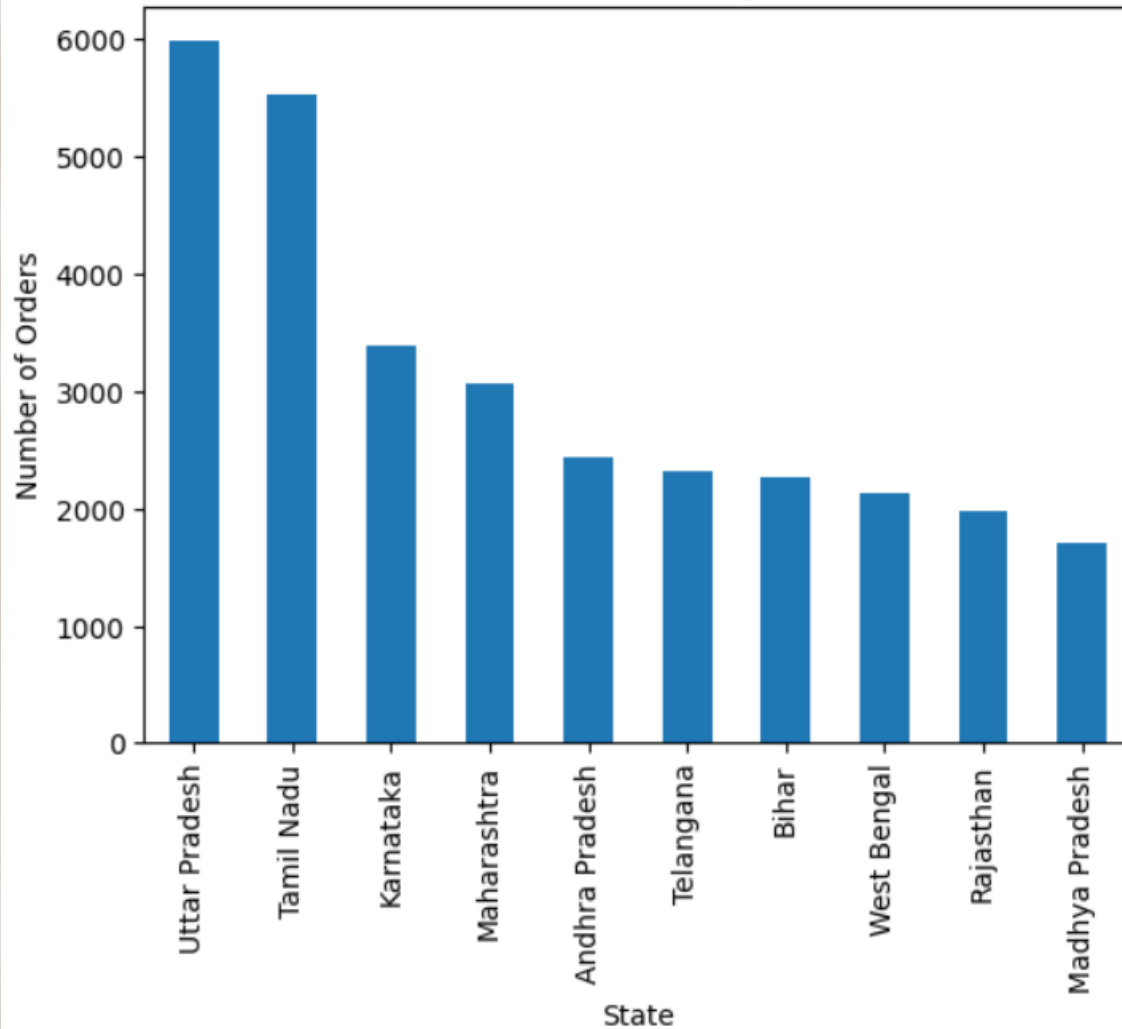## STATE CITY ANALYSIS

AMAZON
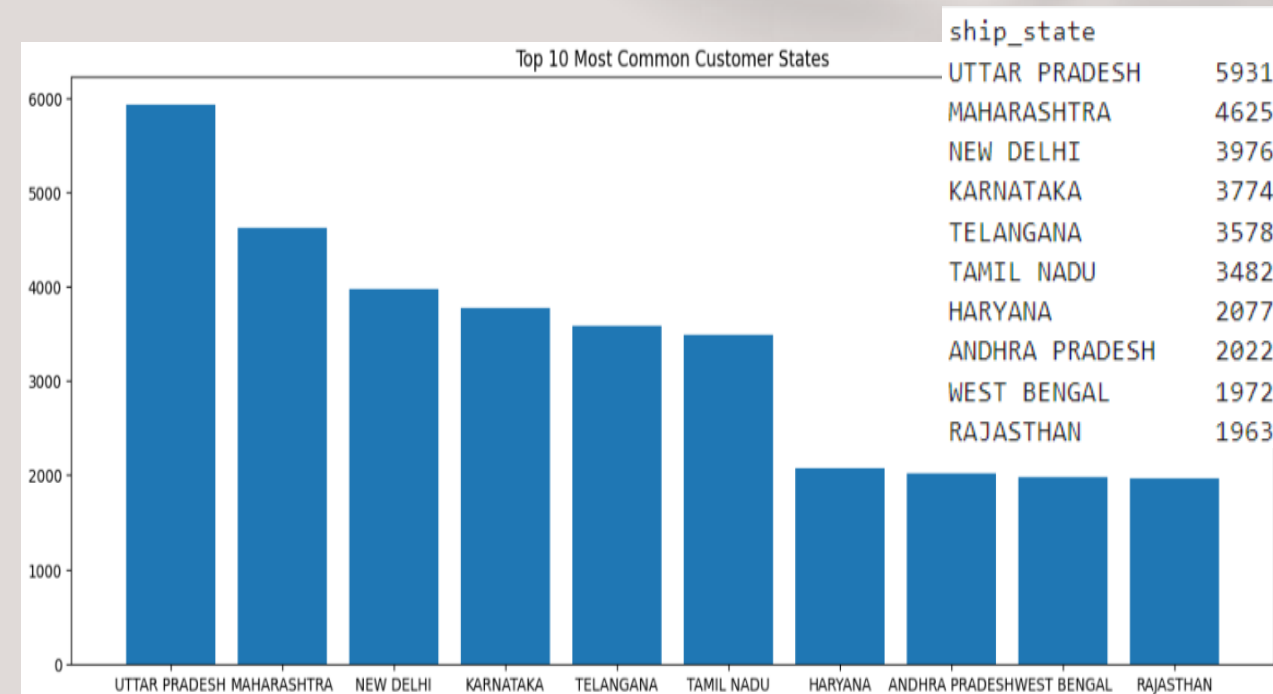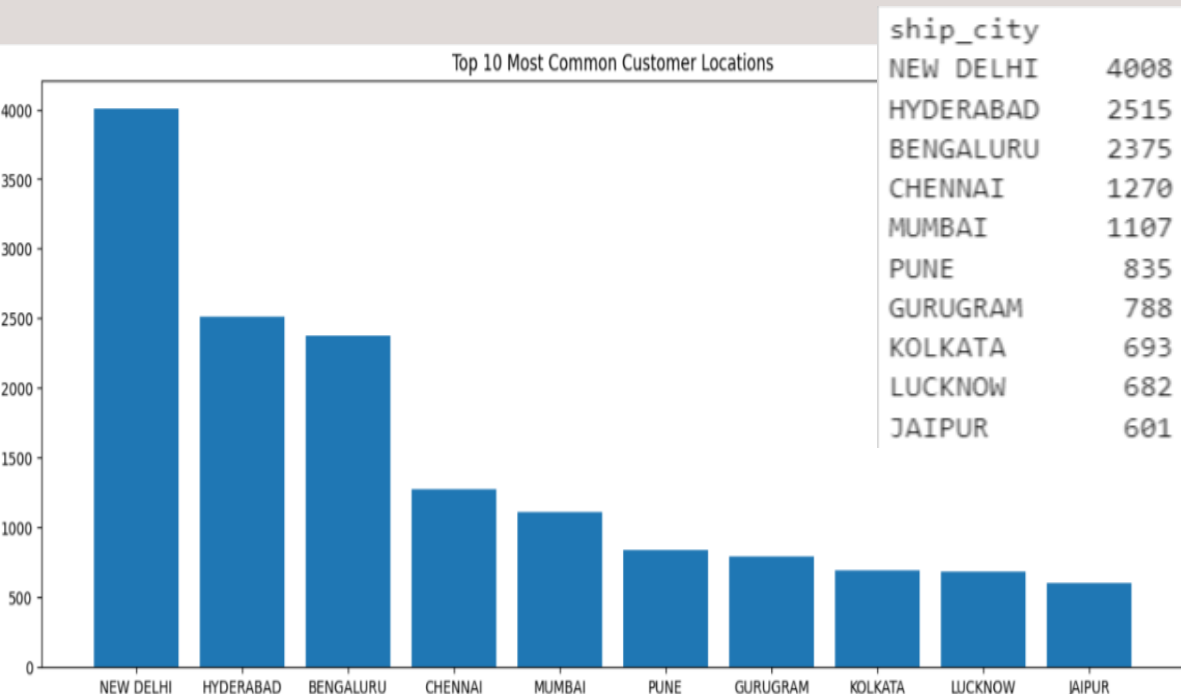
In the city-wise comparison, New Delhi ranks highest, followed by Hyderabad and Bengaluru. In the state-wise comparison, Uttar Pradesh leads, with Maharashtra in second place, and Delhi coming in third.

Sales Distribution by State

MEESHO STATE ANALYSIS

As seen in state wise analysis of Amazon, similarly in Meesho's Analysis Uttar Pradesh has the highest order volume of nearly 6000 orders, and the top 10 states are nearly the same in both the companies only their order of number of orders differs by some amount. After Uttar Pradesh, we have Tamil Nadu with nearly 5500 orders then there is Karnataka with significantly lesser orders i.e around 3500 orders.
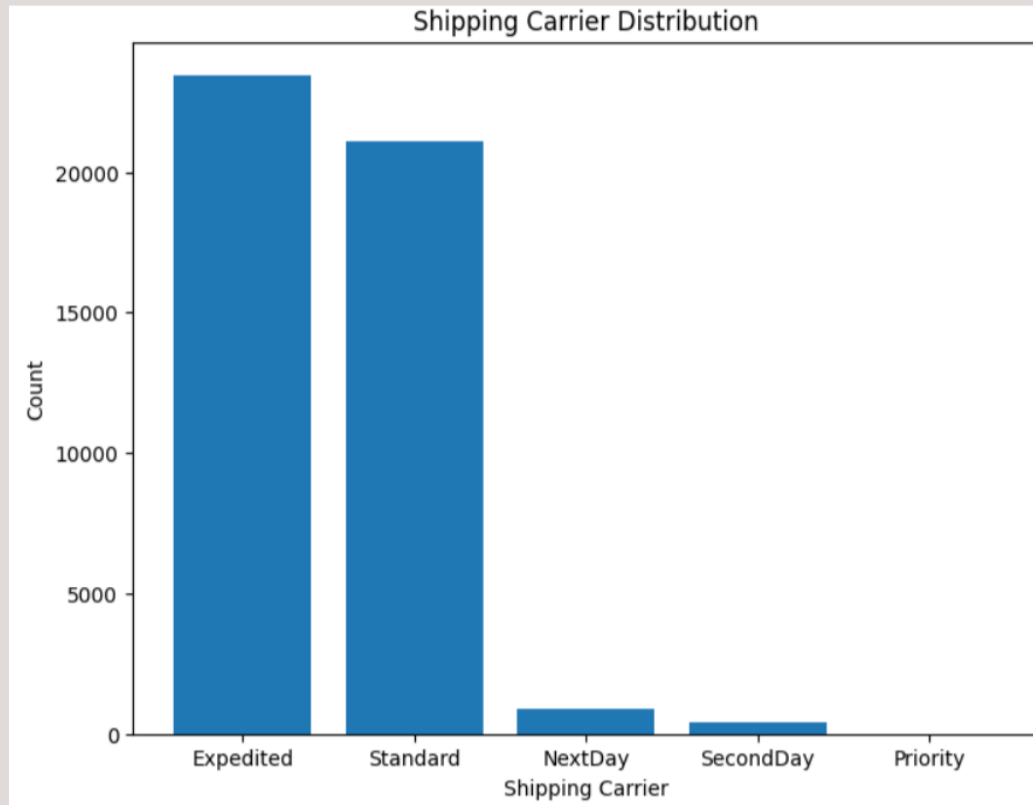
LOGISTICS ANALYSIS
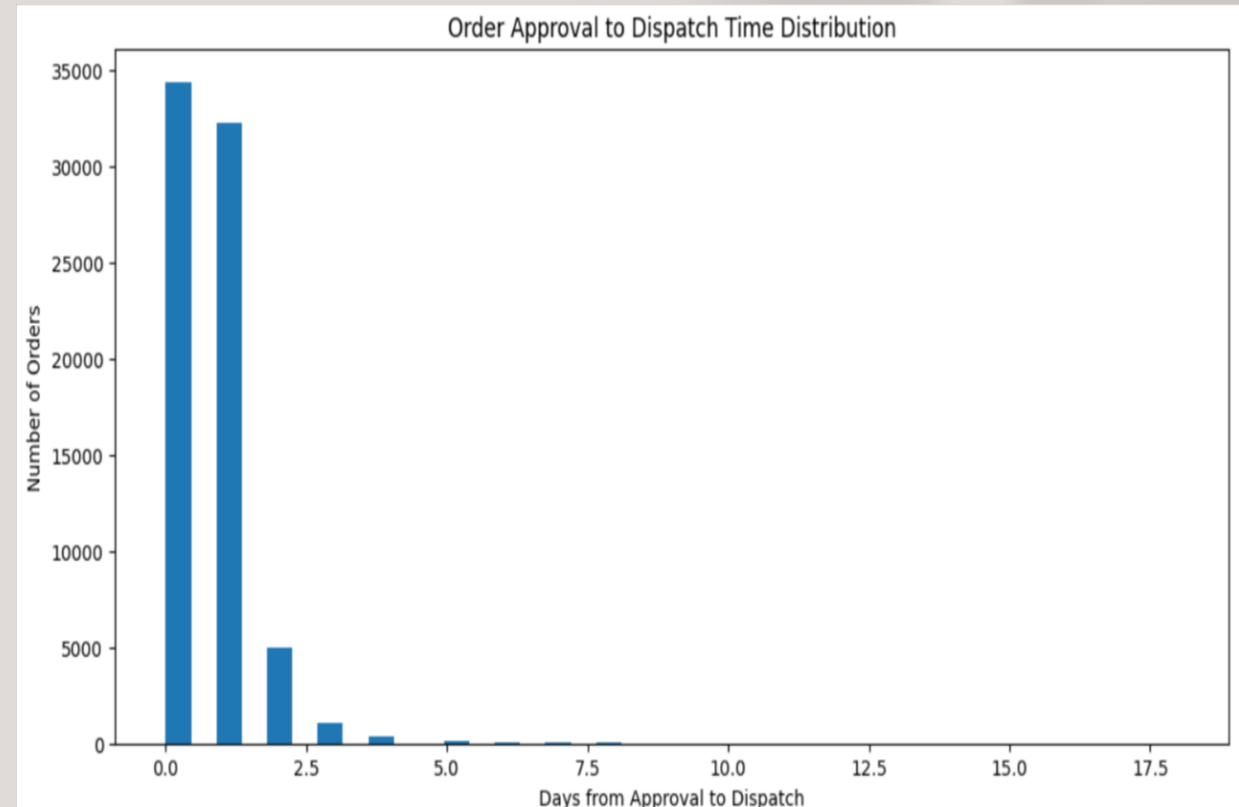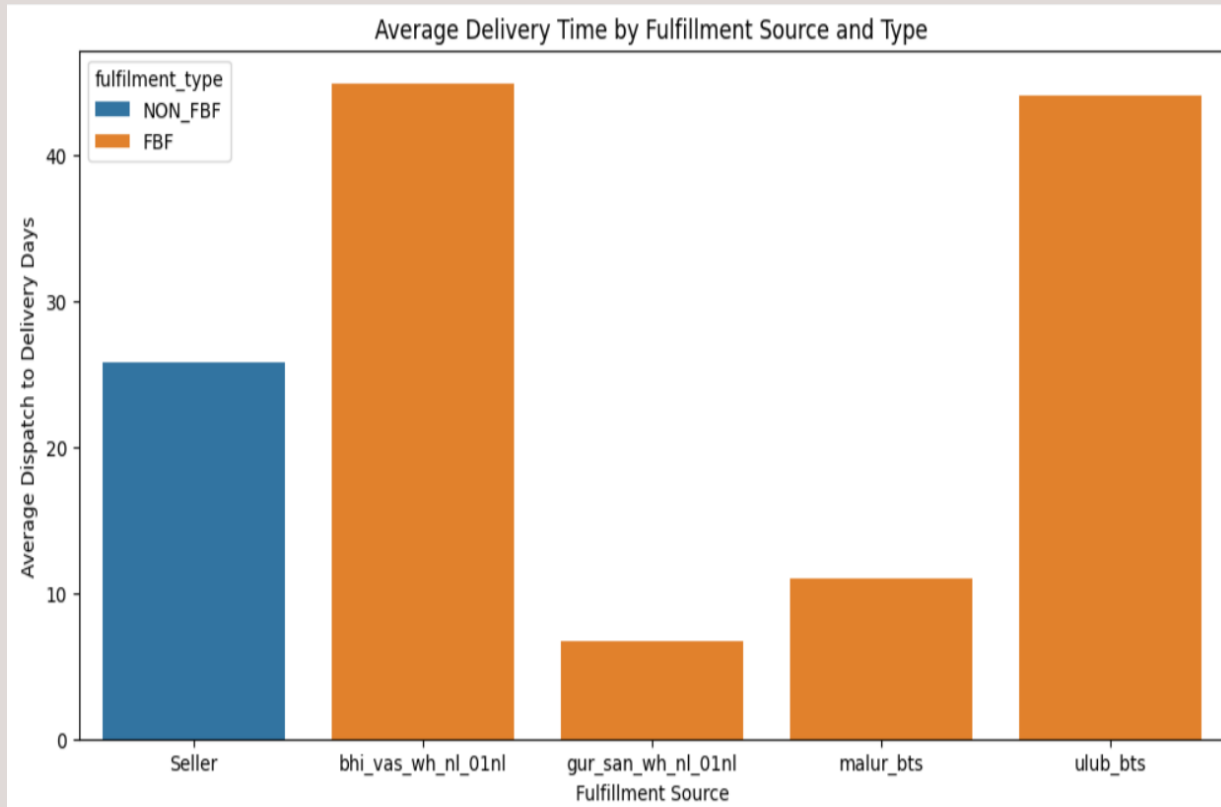
The graph indicates that when Flipkart orders are not fulfilled by Flipkart directly, the average delivery time by third-party sellers is generally within the 20-30 day range, though it is inconsistent—sometimes very fast, sometimes extremely slow.This inconsistency could be due to varying approval-to-dispatch times, which mostly fall within 0-1 days but can be longer. Longer approval times likely cause delays in pickup and delivery, contributing to the extended delivery timelines.
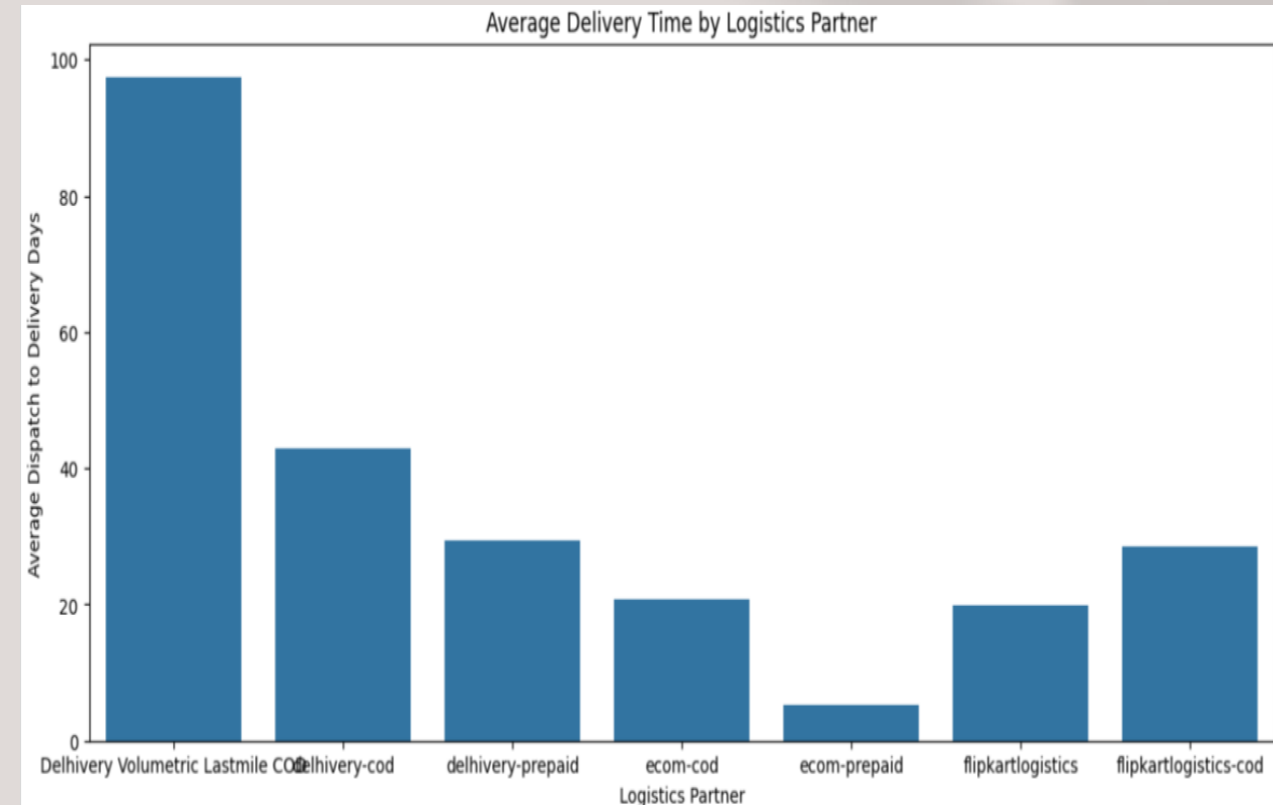
LOGISTICS ANALYSIS

AMAZON SHIPPING CARRIER

Shipping Carrier Distribution

FLIPKART DELIVERY TIMES

Average Delivery Time by Logistics Partner

pickup_logistics_partner	dispatch_to_delivery_days
Delhivery E2E Prepaid	NaN
Delhivery Volumetric Lastmile COD	97.485714
Delhivery Volumetric Lastmile Prepaid	-2.769231
Delivery E2E COD	NaN
delhivery-cod	42.911647
delhivery-prepaid	29.360424
ecom-cod	20.757143
ecom-prepaid	5.268966
flipkartlogistics	19.768549
flipkartlogistics-cod	28.547707

In the Shipping Carrier Distribution, we see that
Mostly people prefer Expedited, then we have
Standard type of shipping Carriers.
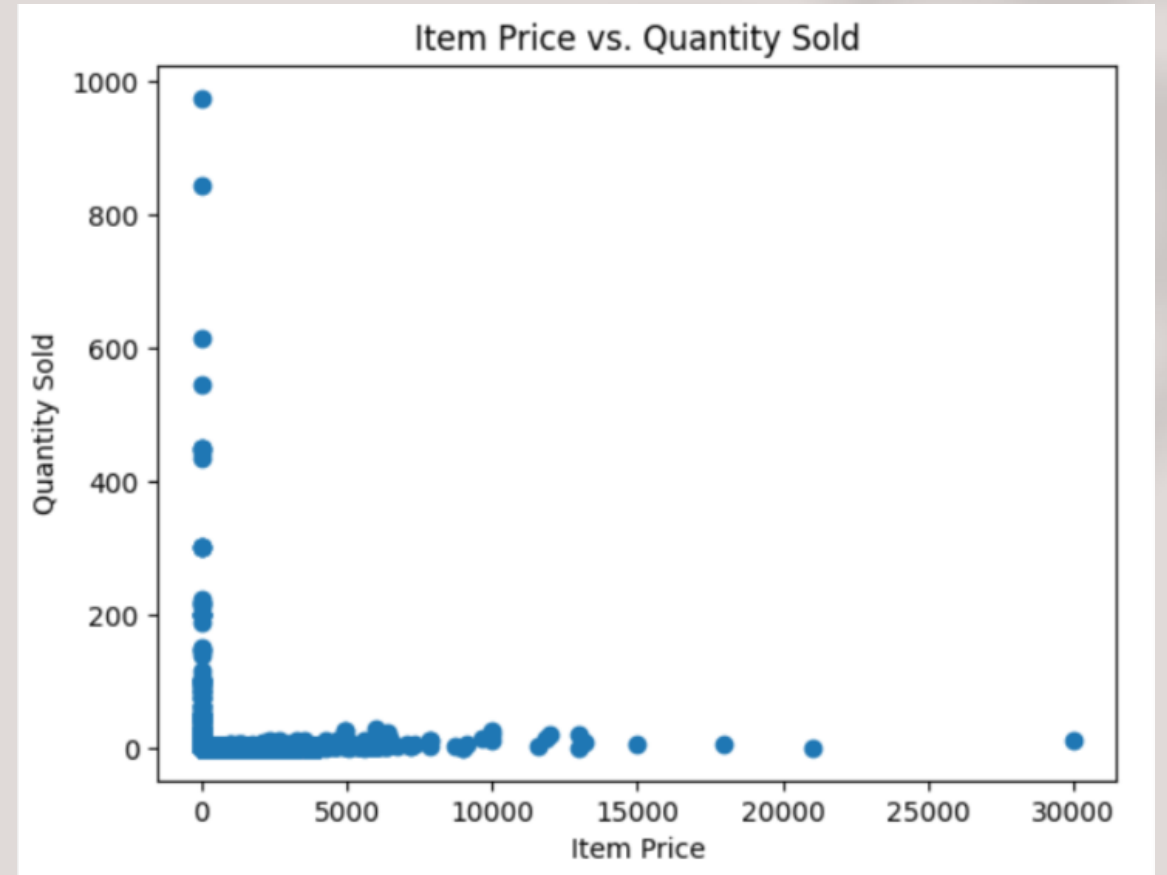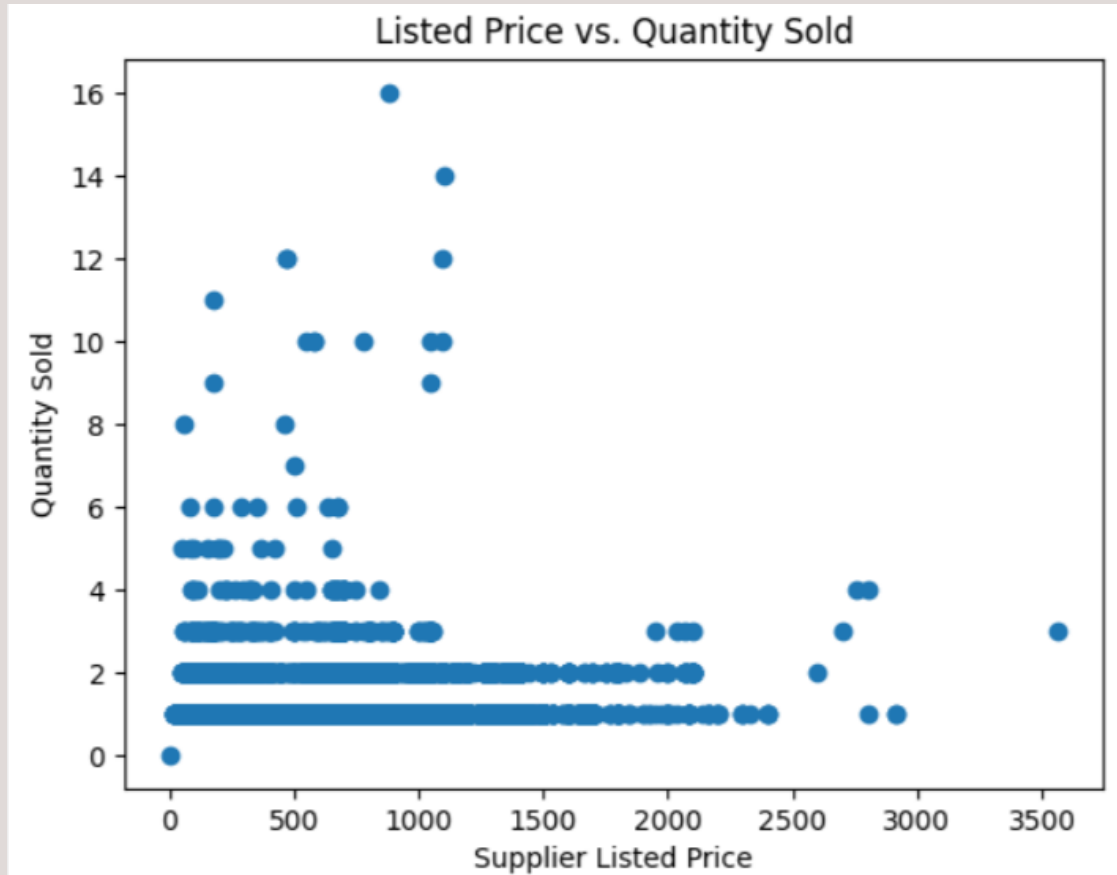In the Average Delivery time, we have Ecom prepaid
And com with the lowest time. Most of them have time
of less than 30 days.

PRICING ANALYSIS OF MEESHO AND AMAZON

Here both Meesho and Amazon, show the same trend that when the item price is lower
The quantity of the item sold is higher and it decreases swiftly as the price increases.

APPLICATION OF THE PARETO PRINCIPLE

- In Amazon, we can see that the top 17 highest selling products are making nearly 50% of the total revenue
- It is also seen that less than 20% products are making 80% of the revenue.
- Another very important point is that 20% (365) of the total products are making more than 90% of the revenue, which shows that Pareto Principle holds true here.