

# Amazon Sales Project Summary

**Project By: Somesh Mahesh Chaware**

## Monthly Summary

### 1. Executive Summary

This project entails a comprehensive analysis of Amazon's sales data from March to June. The analysis delves into total sales, top-performing states, order statuses, and product categories. Key insights have been extracted to inform strategic decisions aimed at enhancing sales performance, optimising operations, and improving customer satisfaction.

### 2. Detailed Monthly Sales Analysis

#### March

- **Total Sales:** 17
- **Top-Performing States:** Uttar Pradesh (4), Tamil Nadu (2), West Bengal (2)
- **Order Status:** Delivered (16), Returning (1)
- **Order Categories:** Kurta (6), Set (5), Western Dress (4)
- **Key Observations:** March experienced low sales volume. Uttar Pradesh led sales, with most orders delivered successfully and minimal returns. Kurtas and Western Dresses were the top-selling categories, suggesting a preference for traditional and casual wear.

#### April

- **Total Sales:** 12,983
- **Top-Performing States:** Maharashtra (2,203), Karnataka (1,569), Telangana (1,016)
- **Order Status:** Delivered (12,075), Returning (893), Out for Delivery (6)
- **Order Categories:** Kurta (5,516), Set (5,089), Western Dress (1,402)
- **Key Observations:** April saw a substantial increase in sales, driven by Maharashtra's strong performance. While the majority of orders were delivered, there was a notable rise in returns, potentially indicating

customer dissatisfaction with certain products. Kurtas and Sets dominated sales, highlighting a strong demand for ethnic wear.

## May

- **Total Sales:** 11,126
- **Top-Performing States:** Maharashtra (1,872), Karnataka (1,339), Tamil Nadu (1,014)
- **Order Status:** Delivered (10,399), Returning (704), Return to Seller (14)
- **Order Categories:** Kurta (3,505), Set (3,919), Western Dress (2,463)
- **Key Observations:** May experienced a slight decrease in sales compared to April. Maharashtra continued to lead, with Sets and Western Dresses being the most popular categories. The consistent performance in these categories suggests an opportunity to capitalize on seasonal trends and promotional campaigns.

## June

- **Total Sales:** 8,279
- **Top-Performing States:** Maharashtra (1,353), Karnataka (1,099), Telangana (718)
- **Order Status:** Delivered (6,271), Pickup (964), Return (352), Return to Buyer (33)
- **Order Categories:** Kurta (2,632), Set (3,099), Western Dress (1,985)
- **Key Observations:** Sales declined further in June, with Maharashtra and Karnataka maintaining their top positions. The increasing pickup and return rates signal potential issues with product quality or customer expectations. Sets and Western Dresses remained popular, indicating a steady demand for these items despite the overall sales drop.

## 3. Overall Analysis

- **Top-Performing States:** Maharashtra consistently outperformed other states, followed by Karnataka and Tamil Nadu, suggesting that these regions have strong customer bases and potential for further growth.
- **Order Status:** A majority of orders were successfully delivered each month, but the return rates increased alongside sales volumes,

particularly in April and May. This trend highlights the need for enhanced product quality control and customer feedback mechanisms.

- **Order Categories:** Kurtas and Sets were the leading categories in sales, with Western Dresses also performing well across all months. This consistent trend suggests that expanding the variety and availability of these categories could lead to higher sales and customer satisfaction.

#### 4. Visual Reports and Dashboards

To effectively visualize the data and support decision-making, the following types of charts and dashboards are recommended:

- **Line Chart:**
  - **Total Sales by Month:** This chart will help identify sales trends over time, showcasing peaks and troughs in sales performance. It can also be used to forecast future sales and plan inventory accordingly.
- **Bar Chart:**
  - **Top-Performing States by Month:** A bar chart to highlight sales distribution across the top-performing states each month, making it easier to compare regional performance and identify growth opportunities.
  - **Sales vs. Returns by State:** This comparison chart will help in understanding which states have higher return rates relative to their sales, providing insights for targeted quality improvements.
- **Pie Chart:**
  - **Order Status Distribution by Month:** Visualizing the proportion of delivered, returned, and out-for-delivery orders each month to assess delivery efficiency and customer satisfaction.
  - **Category Share in Total Sales:** A pie chart showing the contribution of each product category to the total sales, offering a clear view of category dominance.
- **Stacked Bar Chart:**
  - **Order Categories by Month:** This chart will illustrate the distribution of sales across different product categories month-

over-month, helping identify seasonal trends and shifts in consumer preferences.

- **State-wise Sales Contribution:** A stacked bar chart that breaks down sales by product category within each state, highlighting regional preferences.
- **Heatmap:**
  - **Sales Intensity by Region:** A geographical heatmap to visualize sales intensity across different regions, which will assist in identifying potential areas for market expansion or targeted marketing efforts.
- **Trend Analysis Dashboard:**
  - **Seasonal Sales Patterns:** A dashboard that combines multiple visualizations to analyze seasonal sales patterns, helping to forecast demand and adjust marketing strategies accordingly.
- **Return Analysis Dashboard:**
  - **Reasons for Returns:** Integrating data on the reasons for returns into a dashboard will allow for a deeper analysis of return trends and help in formulating strategies to reduce return rates.

## 5. Strategic Recommendations

### 1. Focus on High-Performing States:

- Intensify marketing efforts in Maharashtra, Karnataka, and Tamil Nadu.
- Consider region-specific promotions and product launches to leverage the strong customer base in these states.
- Explore opportunities to expand in similar markets with demographic and cultural parallels.

### 2. Enhance Popular Categories:

- Increase inventory and introduce new designs in Kurtas, Sets, and Western Dresses to meet rising demand.
- Implement targeted marketing campaigns to boost sales during festivals and special occasions.

- Consider collaborations with local designers to offer exclusive collections that appeal to regional tastes.

### **3. Improve Return Management:**

- Conduct a detailed analysis of return reasons, particularly for high-return categories, to identify and address common issues.
- Enhance product descriptions and images to better align customer expectations with the actual products.
- Implement quality assurance checks to minimize defects and returns.

### **4. Optimize Delivery Efficiency:**

- Investigate the factors contributing to delivery delays and inefficiencies, especially during high sales periods.
- Explore partnerships with additional logistics providers to offer faster delivery options.
- Consider implementing a customer feedback loop to identify and address delivery-related issues proactively.

### **5. Customer Experience Enhancement:**

- Introduce post-purchase engagement strategies, such as personalized follow-up emails and discount offers on future purchases, to build customer loyalty.
- Develop a robust customer service platform to address queries and concerns swiftly, ensuring a seamless shopping experience.

Thank You