



Amazon Sales Analysis(2022)



Get to know us,
our Business
and
Functional
Areas.



Get insights
on sales
performance,
order
statuses, and
courier
statuses.



Analyze
product
categories,
top-selling
products, and
sales
distribution
by size.



Get Insights
on fulfillment
methods,
shipping
levels, and
courier
status.



Analyze
orders by
state,
category, and
retention.



Explore
sales,
retention &
Top
Performing
Regions by
States and
Cities



Business
Insights &
Recommendations

Amazon Sales Analysis

**78.57M**

Total Sales

3.33%

Monthly Sales Growth

₹ 696.17

Average Order Value

Status

All

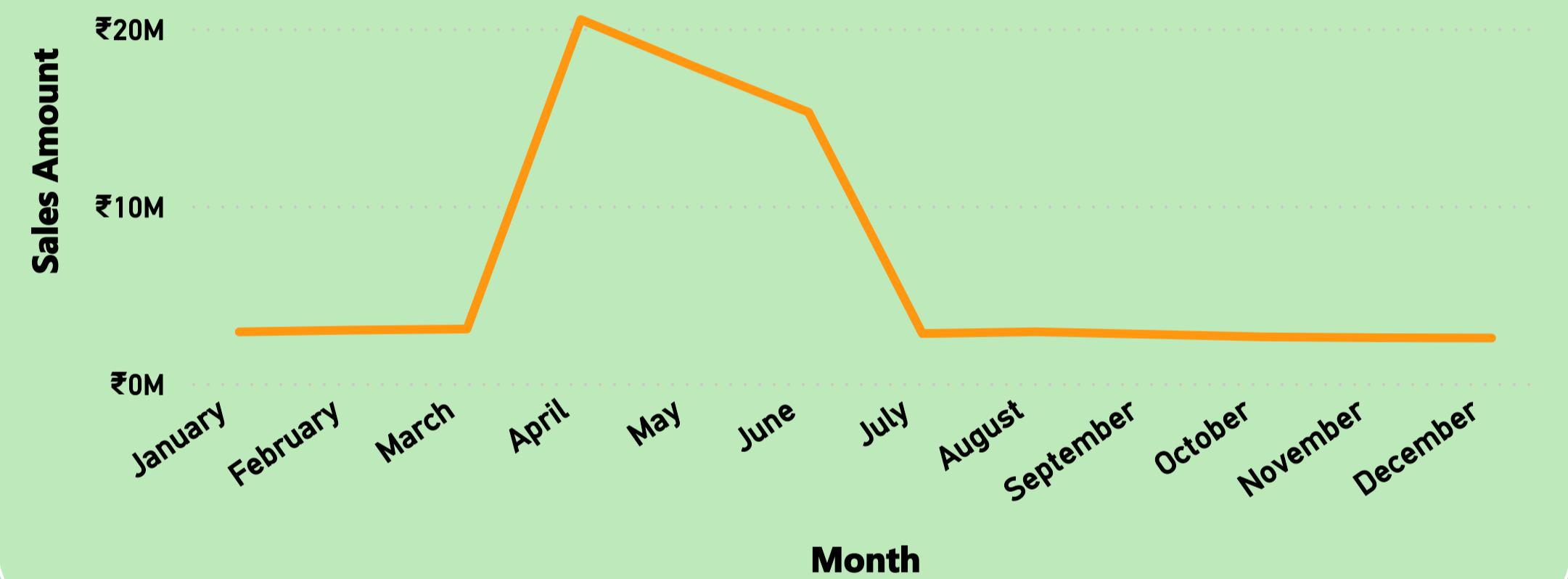
B2B

All

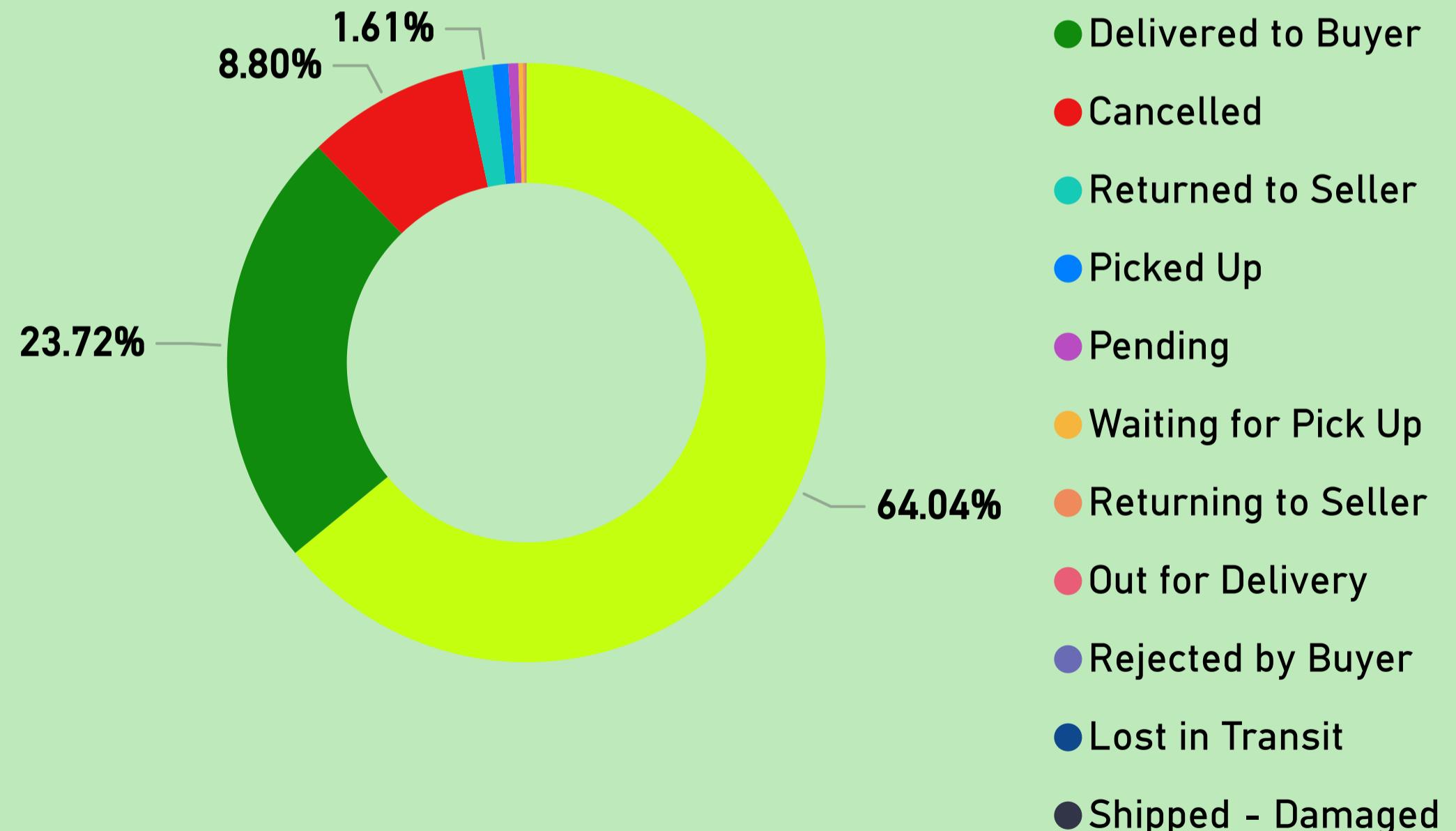
Quarter

All

Total Sales Over Time



Total Sales Amount by Status



Sales Amount by Courier Status



Amazon Product Analysis



116K

Total Quantity sold

T-shirt

Highest selling Product Category

0.96

Average QTY sold

Status

All

Size

All

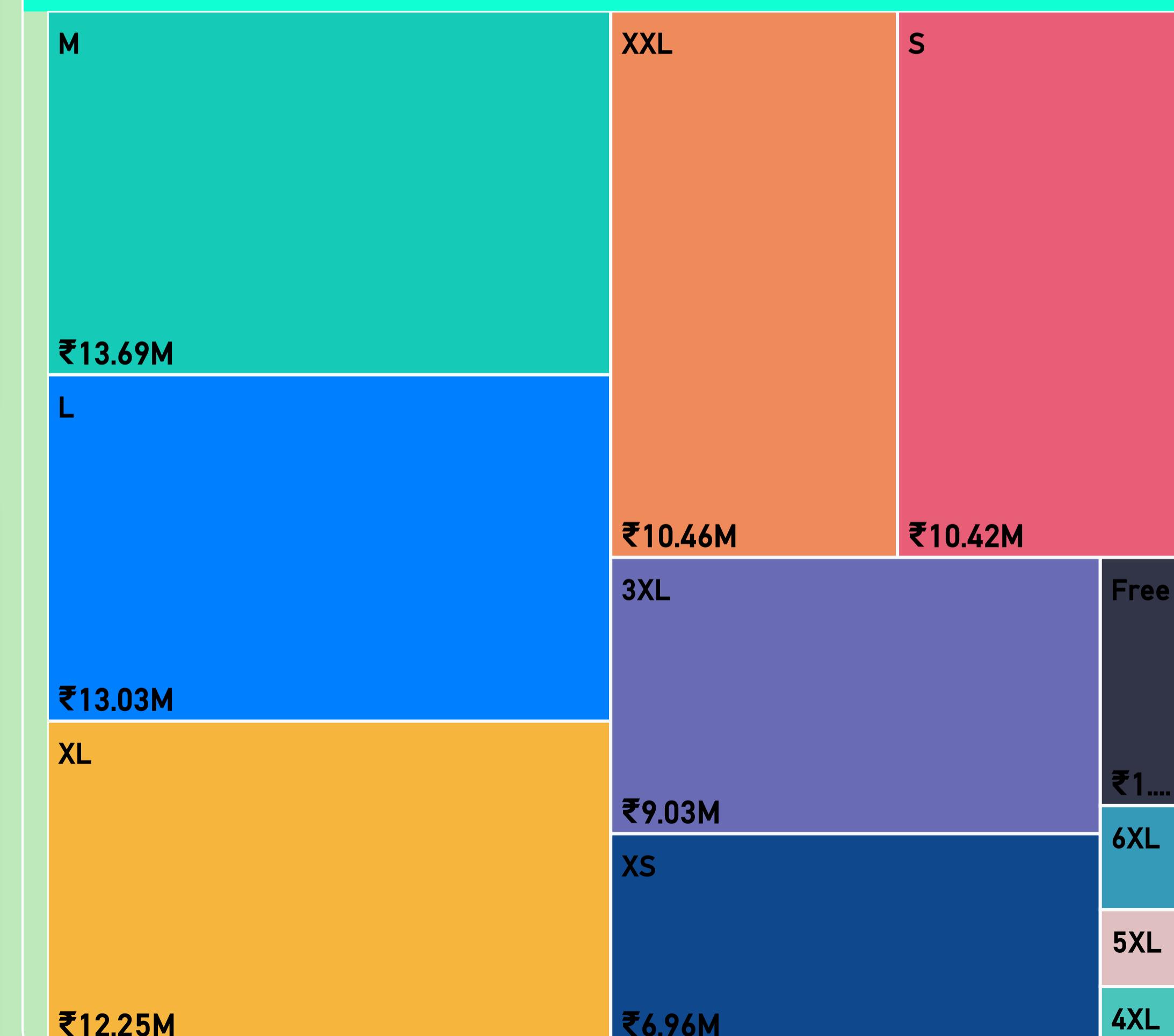
Category

All

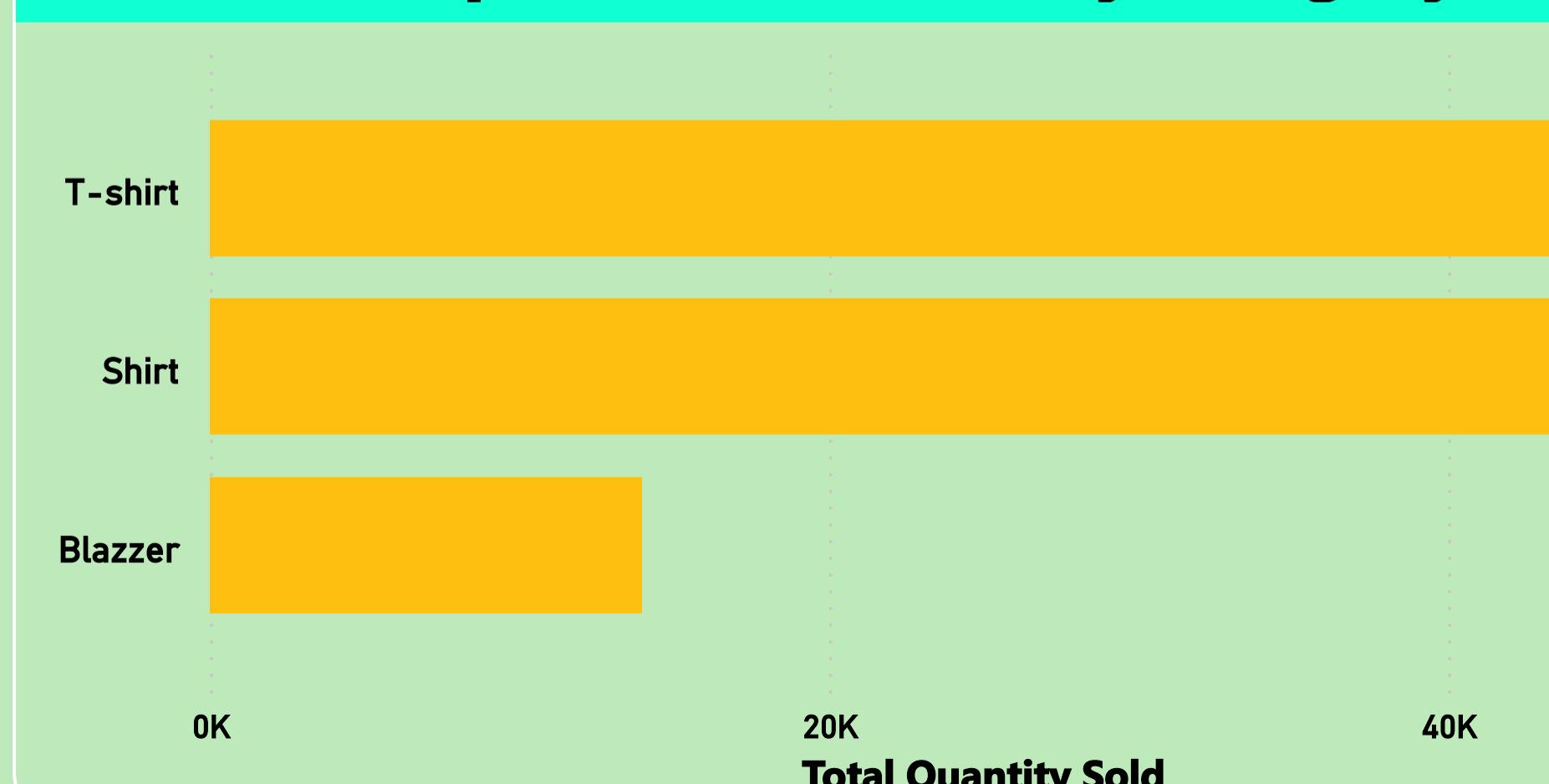
Total Sales by Product Category



Total Sales Amount by Size



Top Three Products by Category



Amazon Fulfillment Analysis

113K

Total Orders

MAHARASHTRA

State with Most Orders

Status

All

State

All

City

All

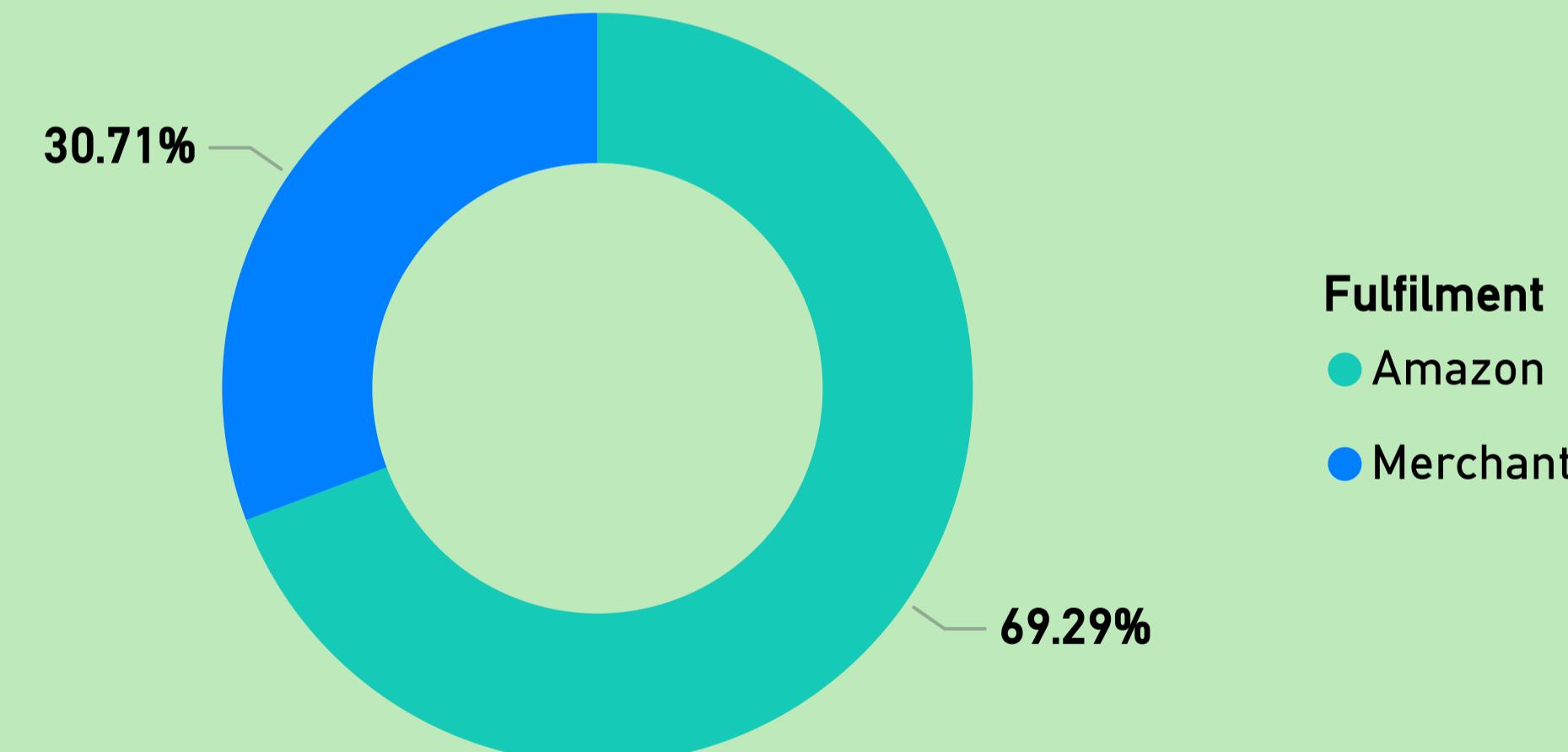
Category

All



Distribution of Orders By Fulfillment Analysis

Orders by Fulfilment



To Courier Status

To Ship Service

This donut chart represents the order distribution with the fulfillment channels, courier status and ship service levels to help us gain a deeper understanding of the Fulfillment Analysis. To Know more please visit <https://sell.amazon.in/shipping-and-fulfillment>

Amazon Customer Segmentation Analysis

**1.07**

Customer Buying Frequency

5.88%

Customer Retention Rate

MAHARASHTRA

State with Most Orders

Size

All

Status

All

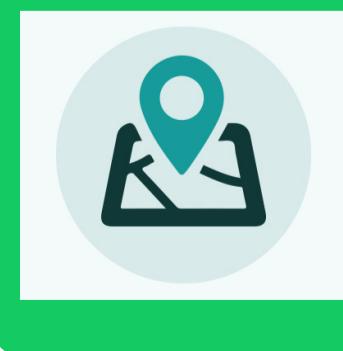
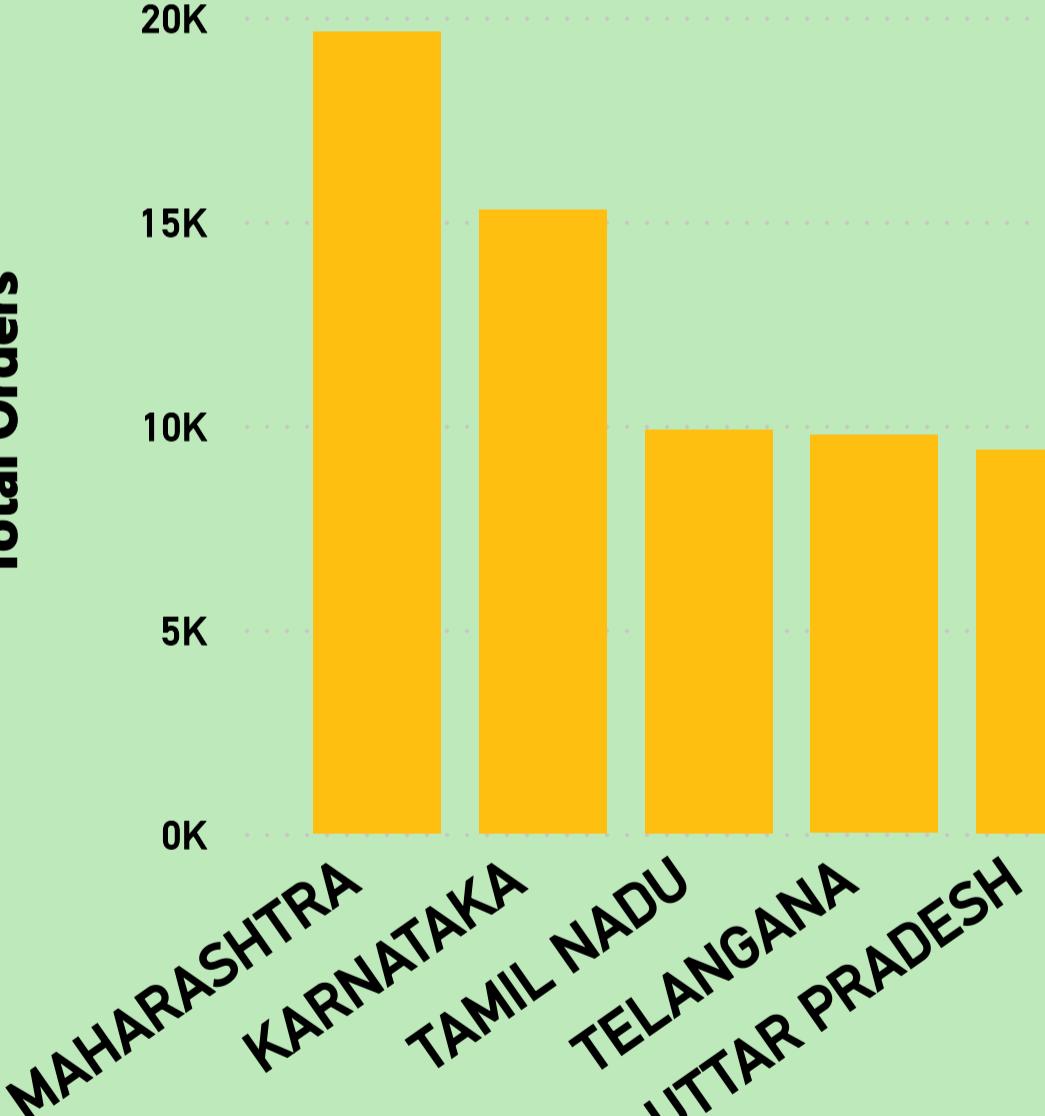
Category

All



Orders by Top 5 States

Total Orders



Customer Order Analysis

State	Blazzer	Perfume	Shirt	Shoes	Socks	Trousers	T-shirt	Wallet
MAHARASHTRA	2560	221	7406	19	60	2226	7325	112
KARNATAKA	2070	163	5869	21	53	1294	5836	185
TAMIL NADU	1193	89	4992	14	46	609	3032	82
TELANGANA	1571	126	4150	7	33	590	3394	78
UTTAR PRADESH	930	77	3064	14	30	730	4577	85
DELHI	587	64	1995	10	13	768	2836	42
KERALA	1181	28	2562	4	18	280	1703	22
WEST BENGAL	561	47	2257	10	24	509	1858	31
ANDHRA PRADESH	651	38	2211	2	15	166	1601	31
HARYANA	441	48	1084	6	13	561	1815	24
GUJARAT	637	42	1297	2	15	404	1481	25
RAJASTHAN	224	16	782	3	8	184	1156	9
MADHYA PRADESH	224	17	807	3	7	153	1010	24
Total	14206	1082	43512	135	391	9697	44668	853

Amazon Sales Geographical Analysis



PUDUCHERRY

State with Highest Retention Rate

BENGALURU

City with Most Orders

MAHARASHTRA

State with Most Orders

Status

All

Quarter

All

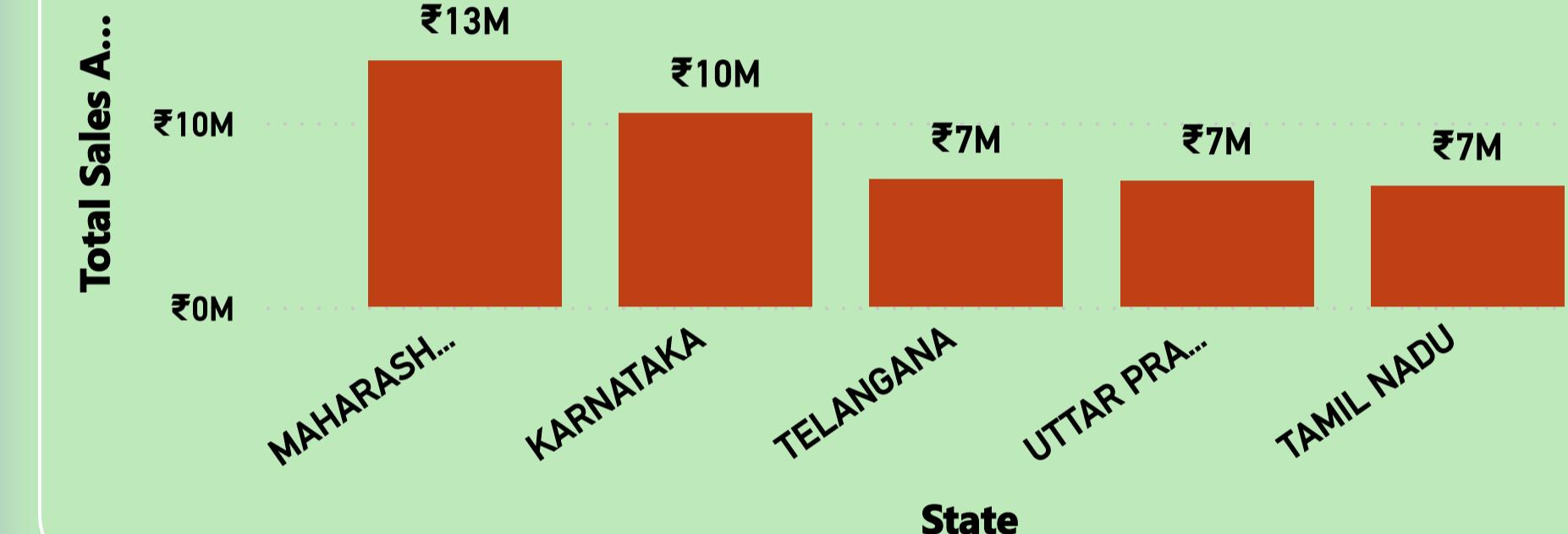
Category

All

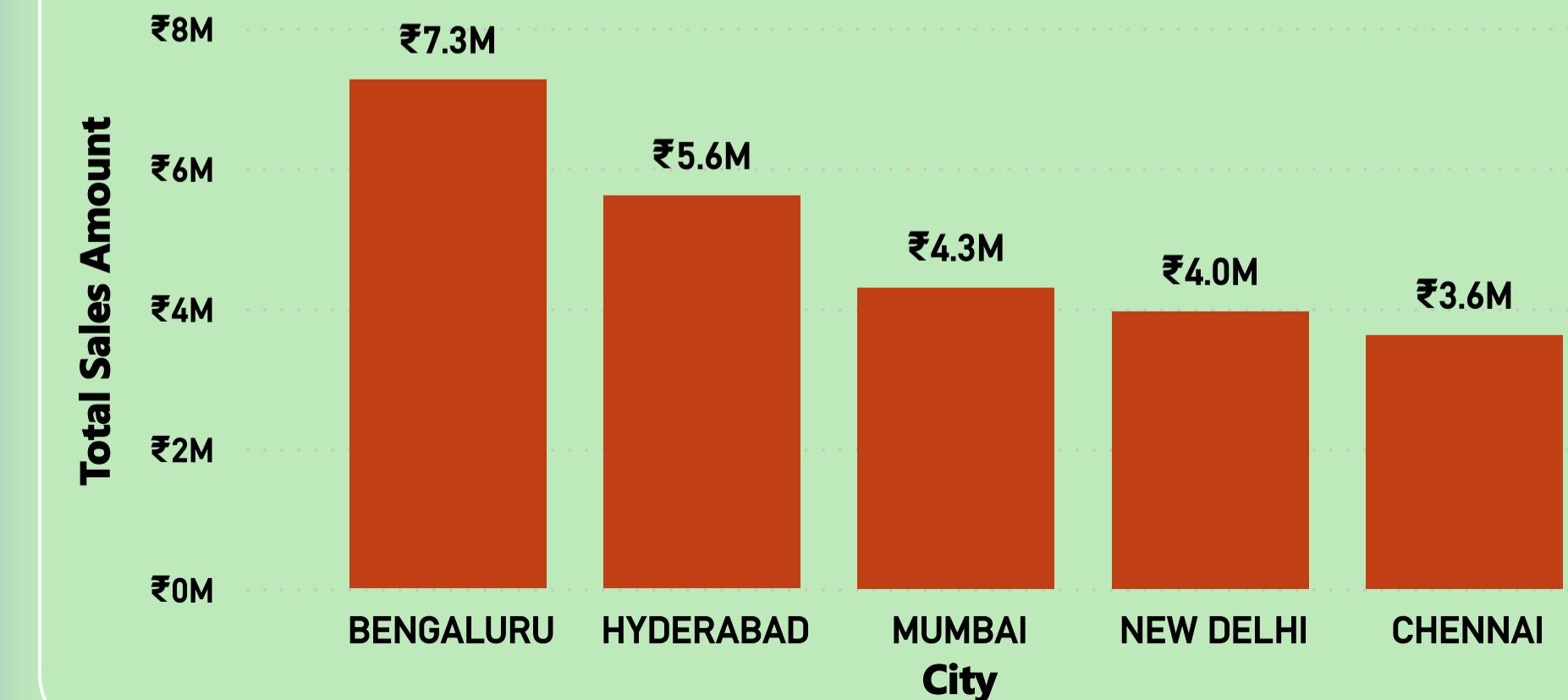
Regional Analysis of Sales

State	Total Sales Amount	Customer Retention Rate
MAHARASHTRA	₹13,340,333.05	5.83%
KARNATAKA	₹10,480,694.22	5.96%
TELANGANA	₹6,915,018.08	7.13%
UTTAR PRADESH	₹6,823,947.08	5.03%
TAMIL NADU	₹6,519,182.30	6.99%
DELHI	₹4,390,857.41	5.58%
KERALA	₹3,823,559.58	6.00%
WEST BENGAL	₹3,507,212.82	4.74%
ANDHRA PRADESH	₹3,217,859.86	7.02%
HARYANA	₹2,880,355.99	5.40%
GUJARAT	₹2,726,265.82	6.46%
RAJASTHAN	₹1,760,913.16	6.50%
MADHYA PRADESH	₹1,594,453.98	5.87%
Total	₹78,570,548.25	5.88%

Top Performing States



Top Performing Cities





Key Insights

- 1. Sales Growth:** Monthly sales show a steady growth rate of 3.33%, indicating a positive trend in overall performance.
- 2. Seasonal Trends:** Sales peaked in April at INR 20,487,697.95, followed by fluctuations, with a significant drop from November to December.
- 3. Courier Status:** The majority of sales are in the "Shipped" status, but there are notable delays and issues in the "Unshipped" and "On the Way" categories.
- 4. Product Performance:** T-shirts, shirts, and blazers are the highest-selling products by quantity, indicating strong customer preference for these categories.
- 5. Customer Retention:** The average customer retention rate is 5.88%, with the average customer making about 1.07 purchases, suggesting room for improvement in customer loyalty.

Business Recommendations

- 1. Accelerate Growth:** Continue current sales strategies while exploring additional promotional opportunities, such as targeted marketing campaigns and special offers, to further boost the 3.33% growth rate.
- 2. Manage Seasonal Trends:** Investigate the factors contributing to the April peak and year-end decline. Plan seasonal promotions and adjust inventory levels to maximize sales during peak periods and mitigate drops during slower months.
- 3. Improve Shipping Efficiency:** Maintain efficient shipping processes to ensure customer satisfaction. Address issues causing delays in the "Unshipped" and "On the Way" statuses to improve the overall delivery experience and reduce customer complaints.
- 4. Concentrate marketing efforts on top products:** Concentrate marketing efforts on top-selling products like T-shirts, shirts, and blazers. Ensure adequate inventory for these popular items and consider expanding these categories with new designs, colors, or bundle deals to attract more customers.
- 5. Enhance Customer Retention:** Implement loyalty programs and personalized marketing campaigns to increase customer buying frequency and retention rates. Offer incentives such as discounts, rewards, and exclusive offers to encourage repeat purchases and build long-term customer loyalty.