



# Amazon Sales Analysis



**Amazon Sales  
Analysis**



**Amazon Product  
Analysis**



**Amazon  
Fulfillment  
Analysis**



**Amazon Customer  
Segmentation  
Analysis**



**Amazon  
Geographical  
Analysis**

# AMAZON SALES

**78.57M**

Total Amount

**696.17**

Avg Order Value

**3.33%**

Monthly Sales Growth

**121.14K**

Count of Sales Channel

Status

All

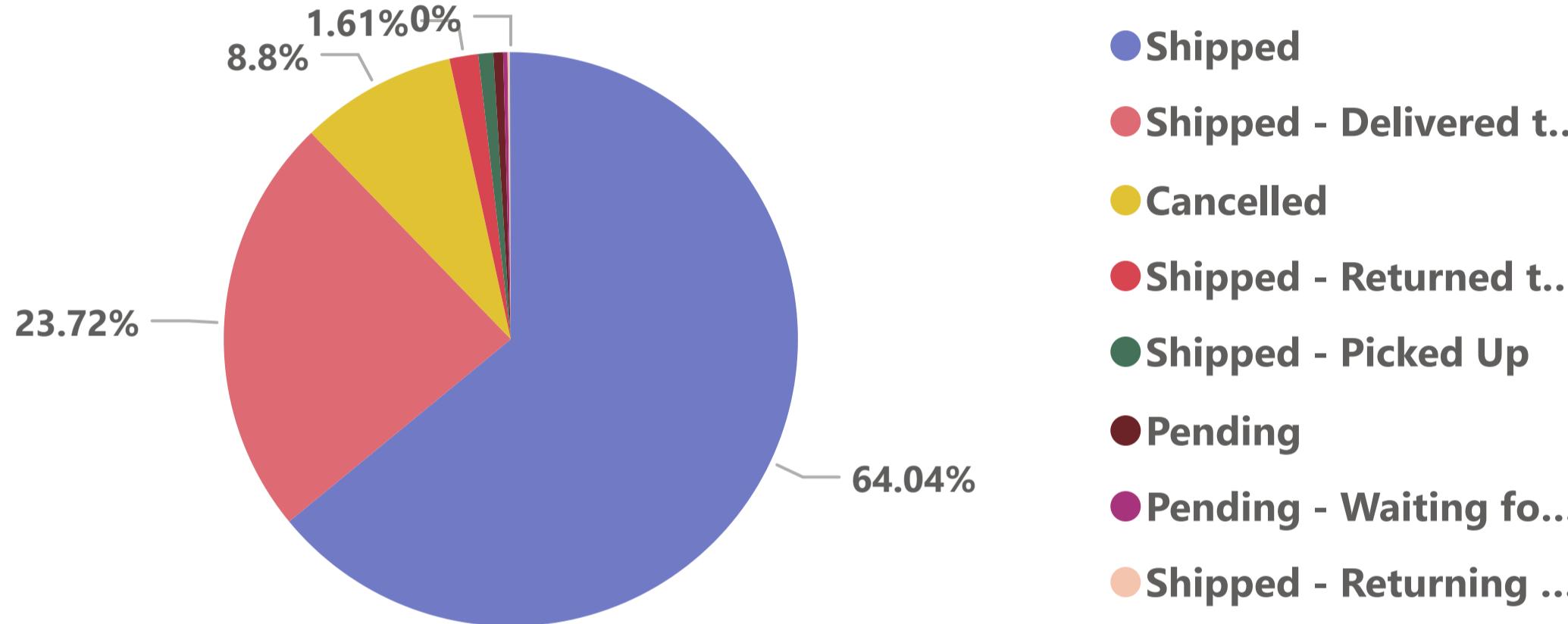
Category

All

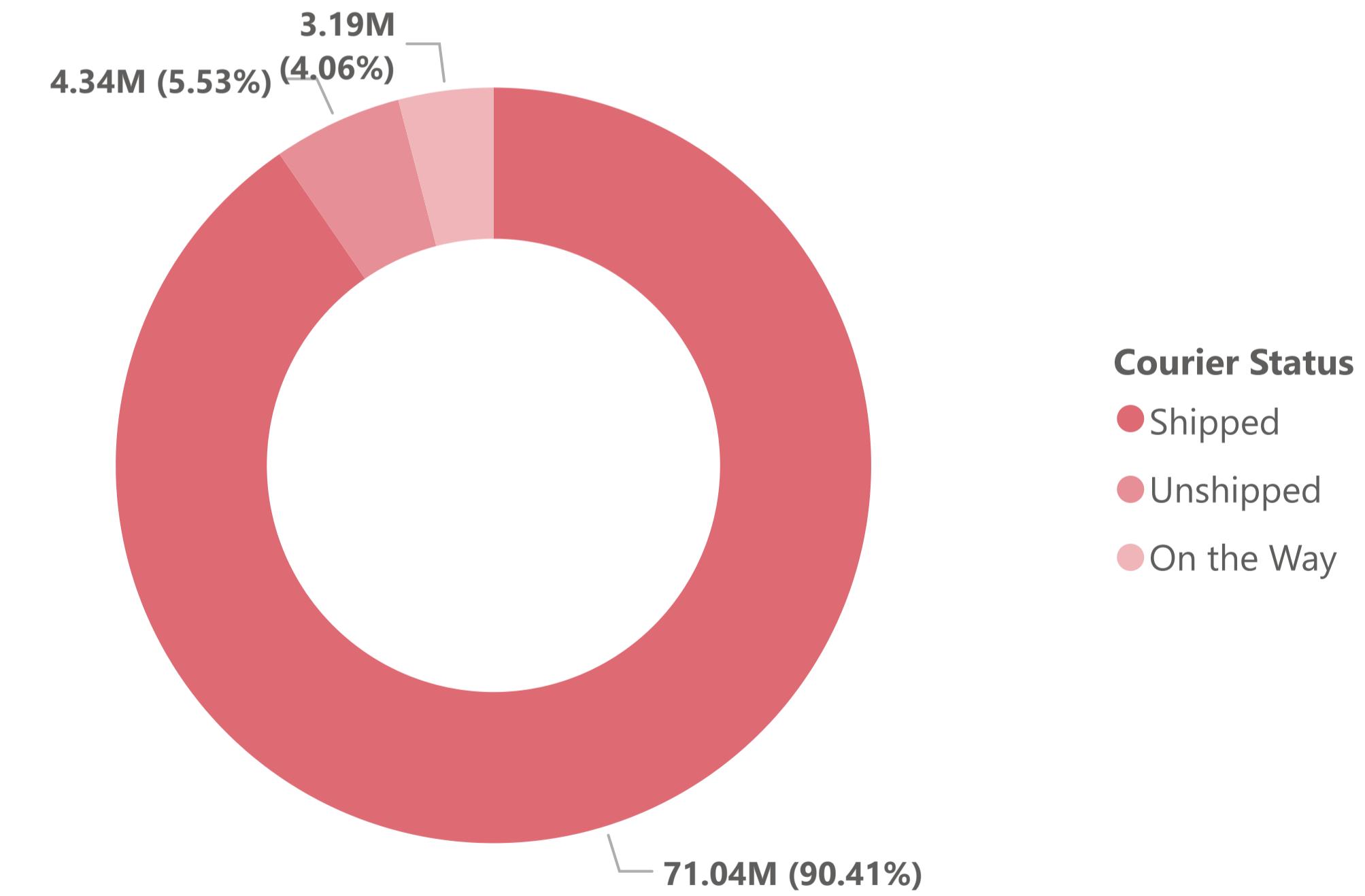
Quarter

All

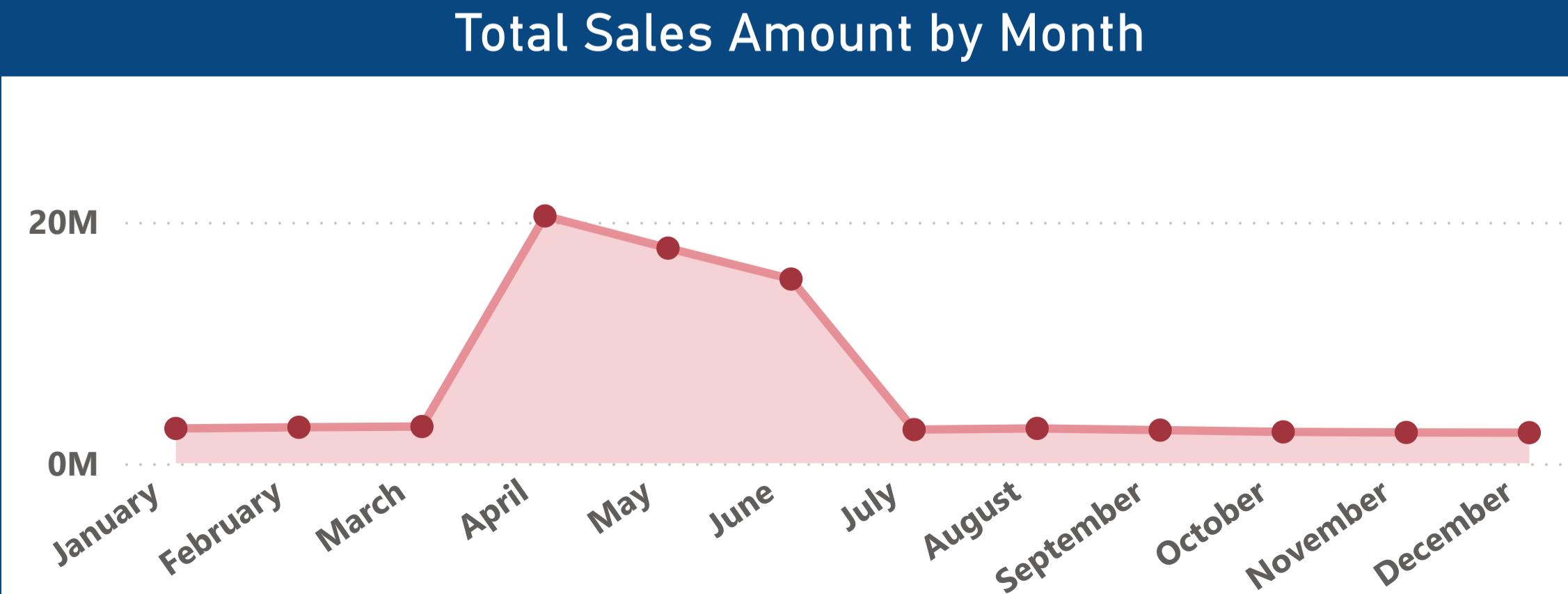
### Total Sales Amount by Status



### Total Sales Amount by Courier Status



### Total Sales Amount by Month



# AMAZON PRODUCT



**T-shirt**

Most Sold Product Category

**116K**

Total Qty sold

**0.96**

Avg Quantity sold

**121.14K**

Count of Sales Channel

Status

All

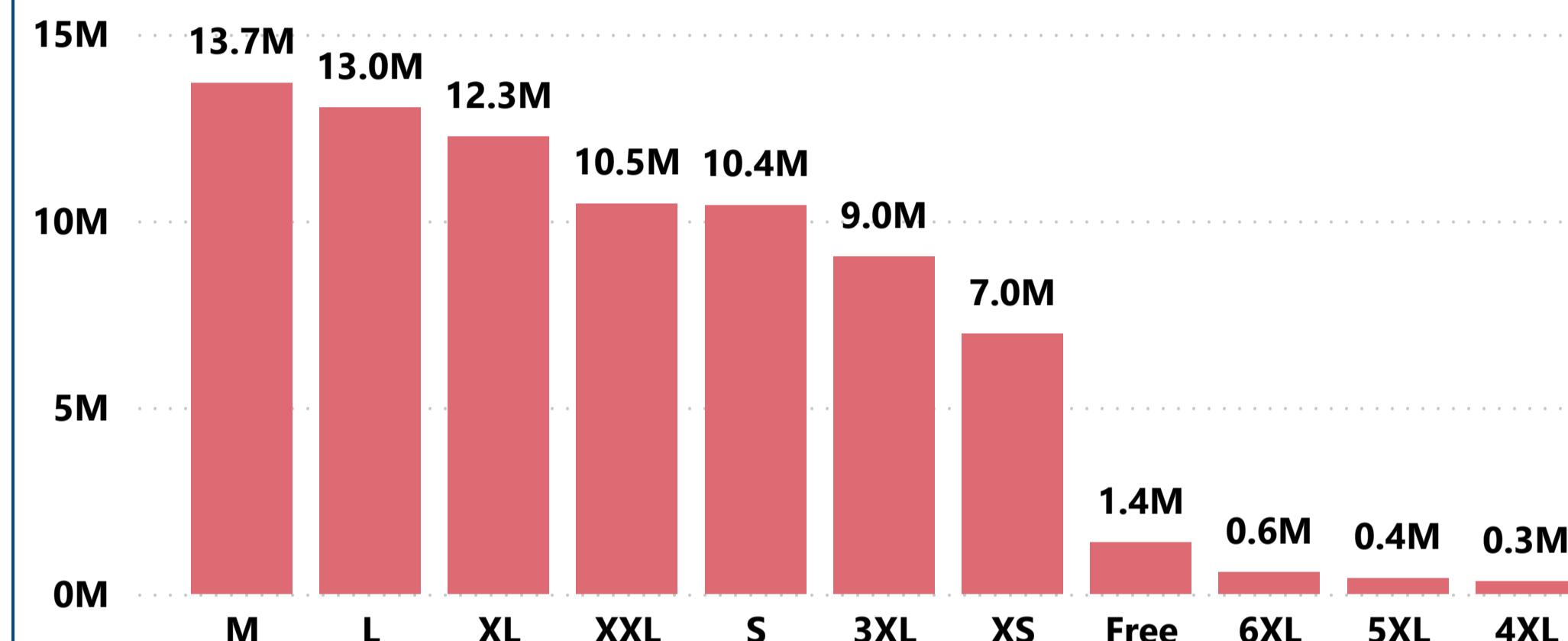
Category

All

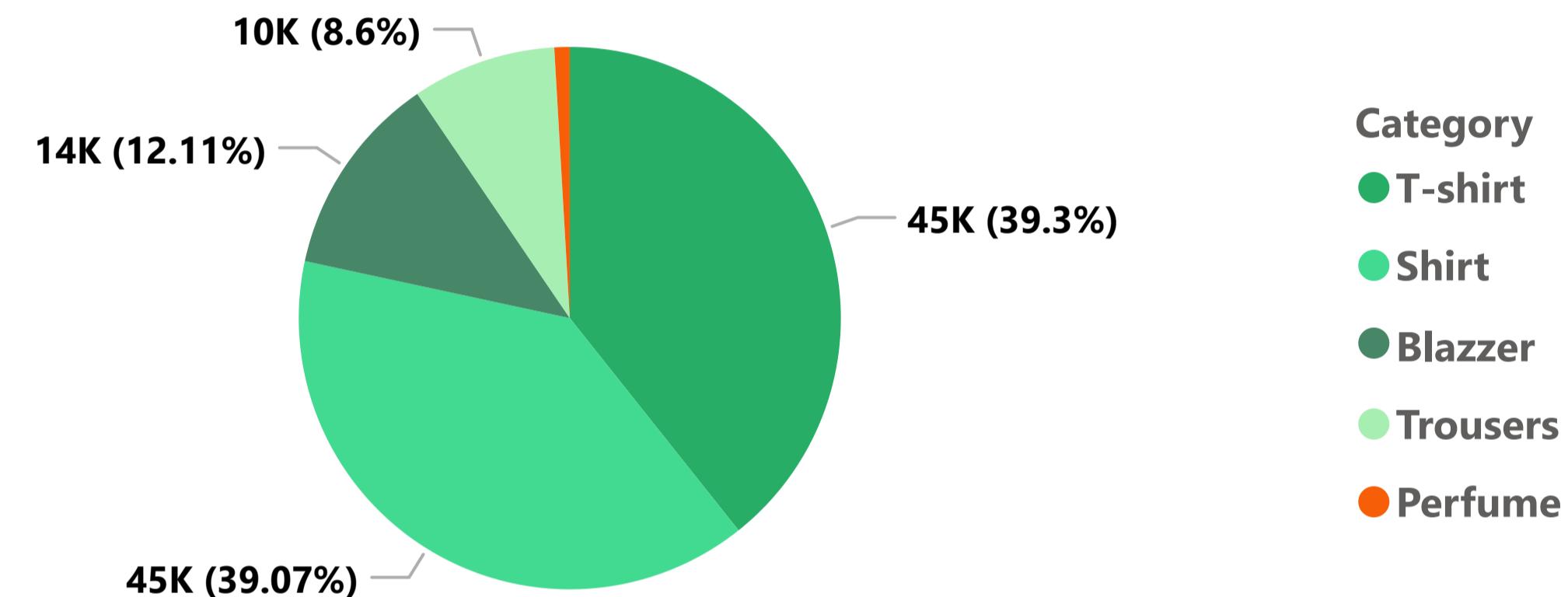
Size

All

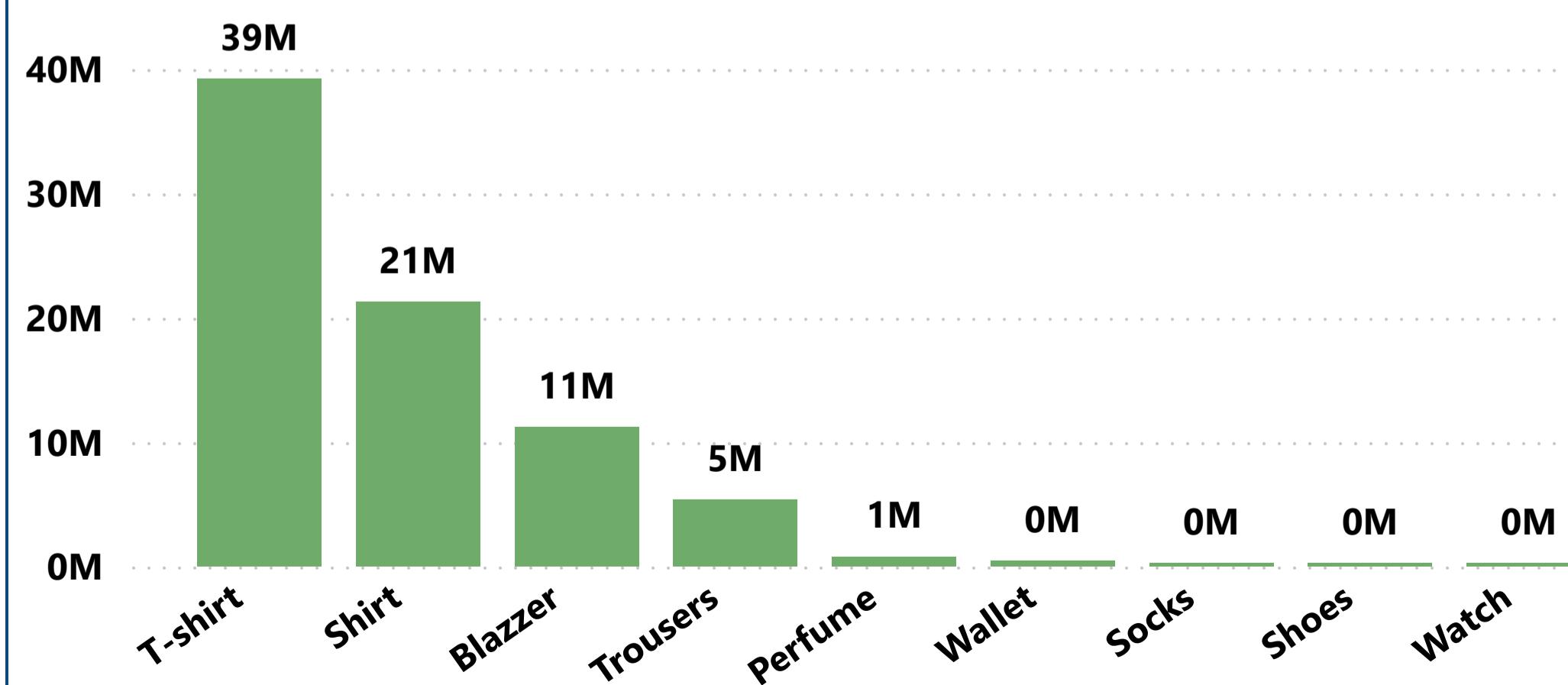
Total Sales Amount by Size



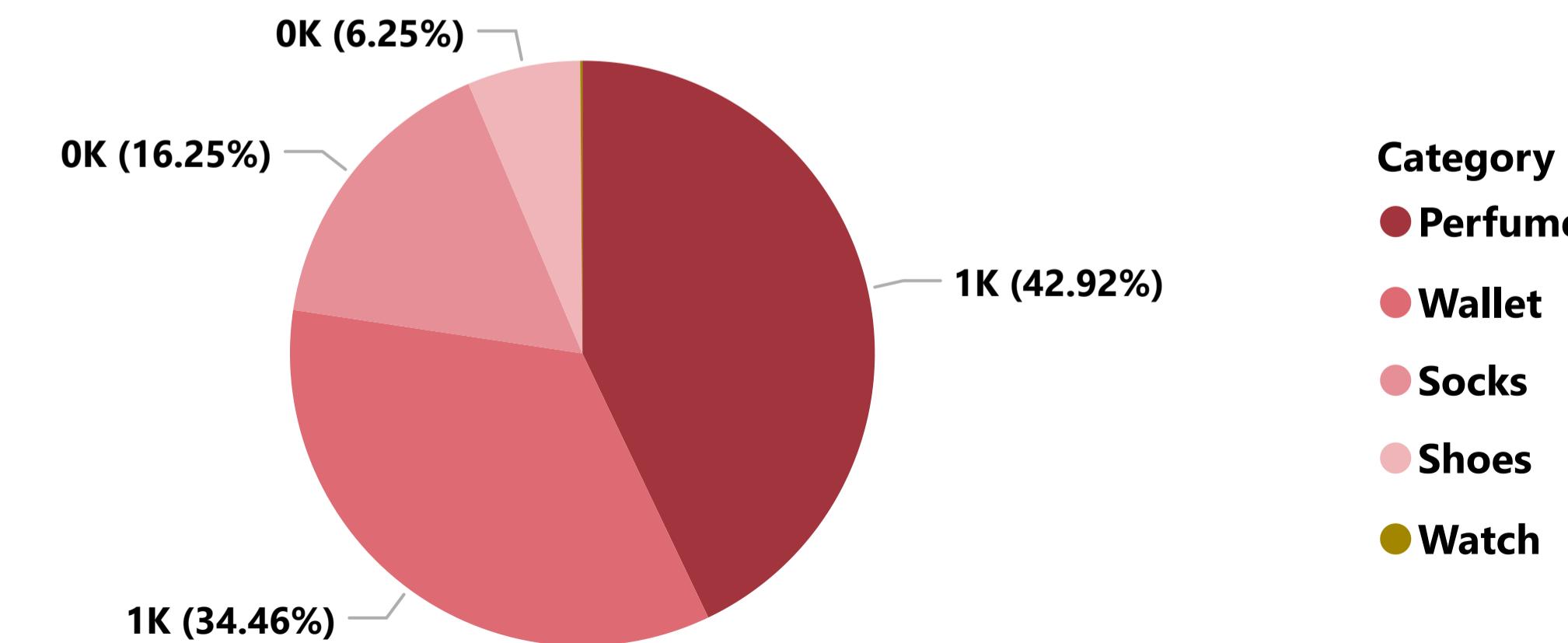
Top 5 Products by Category



Total Sales Amount by Category



Bottom 5 Products by Category





# AMAZON FULFILLMENT



**113K**

Total\_Orders

**MAHARASHTRA**

State with Most Orders

State

All

Status

All

Category

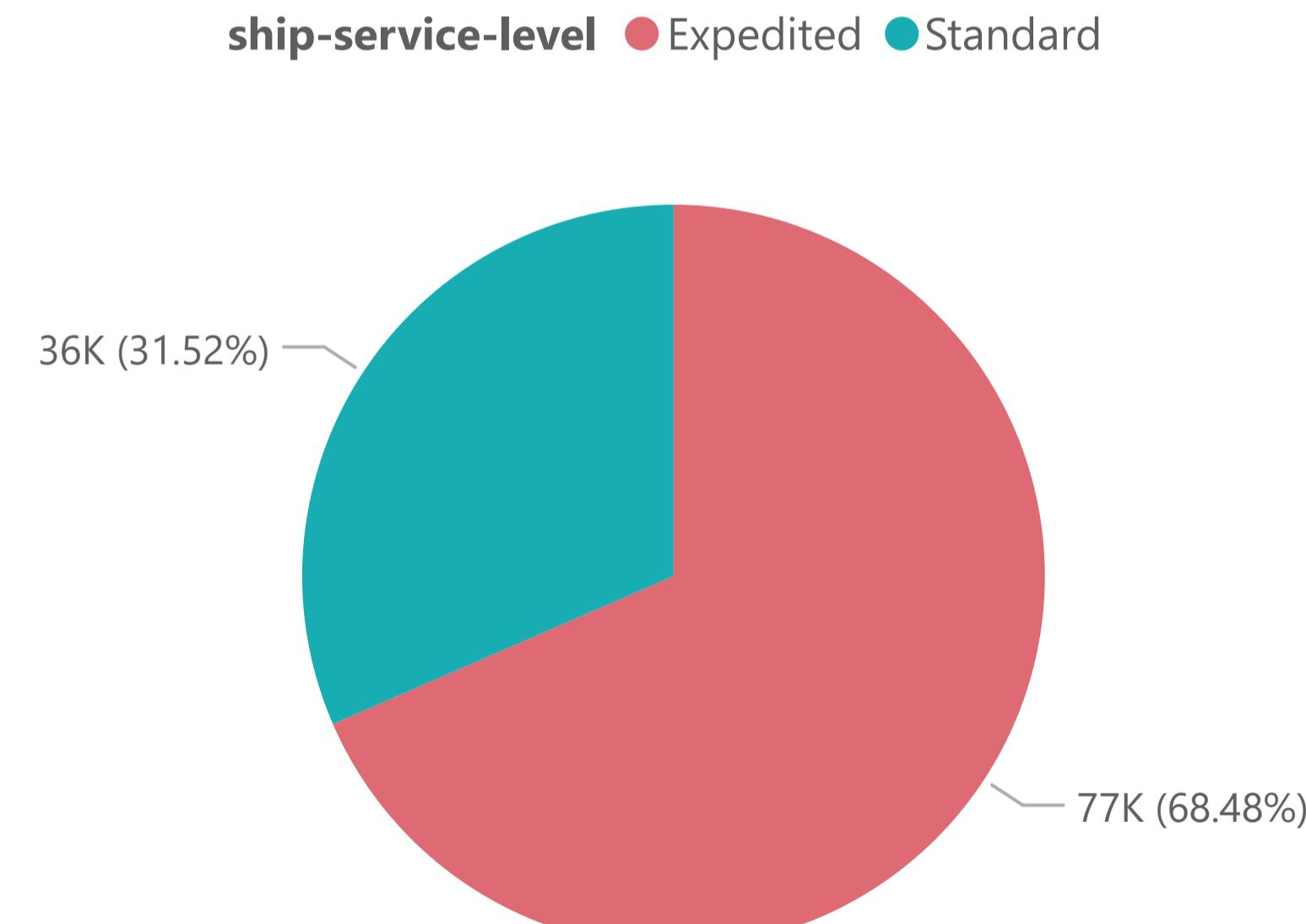
All

City

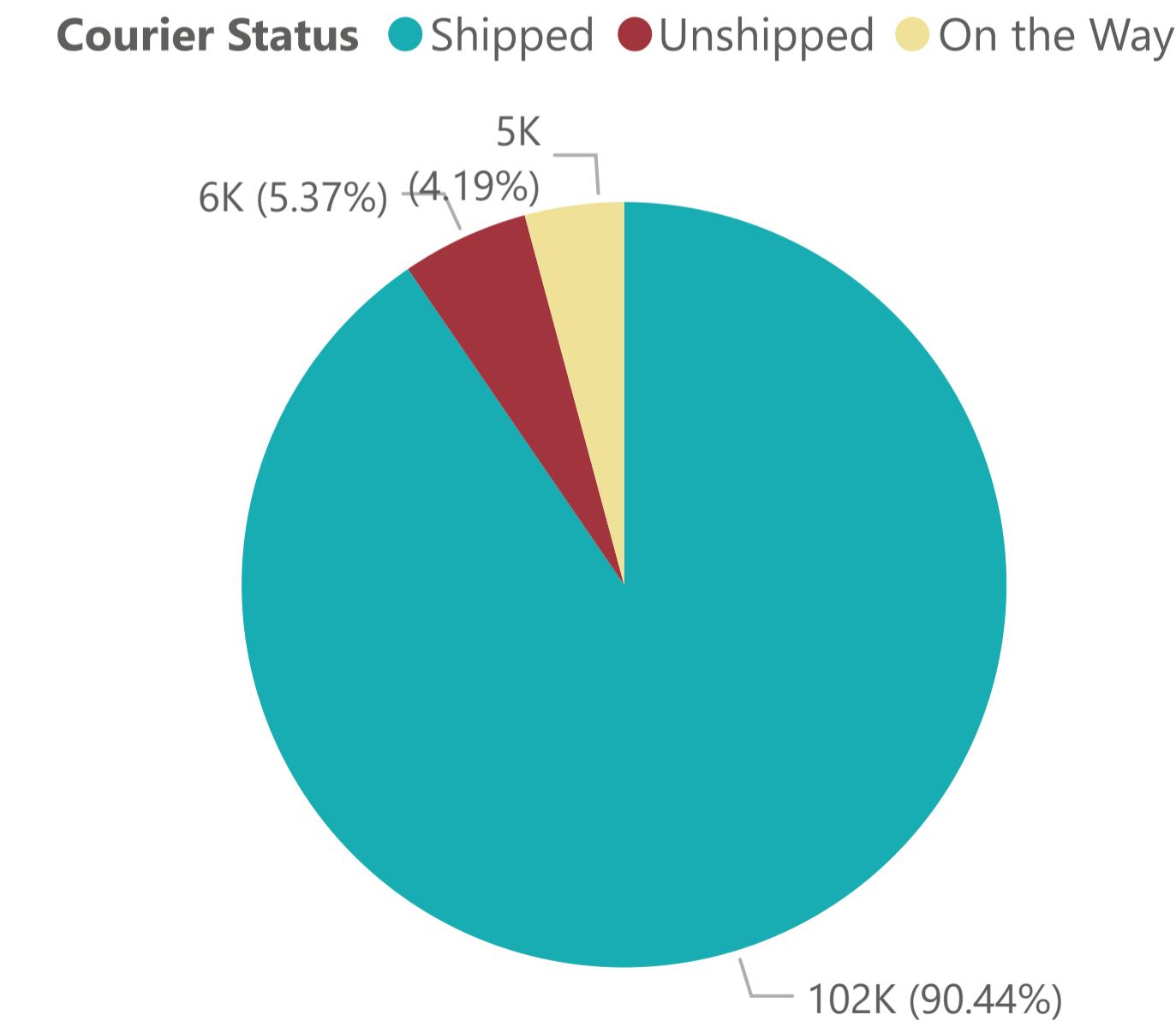
All

## Distribution of Orders By Fulfillment Analysis

**Total\_Orders by ship-service-level**



**Total\_Orders by Courier Status**





# AMAZON CUSTOMER SEGMENTATION



**1.07**

Customer Buying Frequency

**MAHARASHTRA**

State with Most Orders

**5.88%**

Customer Retention Rate

Status

All

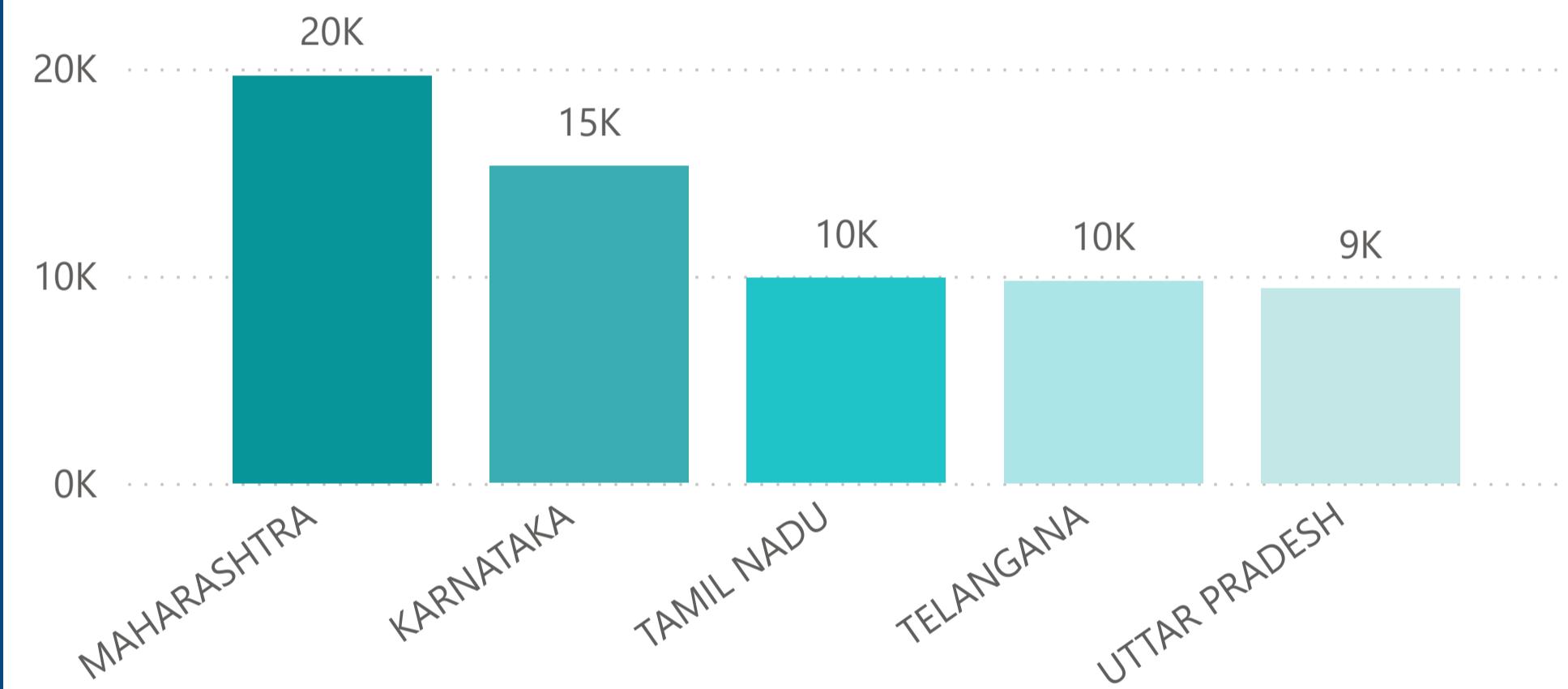
Category

All

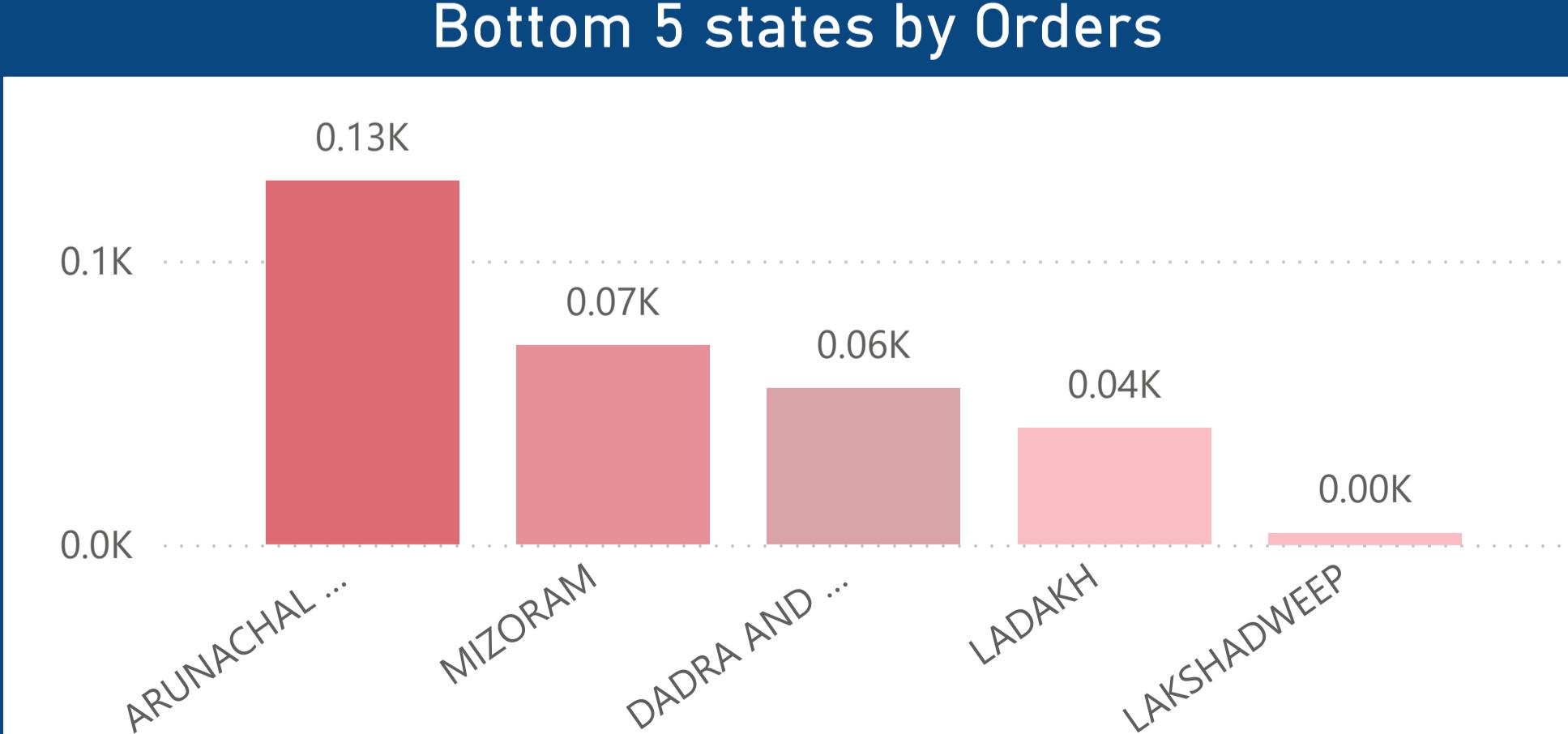
Size

All

## Top 5 states by Orders



## Bottom 5 states by Orders



## Customer Orders

ship-state	Blazzer	Perfume	Shirt	Shoes	Socks	Trousers
WEST BENGAL	561	47	2257	10	24	509
UTTARAKHAND	90	8	470	3	5	144
UTTAR PRADESH	930	77	3064	14	30	730
TRIPURA	15	1	49			14
TELANGANA	1571	126	4150	7	33	590
TAMIL NADU	1193	89	4992	14	46	609
SIKKIM	20	1	31			17
RAJASTHAN	224	16	782	3	8	184
PUNJAB	158	12	538		8	206
PUDUCHERRY	33	2	149	1		22
ODISHA	182	18	737	5	6	108
NAGALAND	23	2	24			15
MIZORAM	4	1	20			16
MEGHALAYA	25	3	62		1	18
MANIPUR	28	1	53		1	44
MAHARASHTRA	2560	221	7406	19	60	2226
MADHYA PRADESH	224	17	807	3	7	153
LAKSHADWEEP	2					3
LADAKH	2		3			
KERALA	1181	28	2562	4	18	280



# AMAZON GEOGRAPHICAL ANALYSIS



**PUDUCHERRY**

State with Highest Retention Rate



**MAHARASHTRA**

State with Most Orders

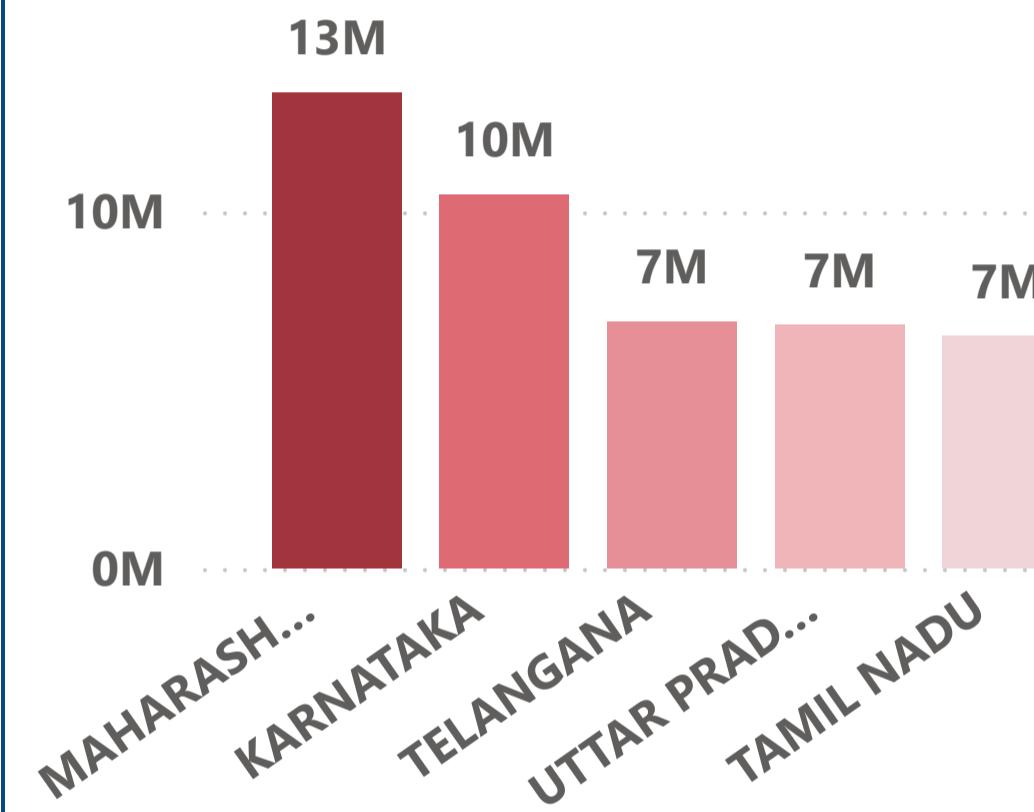


**BENGALURU**

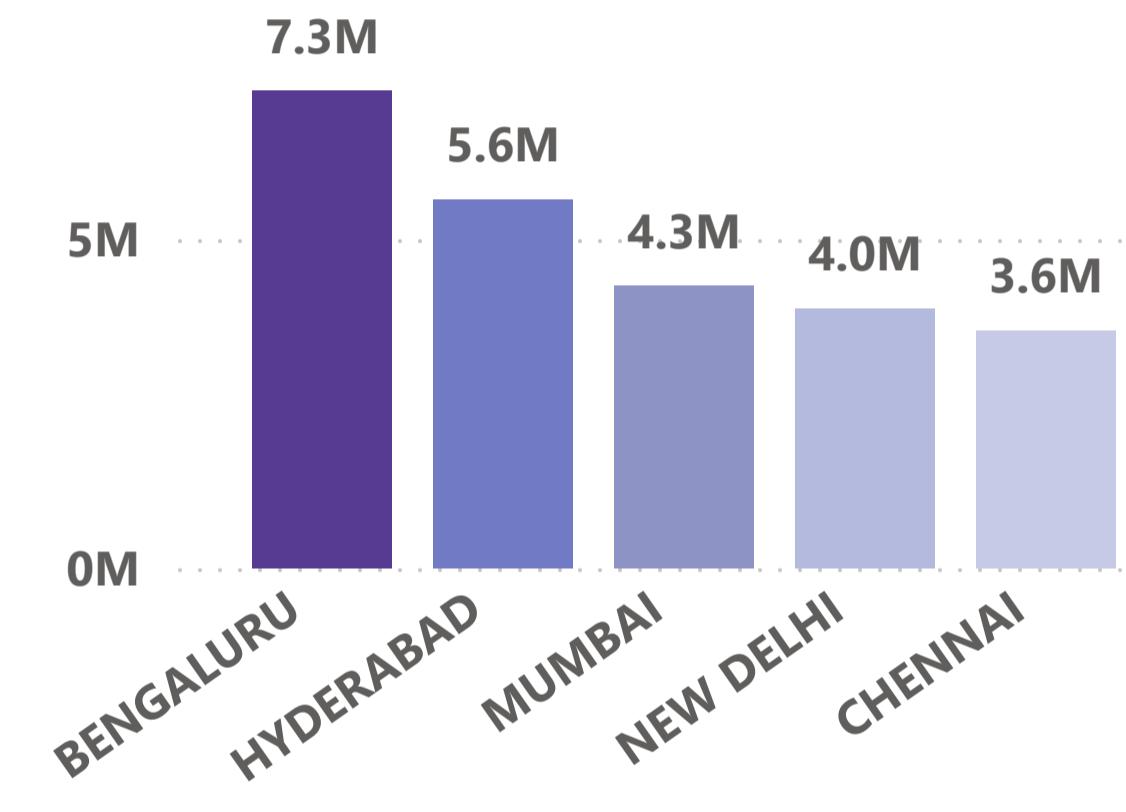
City with Most Orders



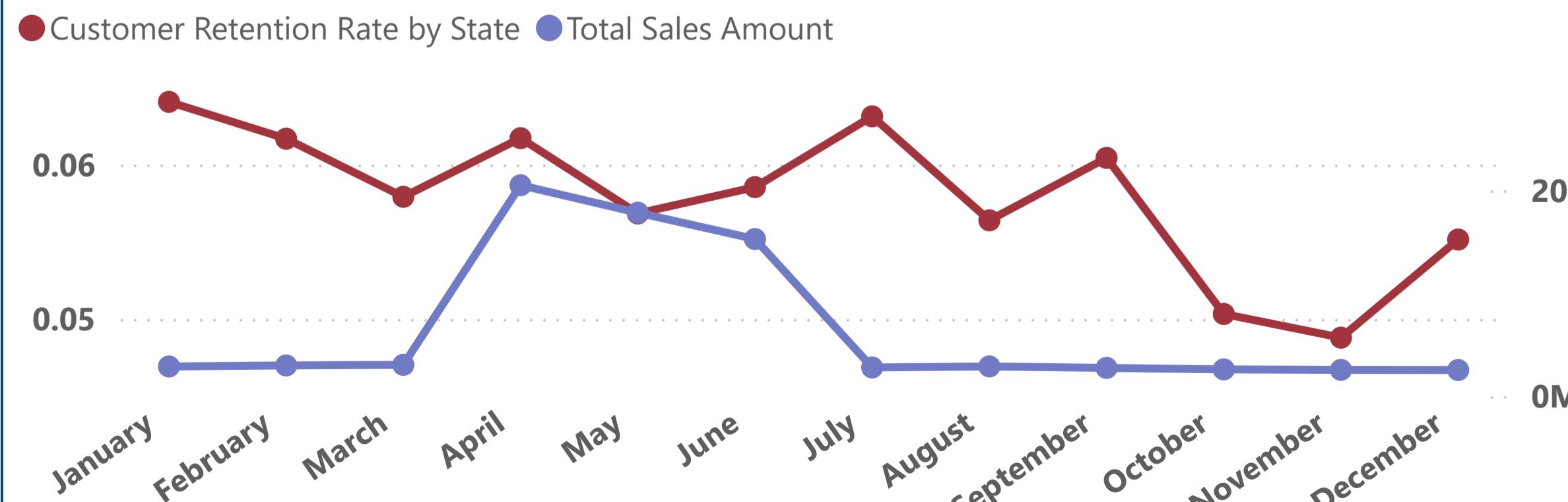
## Top 5 states by Orders



## Total Sales Amount by ship-city



## Customer Retention Rate by State and Total Sales Amount by Month



ship-state

ship-state	Total Sales Amount	Customer Retention Rate
LAKSHADWEEP	3,175.29	
LADAKH	38,388.43	2.44%
MIZORAM	41,948.71	4.29%
DADRA AND NAGAR HAVELI	42,138.92	9.09%
TRIPURA	92,548.40	6.02%
ARUNACHAL PRADESH	98,265.00	7.81%
MEGHALAYA	119,871.81	5.43%
SIKKIM	140,828.66	2.75%
NAGALAND	145,055.67	6.06%
ANDAMAN & NICOBAR ISLANDS	157,424.62	4.85%
PUDUCHERRY	191,303.24	9.86%
MANIPUR	211,985.99	5.90%
CHANDIGARH	212,393.67	5.63%
JAMMU & KASHMIR	457,598.74	5.02%
HIMACHAL PRADESH	503,823.51	4.51%
CHHATTISGARH	569,591.83	4.12%
GOA	638,023.85	4.97%
JHARKHAND	920,173.21	5.23%
UTTARAKHAND	973,892.55	4.01%
ASSAM	1,018,654.20	3.76%
PUNJAB	1,212,099.89	5.12%
ODISHA	1,386,294.39	5.08%
BIHAR	1,413,881.32	4.34%
MADHYA PRADESH	1,594,453.98	5.87%
RAJASTHAN	1,760,913.16	6.50%