

# Amazon Customer Centricity Enhancement Project

Year, Month

All

Product Category

All

Total Revenue

107.2M

Returned Amount

29.37M

Net Revenue

77.9M

Customer Satisfac...

TotalRevenue

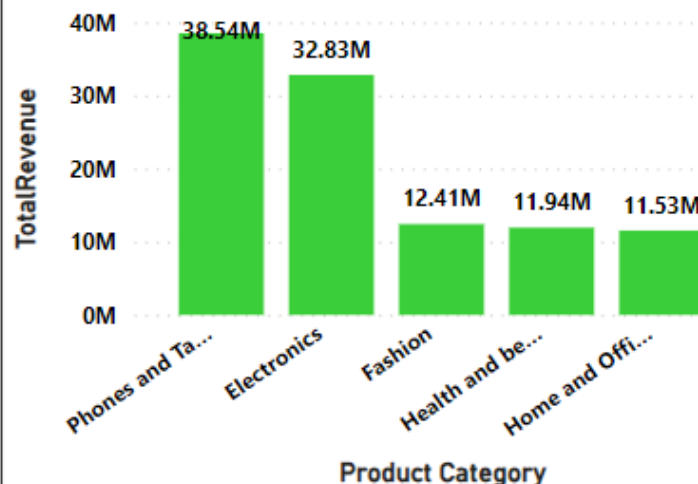
ReturnedAmount

AverageRating

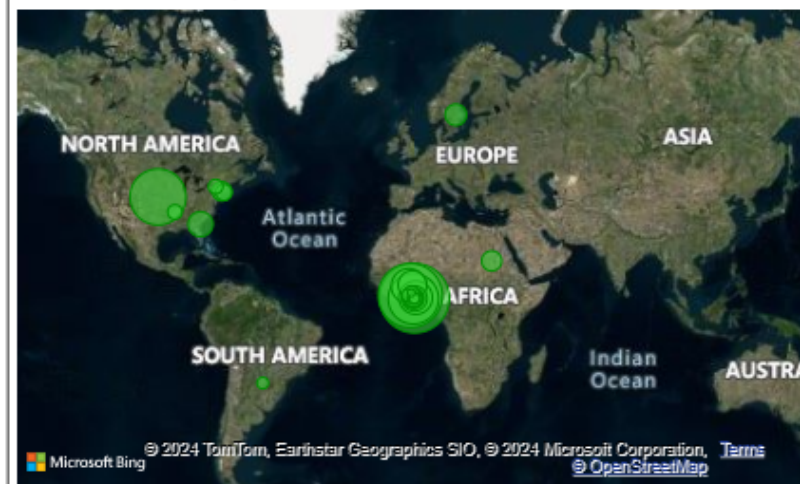
AverageShipping...

AverageDeliveryT...

TotalRevenue by Product Category



TotalRevenue by Location



Total Sales Quantity

603K

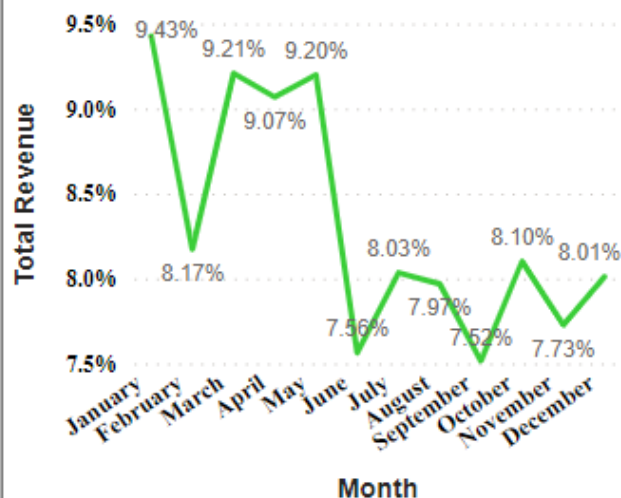
Customer Count

113K

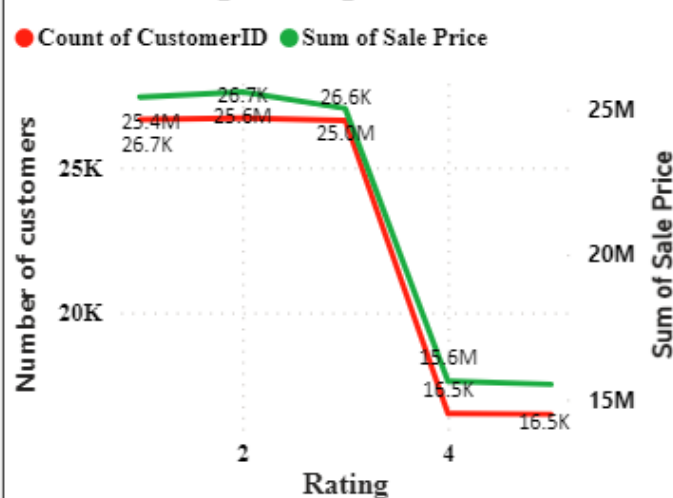
Average Delivery Days

9.41

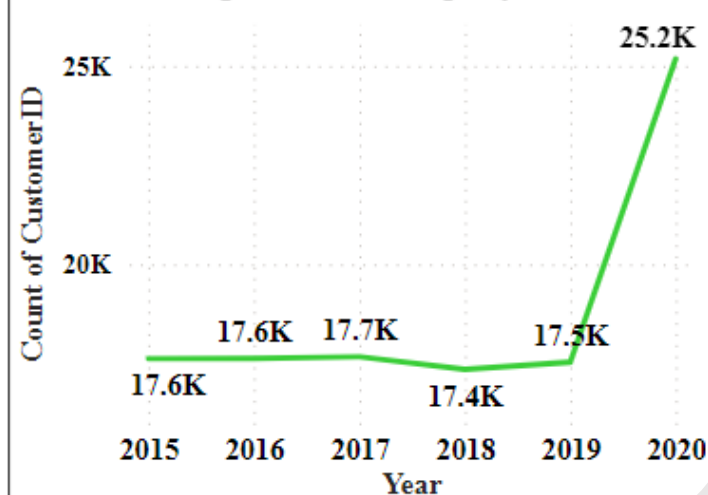
Total Revenue by Year, Month



Average Rating vs. Sale Price



Unique Customers per year



# Amazon Customer Centricity Enhancement Project

Year, Month

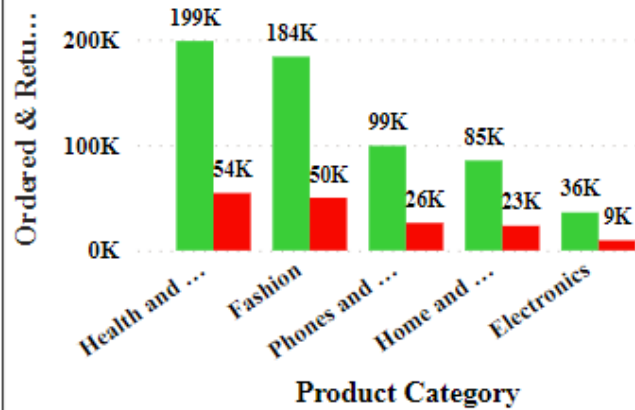
All

Product Category

All

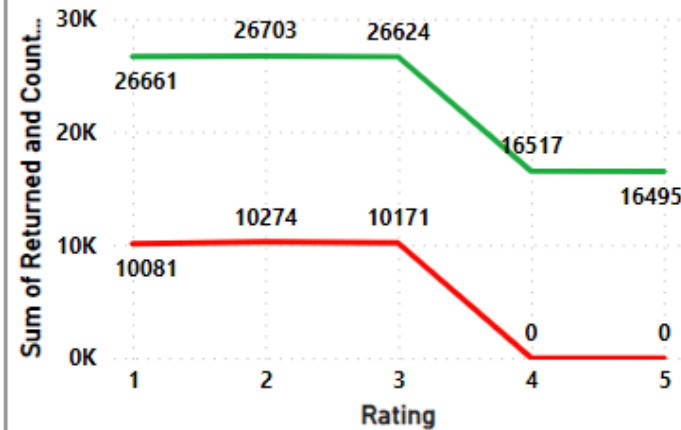
## Ordered Products VS Returned

Sum of Order Quantity ReturnedQuantity



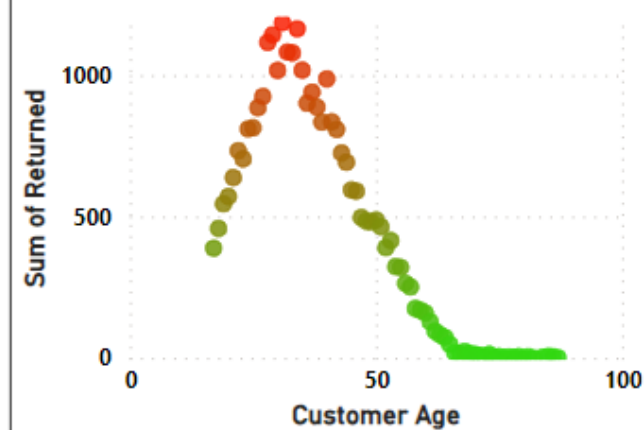
## Returned by Rating

Sum of Returned Count of CustomerID



## Sum of Returned by Customer Age

Sum of Returned 0K 1.19K

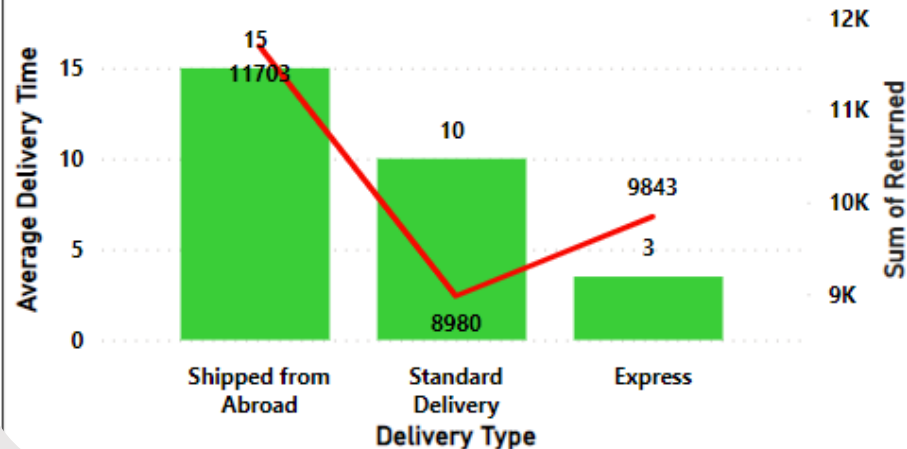


Location

- ☐ Ahafo
- ☐ Amasaman
- ☐ Ashanti
- ☐ Bono
- ☐ Bono East
- ☐ Brong-Aha...
- ☐ Central
- ☐ Dawhenya
- ☐ Dodowa

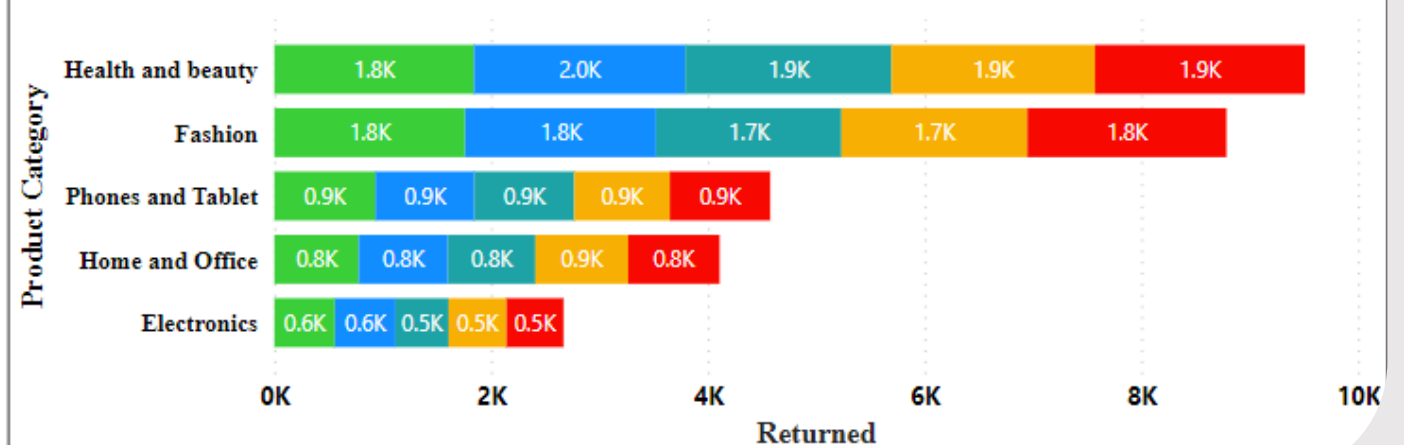
## AverageDeliveryTime and Sum of Returned by Delivery Type

AverageDeliveryTime Sum of Returned



## Returned Orders by Product Category and Reason

Reason Delivery-Wrong item Delivery - Missing it... Onsite -Descriptio... Product - Not fitti... Quality-Defecti...



# Amazon

## Customer Centricity Enhancement Project

Total Revenue

12.4M

Net Revenue

8.99M

Count of Products

13

Product Category

Fashion

AgeGroup

All

Customer Gender

All

Delivery Type

All

Customer Satisfaction

TotalRevenue

ReturnedAmount

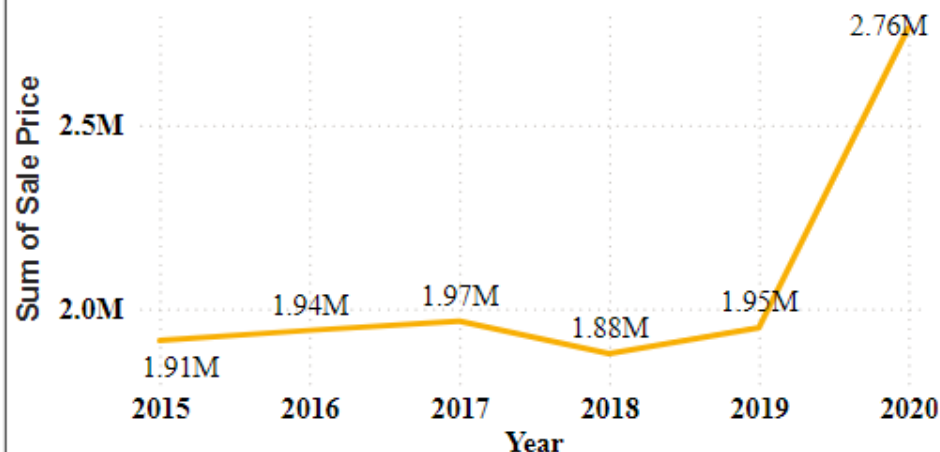
AverageRating

AverageShippingFee

AverageDeliveryTime

### Sales Trends Over the year

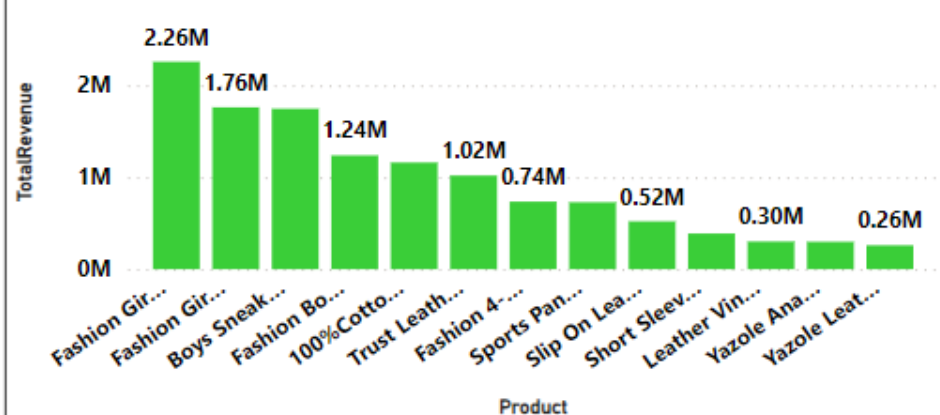
Product Category ● Fashion



### Popularity Analysis



### TotalRevenue by Product



### Ordered Products VS Returned



## Product Category

Fashion

## Age Group

All

## Customer Gender

All

## Delivery Location

All

## Top 10 Revenue Contributors

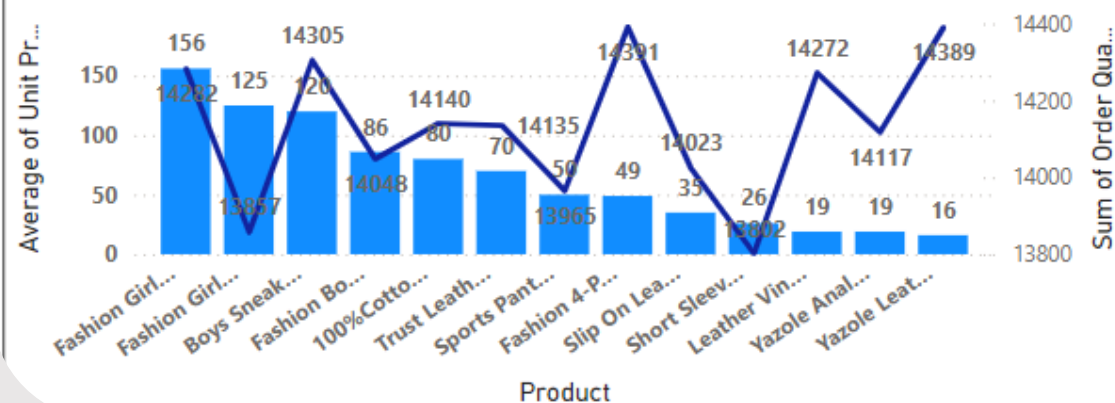
Product Category	Total Revenue	Average of Unit Price
<b>Fashion</b>	<b>1,15,53,406.00</b>	<b>79.70</b>
Fashion Girls' Patent Leather Stitching Shoes - Black	22,57,056.00	156.00
Fashion Girl's Dress Kids Children Newborn Baby Dinner Party Princess Dress Ball Gown	17,61,348.00	125.00
Boys Sneakers Casual Kids Sports Shoes-Gold	17,45,896.00	120.00
Fashion Boys Sneakers Children Outdoor Shoes-Black	12,37,888.00	86.00
100%Cotton 4 Piece Short Sleeve T-Shirts - Multicolour	11,60,562.00	80.00
Trust Leather Buckle Shoes - Black	10,19,172.00	70.00
Fashion 4-Piece Leather HandBag Set - Black	7,35,017.00	49.00
Sports Pants - Black	7,28,274.00	50.00
Slip On Leather Sneakers - Black	5,20,117.00	35.00
Short Sleeve Polo Shirt - Royal Blue	3,88,076.00	26.00
<b>Total</b>	<b>1,15,53,406.00</b>	<b>79.70</b>

## Bottom 10 Revenue Contributors

Product Category	Total Revenue	Average of Unit Price
<b>Fashion</b>	<b>66,47,265.00</b>	<b>45.00</b>
Fashion Boys Sneakers Children Outdoor Shoes-Black	12,37,888.00	86.00
100%Cotton 4 Piece Short Sleeve T-Shirts - Multicolour	11,60,562.00	80.00
Trust Leather Buckle Shoes - Black	10,19,172.00	70.00
Fashion 4-Piece Leather HandBag Set - Black	7,35,017.00	49.00
Sports Pants - Black	7,28,274.00	50.00
Slip On Leather Sneakers - Black	5,20,117.00	35.00
Short Sleeve Polo Shirt - Royal Blue	3,88,076.00	26.00
Leather Vintage Bracelet Watch - Black	3,00,777.00	19.00
Yazole Analog Quartz Wrist Watch - Black	2,97,912.00	19.00
Yazole Leather Wrist Watch - Black	2,59,470.00	16.00
<b>Total</b>	<b>66,47,265.00</b>	<b>45.00</b>

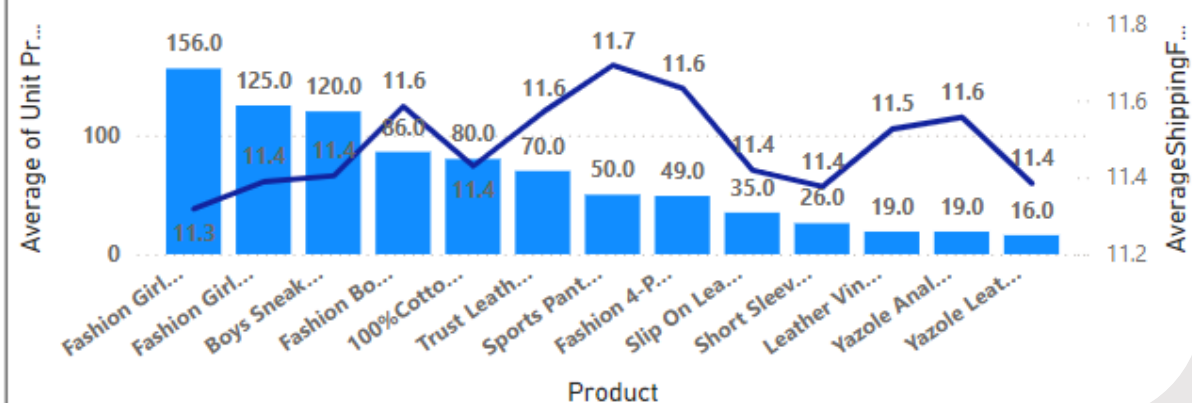
## Average of Unit Price and Sum of Order Quantity by Product

● Average of Unit Price ● Sum of Order Quantity



## Average of Unit Price and Average Shipping Fee by Product

● Average of Unit Price ● Average Shipping Fee





# Amazon Customer Centricity Enhancement Project

Best Product

Amazon Fire HD 8 Kids Tablet  
32GB HDD - 2GB RAM - 8"

TotalRevenue and Sum of Order Quantity by Product



Total Revenue by Year, Month



Product Category  
Phones and Tablet

Sub Category  
Tablets

Total Revenue

11.24M

Returned Amount

3.64M

Net Revenue

7.60M

TotalRevenue by Location



Average Shipping Fee

11.49

Number of Customers make Returned Orders

841

Number of Customers

2569

Total Order Quantity

14K

Average Delivery Time

9.37

Returned Quantity

4563

Average Rating

2.68