

THE SUMMARY

Amazon Sales Data Dashboard

Total item sold

116K

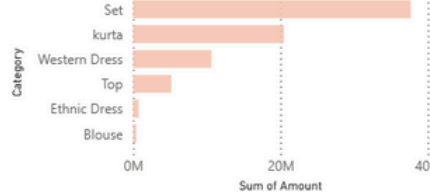
Total Income by orders

75.38M

Sum of Amount by ship-city



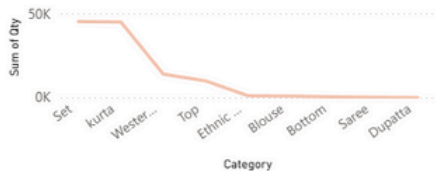
Sum of Amount by Category



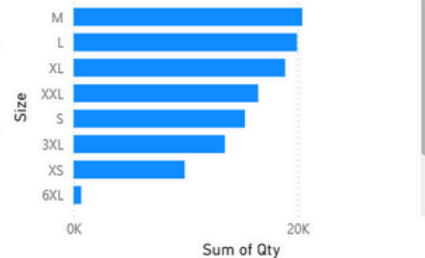
Sum of Amount by ship-city



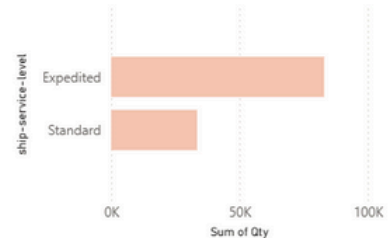
Sum of Qty by Category



Sum of Qty by Size



Sum of Qty by ship-service-level



THE DATA

Index	Order ID	Date	Status	Fulfillment	ship-service-level	Category	Size	Courier Status	Qty	currency	Amount	ship-city	ship-state	ship-postal-code	ship-country
28	405-7755803-4729935	04-30-22	Shipped	Amazon	Expedited	kurta	M	Shipped	1	INR	399	BENGALURU	KARNATAKA	560037	IN
245	408-9321153-0591557	04-30-22	Shipped	Amazon	Expedited	kurta	XL	Shipped	1	INR	399	BENGALURU	KARNATAKA	560029	IN
362	406-3397500-8084361	04-30-22	Shipped	Amazon	Expedited	kurta	XL	Shipped	1	INR	399	BENGALURU	KARNATAKA	560072	IN
482	406-9476969-2801163	04-30-22	Shipped	Amazon	Expedited	kurta	XXL	Shipped	1	INR	399	BENGALURU	KARNATAKA	560011	IN
1176	408-6514205-9009132	04-30-22	Shipped	Amazon	Expedited	kurta	M	Shipped	1	INR	399	BENGALURU	KARNATAKA	560046	IN
1199	404-0421234-0915563	04-30-22	Shipped	Amazon	Expedited	kurta	L	Shipped	1	INR	399	BENGALURU	KARNATAKA	560100	IN
1275	404-5731786-9838717	04-30-22	Shipped	Amazon	Expedited	kurta	XXL	Shipped	1	INR	399	BENGALURU	KARNATAKA	560077	IN
1346	405-6250851-2090735	04-30-22	Shipped	Amazon	Expedited	kurta	L	Shipped	1	INR	399	BENGALURU	KARNATAKA	560077	IN
1347	405-6250851-2090735	04-30-22	Shipped	Amazon	Expedited	kurta	L	Shipped	1	INR	399	BENGALURU	KARNATAKA	560077	IN
1365	405-8865854-6698738	04-30-22	Shipped	Amazon	Expedited	kurta	L	Shipped	1	INR	399	BENGALURU	KARNATAKA	560055	IN
1379	408-8273159-4265105	04-30-22	Shipped	Amazon	Expedited	kurta	L	Shipped	1	INR	399	BENGALURU	KARNATAKA	560049	IN
2320	171-6103825-5120367	04-29-22	Shipped	Amazon	Expedited	kurta	S	Shipped	1	INR	399	BENGALURU	KARNATAKA	560045	IN
2371	405-8772606-5061131	04-29-22	Shipped	Amazon	Expedited	kurta	XXL	Shipped	1	INR	399	BENGALURU	KARNATAKA	560084	IN
2840	406-3022144-5742705	04-29-22	Shipped	Amazon	Expedited	kurta	L	Shipped	1	INR	399	BENGALURU	KARNATAKA	560079	IN
3218	407-5426283-5382711	04-28-22	Shipped	Amazon	Expedited	kurta	M	Shipped	1	INR	399	BENGALURU	KARNATAKA	560103	IN
3219	407-5426283-5382711	04-28-22	Shipped	Amazon	Expedited	kurta	L	Shipped	1	INR	399	BENGALURU	KARNATAKA	560103	IN
3240	406-5661704-4480312	04-28-22	Shipped	Amazon	Expedited	kurta	S	Shipped	1	INR	399	BENGALURU	KARNATAKA	560102	IN
3982	171-0991908-4411535	04-28-22	Shipped	Amazon	Expedited	kurta	L	Shipped	1	INR	399	BENGALURU	KARNATAKA	560056	IN
4125	408-9555598-4789965	04-28-22	Shipped	Amazon	Expedited	kurta	3XL	Shipped	1	INR	399	BENGALURU	KARNATAKA	560056	IN
4165	171-8502022-8653166	04-28-22	Shipped	Amazon	Expedited	kurta	3XL	Shipped	1	INR	399	BENGALURU	KARNATAKA	560016	IN
4709	408-8541751-6333156	04-27-22	Shipped	Amazon	Expedited	kurta	M	Shipped	1	INR	399	BENGALURU	KARNATAKA	560068	IN
4770	408-5126366-5933142	04-27-22	Shipped	Amazon	Expedited	kurta	XS	Shipped	1	INR	399	BENGALURU	KARNATAKA	560066	IN
5140	405-7387101-0701964	04-27-22	Shipped	Amazon	Expedited	kurta	XS	Shipped	1	INR	399	BENGALURU	KARNATAKA	560076	IN
6054	408-2255964-2167550	04-26-22	Shipped	Amazon	Expedited	kurta	L	Shipped	1	INR	399	BENGALURU	KARNATAKA	560097	IN
6995	403-1302129-8118720	04-26-22	Shipped	Amazon	Expedited	kurta	M	Shipped	1	INR	399	BENGALURU	KARNATAKA	560099	IN
7244	408-1795617-9335566	04-26-22	Shipped	Amazon	Expedited	kurta	XS	Shipped	1	INR	399	BENGALURU	KARNATAKA	560046	IN
7342	402-9102454-0757903	04-26-22	Shipped	Amazon	Expedited	kurta	3XL	Shipped	1	INR	399	BENGALURU	KARNATAKA	560067	IN

Amazon Sales Data Dashboard – Detailed Report

Overview

The dashboard provides a comprehensive view of sales performance metrics for Amazon, focusing on:

- City-wise and category-wise sales amount
- Quantity sold by product category and size
- Distribution of shipping service levels
- Total items sold and income generated

Key Performance Indicators (KPIs)

- **Total Items Sold:** 116,000
- **Total Income by Orders:** ₹75.38 Million

These top-level KPIs indicate a high sales volume and substantial revenue over the observed period.

Sales by Ship-City

- **Top Cities by Revenue:**
 - **BENGALURU (BENG.)** – Highest contribution
 - **HYDERABAD (HYD.)**
 - **MUMBAI (MU.)**
 - **NEW DELHI (NEW.)**
- These cities are major metropolitan hubs and indicate a concentration of online shoppers and market penetration.
- **Least Performing Cities:**
 - PATNA, JAIPUR, BANGALORE (other than BENG.), etc., showed relatively lower income and orders.

Chart Insights:

- Bar and line charts both confirm a sharp decline in revenue beyond the top 5 cities.

Sales by Category

- **Top Categories by Revenue:**
 - **Set** – Leading with over ₹35M+
 - **Kurta** – Nearly ₹20M
 - **Western Dress** and **Top** follow at a distance.
- **Categories with Lowest Sales:**
 - **Blouse, Saree, Dupatta, and Bottom**

Qty Sold by Category:

- Even though **Kurta** and **Set** lead in amount, **Kurta** also tops quantity sold (~50K units).
- **Blouse, Saree, and Dupatta** show negligible quantity movement.

Sales by Size

- **Most Sold Sizes:**
 - **M (Medium)** – Highest number of units sold
 - Followed by **L, XL, XXL**
- **Less Preferred Sizes:**
 - **3XL, XS, and 6XL**

This data highlights that **medium to XL** are the most popular sizes among buyers.

Shipping Insights

- **Shipping by Service Level:**
 - **Expedited shipping** dominates in quantity – indicates preference for faster delivery
 - **Standard shipping** lags significantly behind

This suggests a customer tendency to prioritize quicker delivery, potentially for occasions or urgency.

Summary of Insights

1. **City-wise Sales:**
 - Tier 1 cities dominate both in quantity and revenue.
2. **Product Category Trends:**
 - Combo **Sets** and **Kurtas** drive the majority of the revenue.
 - Some traditional categories like **Blouse** and **Dupatta** underperform.
3. **Size Preferences:**
 - Clear demand for mid-range sizes (M to XL), suggesting the target demographic is well-defined.
4. **Shipping Preference:**
 - Expedited shipping has higher adoption, possibly reflecting consumer expectation for faster deliveries.

Business Benefits of This Dashboard

- **Actionable Intelligence:** Helps identify strong-performing products and regions.
- **Demand Forecasting:** Guides inventory planning for sizes and categories.
- **Customer Behavior Analysis:** Reveals preference for faster shipping and popular styles.
- **Strategic Planning:** Aids in marketing focus, logistics efficiency, and resource allocation.

Conclusion

This Amazon Sales Dashboard offers valuable insights into the purchasing behavior of customers across different geographies, categories, and product sizes. By leveraging this data, the business can fine-tune operations, improve inventory management, and tailor marketing efforts to meet customer demand more effectively. Prioritizing top-performing regions and categories while addressing underperforming areas will significantly boost overall profitability and customer satisfaction.