INSIGHT

Here are the insights from your Amazon sales data analysis:

1. Order Status Insights

- A significant number of orders were shipped and delivered to buyers.
- Some orders were cancelled, while others were returned to the seller, lost in transit, or rejected by buyers.
- Visualizing the count of each order status can help understand logistics issues.

2. Product Category Sales

- The highest-selling product category is Set, while the lowest-selling category is Dupatta.

1. 3. Sales Distribution by State

- Maharashtra has the highest number of sales, followed by Karnataka and Tamil Nadu.
- The lowest sales are in Lakshadweep.
- Normalizing sales by population can help determine true demand per state.

2. 4. Fulfillment Method

- A large number of orders are fulfilled by Easy Ship, while some are fulfilled by merchants.
- Evaluating fulfillment efficiency can improve shipping times and customer satisfaction.

3. 5. Sales Trends Over Months

- The highest sales occur in April and May, with lower sales in June.
- Understanding seasonal trends can help in better inventory and sales planning.

4. 6. Revenue Insights by Category

- The highest revenue comes from Set, followed by Western Dress and Kurta.
- Categories like Dupatta and Blouse contribute the least to total revenue.

7. State-Wise Revenue

- Maharashtra, Karnataka, and Tamil Nadu generate the highest revenue.
- Lakshadweep has the lowest revenue, indicating low demand in that region.