

■ Project Documentation

Project Title: Amazon Sales Analysis

Internship Provider: InnoByte Services

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Submission Date: 5th September 2025

1. Problem Statement

The objective of this project is to analyze Amazon sales data and provide insights into sales performance, product trends, fulfillment efficiency, customer behavior, and geographical distribution. This analysis will help in identifying improvement areas, optimizing strategies, and supporting data-driven decision-making.

2. Objectives

- Sales Overview – Understand overall sales performance and monthly trends.
- Product Analysis – Identify top-performing product categories, sizes, and quantities.
- Fulfillment Analysis – Compare Amazon vs Merchant performance, cancellations, and returns.
- Customer Segmentation – Study customer behavior based on repeat vs new purchases.
- Geographical Analysis – Explore sales distribution across states and cities.
- Business Insights – Provide actionable recommendations for better decision-making.

3. Tech Stack

- Excel – Data cleaning, pivot tables, dashboard creation
- Charts & Visualizations – Line, bar, and pie charts
- Python/SQL – Optional for preprocessing

4. Dashboard Overview

The interactive Excel dashboard provides insights into monthly sales trends, sales by fulfillment, cancellation rates, and return rates. (Dashboard screenshots can be added here in Word version).

5. Key Findings & Insights

- Total Sales: ■75.61M (Amazon: ■54.46M / Merchant: ■21.15M)
- Sales peaked at ■27.63M but declined to ■22.68M.
- Merchant cancellation rate = 13.7% vs Amazon = 6.7%.
- Return rate: Amazon = 92.8% vs Merchant = 64.1%.
- Amazon dominates sales but suffers from high returns.
- Merchant faces higher cancellations affecting reliability.

6. Recommendations

- Reduce Amazon returns with better packaging, product quality checks, and accurate product descriptions.
- Minimize Merchant cancellations with improved inventory checks and order handling.
- Boost marketing campaigns during low-sales months to stabilize revenue.
- Prioritize top-selling categories & regions in promotions and inventory management.
- Expand reach in underperforming regions with localized marketing.

7. Deliverables

- Excel Dashboard – Interactive charts and summary sheet.
- Project Documentation – Report with findings and recommendations.
- GitHub Repository – Uploaded project files with README.md.

8. Conclusion

The Amazon Sales Analysis project provides valuable insights into sales performance, fulfillment effectiveness, and customer behavior. With the recommendations implemented, the business can improve customer satisfaction, optimize operations, and achieve sustained growth.