

Amazon Sales Analysis Dashboard

Total Sales

76.02M

Average Order Value

589.54

Total Orders

128.94K

Total Quantity Sold

117K

Blouse

Ethnic Dress

Set

Bottom

kurta

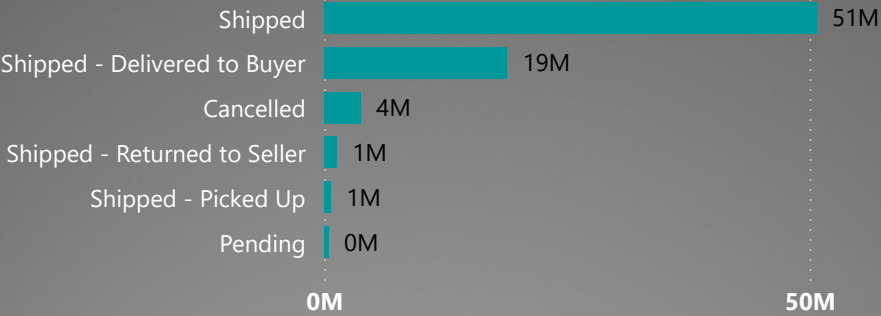
Top

Dupatta

Saree

Western Dress

Sales by Shipping Status



Size Filter

All

Courier Status Filter

All

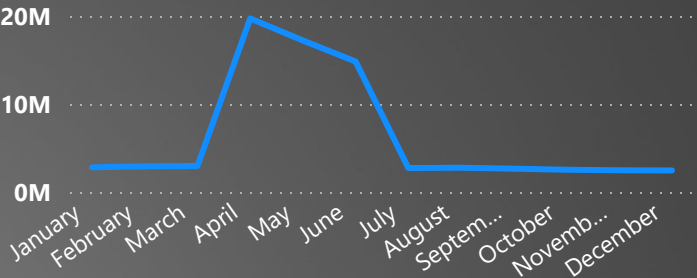
Date Filter

All

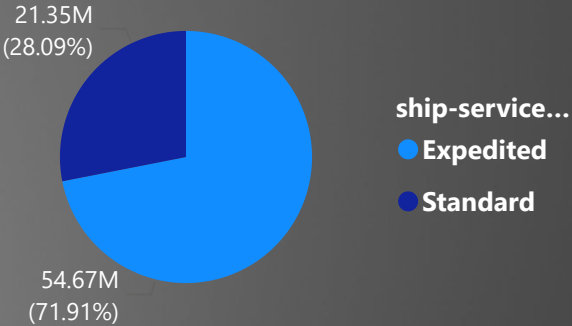
State and City Filter

All

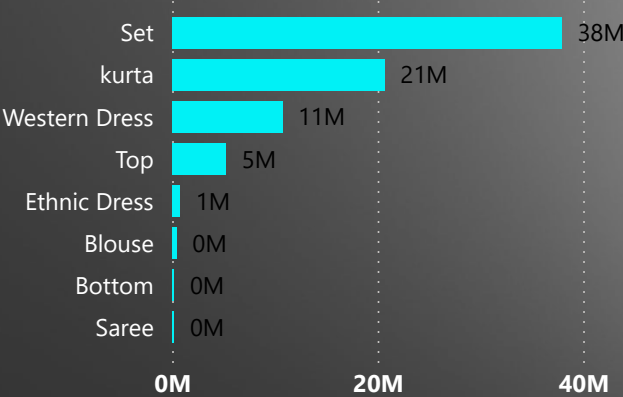
Sales by Month



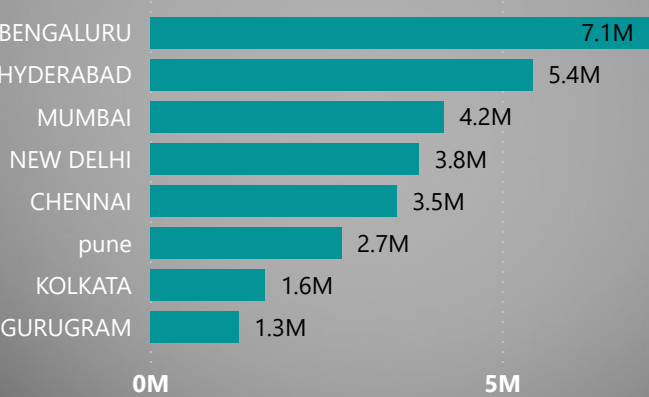
Sales by ship-service-level



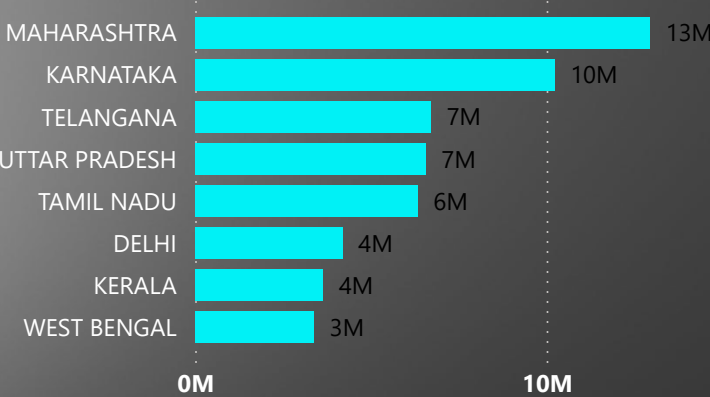
Sales By Category



Sales by City



Sales by State



Summary

1. Revenue & Sales Overview

- **Total Revenue:** \$76.02M
- **Total Orders:** 128.94K
- **Average Order Value (AOV):** \$589.54
- **Total Quantity Sold:** 117K

2. Product Performance & Market Demand

- **Top-Performing Categories (High Revenue Contributors):**
- **Set:** \$38M (50% of total sales)
- **Kurta:** \$21M
- **Western Dress:** \$11M
- **Underperforming Categories:** Blouse, Bottom, Saree, and Dupatta generate little to no revenue.

3. Shipping & Logistics Performance

- **Preferred Shipping Method:**
- **Expedited Shipping:** 71.91% (\$54.67M) – Customers prioritize faster deliveries.
- **Standard Shipping:** 28.09% (\$21.35M) – Less preferred but still significant.
- **Order Fulfillment Status:**
- **Successfully Shipped & Delivered:** \$51M shipped, \$19M delivered.
- **Order Cancellations & Returns:** \$4M canceled, \$1M returned.

4. Regional Market Insights

- **High-Value Markets (Top Sales-Generating States):**
- Maharashtra (\$13M)
- Karnataka (\$10M)
- Telangana & Uttar Pradesh (~\$7M each)
- **Top Cities Driving Revenue:**
- Bengaluru (\$7.1M), Hyderabad (\$5.4M), Mumbai (\$4.2M)