

Amazon Sales And Fashion Dashboard Presentation

Presented by Anshika Tyagi

About Dataset

In this project ,there are 2 datasets one dataset is about Amazon Sales .And second dataset is about Amazon Fashion for making this dashboard.



Steps Involved

01. **Data Loading & Cleaning**

02. **Data Visualization**

03. **Insights Obtained**

Visual
More
visuals

Q&A
Key
influencers

Decomposition
tree
Smart
narrative

Paginated
report
Power
Apps
Power
Automate
(preview)

Text
box
Buttons
Shapes
Image
Elements

Add a
sparkline
Sparklines

<
Visualizations
<
Filters

Data
Search
> Amazon Sal
> amazon-fas



Amazon Sales And Fashion Dashboard

1867
TotalBrands

812
TotalSellers

TotalColoursAvailable



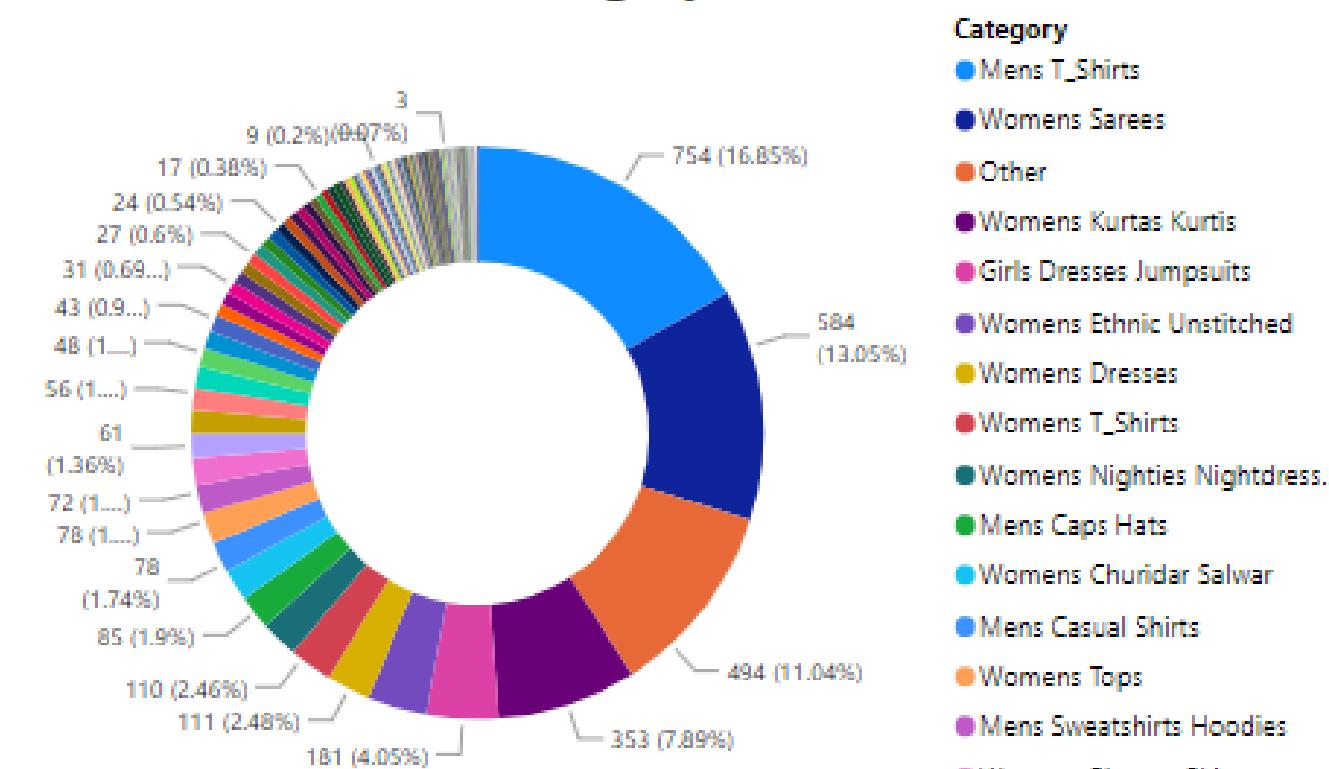
2.95M
Sum of sales price

1068
Total Left Stock

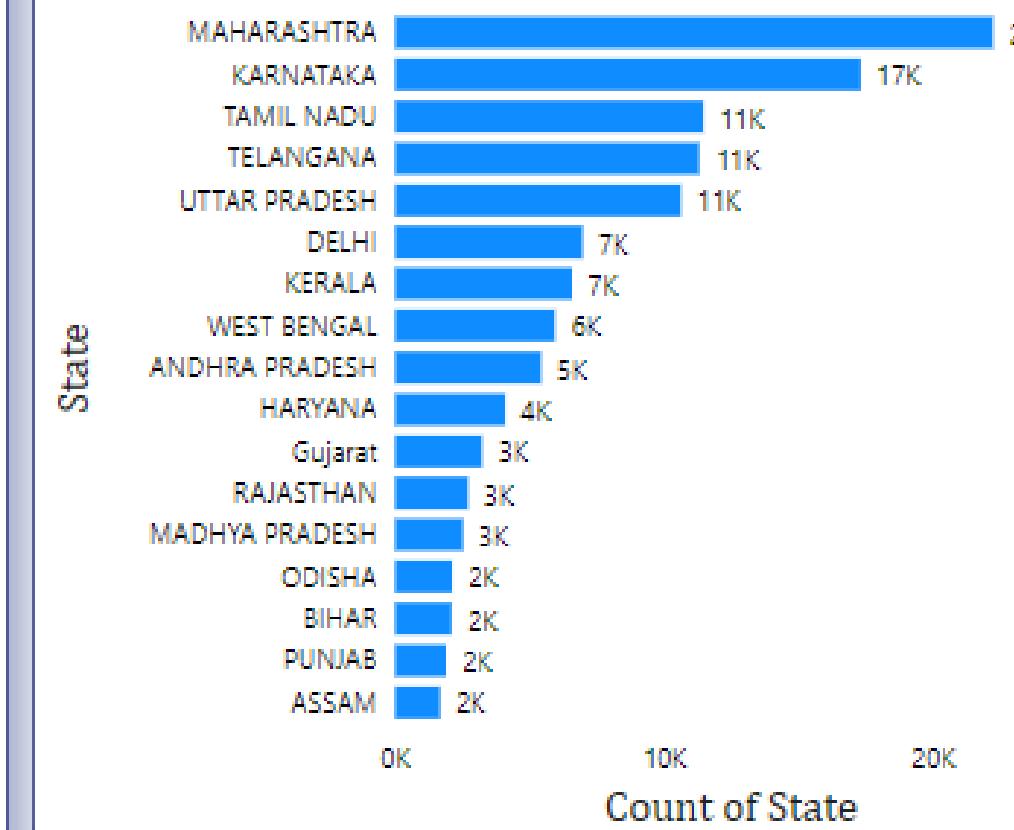
Brands Category

All

Category Count



State by Sales



New page ▾
Pages

New visual
visuals ▾

Q&A
Key influencers
Decomposition tree
Smart narrative
AI visuals

Paginated report
Power Apps
Power Automate (preview)
Power Platform

Text box
Buttons
Shapes
Image
Elements

Add a sparkline
Sparklines

◀ Data ▶

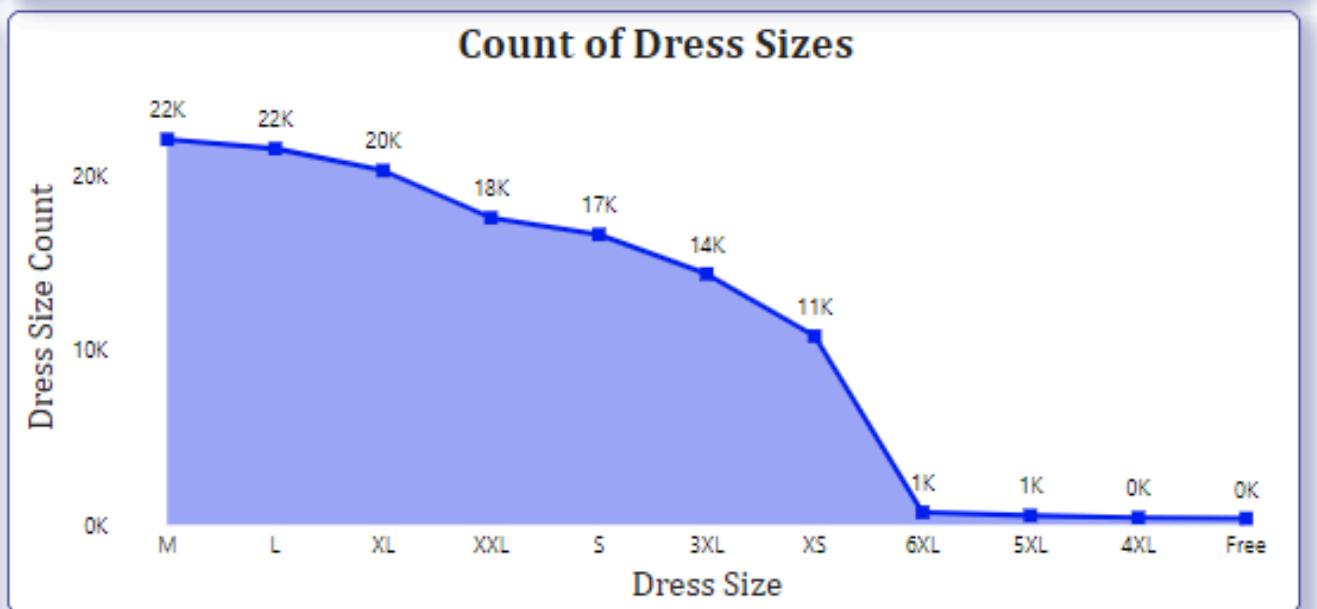
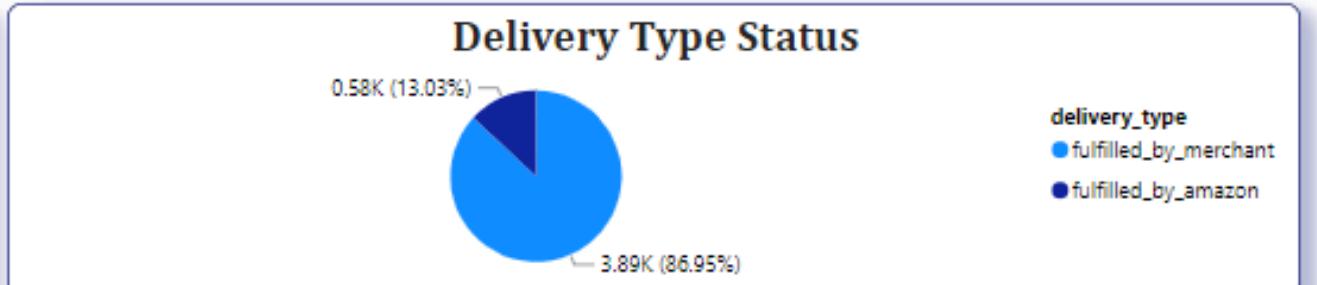
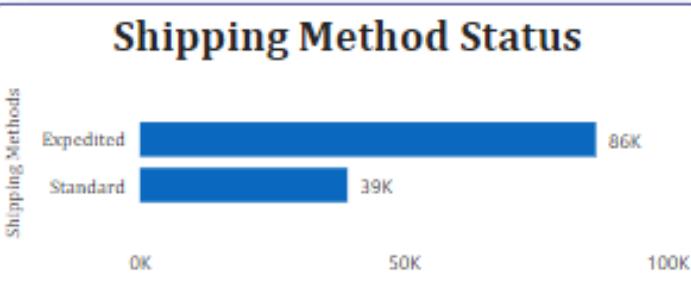
Search

▶ Amazon Sale Report

▶ amazon-fashion - YT

◀ Visualizations ▶

Filters



File Home Insert Modeling View Optimize Help

New page New visual More visuals Q&A Key influencers Decomposition tree Smart narrative Paginated report Power Apps Power Automate (preview) Power Platform Text box Buttons Shapes Image Add a sparkline Sparklines

Pages Visuals

TotalProducts

1.00bn Total Ratings Gain

Order Status

All

Sold Dress type

Dress type

- Set
- kurta
- Western Dress
- Top
- Ethnic Dress
- Blouse
- Bottom
- Saree
- Dupatta

0.43K
10.26K (8.15%)(0.34%)
15.05K (11.96%)
48.68K (38.69%)
49.21K (39.11%)

Count of Vendor

Vendor

Vendor	Count of Vendor
Amazon	88K
Merchant	38K

0K 20K 40K 60K 80K Count of Vendor

Sales Price VS Reviews

Sum of sales

Count of Reviews

0K 20K 40K 60K 80K 100K 120K 140K Sum of sales

Discount Trend

Sum of discount

0.0 0.5 1.0 Discount

0 200

Visualizations

Filters

Data

Search

Amazon Sale Report

amazon-fashion - YT

Page 7 Page 8 Page 1 +

Key Insights from Dashboard

**Category
Analysis**



**State By
State Sales
Performance**



**Shipping
Method
Status**



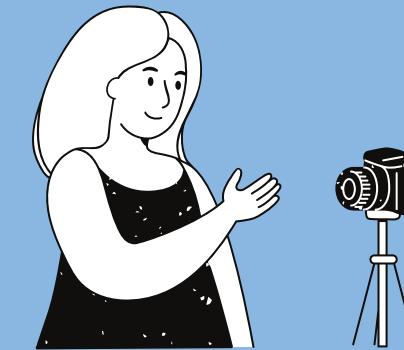
**Top 5 Cities
By Sales**



**Different
Dress Sizes
Availability**



**Delivery
Type Status**



Key Insights from Dashboard

Total Colour Availability



Sales Metrics



**Brands
Category and
Total Brands Available**



Discount Trend



Count of Vendor



Relationship Between Sales And Reviews



Key Insights

1. Total Brands and Sellers:

- The dashboard shows a total of 1,867 brands and 812 sellers. This indicates a diverse range of products and a competitive market for sellers on the platform.

2. Sales Price and Stock:

- The sum of the sales price is 2.95 million, indicating a significant volume of sales.
- The total left stock is 1,068, which may require inventory management to ensure optimal stock levels.

3. Category Count:

- **Men's T-Shirts (16.85%) and Women's Sarees (13.05%) are the top-selling categories.** This suggests a high demand for these categories.
- **Other significant categories include Women's Kurta Kurti (10.48%) and Girls Dresses/Jumpsuits (9.12%).**

4. State-wise Sales Distribution:

- **Maharashtra leading with 22K sales, followed by Karnataka with 17K sales.**
- **Tamil Nadu, Telangana, and Uttar Pradesh each have around 11K sales,** indicating a strong presence in these states.
- **This data helps identify key markets and potential areas for targeted marketing and sales strategies.**

5. Stock Availability:

The total colors available indicates that there are 3,500 colors out of a possible 7,000. This provides insights into the variety of products available and may suggest areas for expanding the product range.

6. Shipping Method Status:

- The dashboard shows that the majority of shipments (86K) are expedited, compared to 39K standard shipments. This indicates a preference for faster delivery among customers.**

7.Delivery Type Status:

- A significant portion of deliveries (86.95%) are fulfilled by Amazon, while only 13.05% are fulfilled by merchants. This suggests that customers may trust Amazon's fulfillment service more or prefer its reliability.**

8.Top 5 Cities by Sales:

- Bengaluru leads with 11.9K sales, followed by Hyderabad with 9.1K sales.**
- Mumbai, New Delhi, and Chennai also show substantial sales with 7.1K, 6.3K, and 6.3K respectively. These cities represent key markets for Amazon's fashion segment.**

9.Count of Dress Sizes:

- **Medium (M) and Large (L) dress sizes have the highest counts with 22K each, followed by Extra Large (XL) with 20K and XXL with 18K.**
- **Smaller sizes such as Small (S), Extra Small (XS), and sizes above 2XL (3XL, 4XL, 5XL) have significantly lower counts. This data can inform inventory management and size allocation strategies.**

10.Total Ratings Gain:

- **The dashboard highlights that the total ratings gained by products is 1.00 billion, indicating strong customer engagement and feedback on Amazon's platform.**

11.Sold Dress Type:

- The majority of sold items are "Set" and "Kurta," accounting for 39.11% (49.21K) and 38.69% (48.68K) of sales, respectively.**
- Other popular categories include "Western Dress" (11.96%) and "Top" (8.15%). This indicates that traditional and ethnic wear (Set and Kurta) dominate the sales, with significant interest in Western styles as well.**

12.Count of Vendor:

- Amazon itself accounts for the majority of vendors with 88K, compared to 38K merchants. This shows Amazon's significant control over its marketplace, possibly ensuring higher quality and consistency in product offerings.**

13. Discount Trend:

- **The discount trend chart suggests varying discount levels, with spikes indicating certain periods where discounts were higher. This could be aligned with sales events or promotions.**
- **The peaks in the chart, especially at 0.50, indicate that substantial discounts (50%) are being offered**

14. Sales Price vs. Reviews:

- **There is a positive correlation between the sales price and the number of reviews, suggesting that higher-priced items tend to attract more reviews. This could indicate customer interest in more premium products, or it could reflect the higher volume of sales for these items.**

Recommendations

1. Optimize Inventory Based on Sales Data

- **Focus on High-Selling Categories:** The "Mens T-Shirts" and "Womens Sarees" are top-selling categories. Ensure that these products are well-stocked to meet demand and avoid stockouts.
- **Reduce Inventory of Slow-Moving Items:** Categories with lower sales (e.g., "Womens Blouses Shirts") should be monitored closely to avoid overstocking. Consider promotions or discounts to clear out these items.



Recommendations

2. Enhance Sales in High-Performing Regions

- **Target High-Sales States:** States like Maharashtra and Karnataka show high sales. Consider targeted marketing campaigns or special promotions in these regions to further boost sales.
- **Expand in Emerging Markets:** States with growing sales, such as Uttar Pradesh and West Bengal, can be further nurtured with localized campaigns to capitalize on the increasing demand.



Recommendations

3. Refine Shipping Strategies

- Promote Expedited Shipping: With the majority of orders being shipped via expedited methods, highlight the benefits of faster delivery in marketing efforts.

Offering free expedited shipping on orders over a certain amount could also increase cart sizes.



Recommendations

4. Leverage Discounts Strategically

- Maximize Discount Effectiveness: The data shows a significant impact of 50% discounts on sales. Use such discounts strategically during peak sales periods (e.g., holidays, end-of-season sales) to maximize sales volume while maintaining profitability.
- Experiment with Lower Discounts: Consider testing the impact of slightly lower discounts (e.g., 30%-40%) to see if similar sales volumes can be achieved with higher margins.



Recommendations

5. Improve Vendor Performance

- **Collaborate with Merchants:** Since Amazon itself and third-party merchants contribute significantly to the sales, ensuring that all vendors meet quality and fulfillment standards is crucial. Offer training or support to underperforming vendors to improve their sales and reduce negative reviews.
- **Incentivize High-Performing Vendors:** Reward vendors who consistently meet or exceed expectations in terms of sales, customer service, and product quality. This could encourage other vendors to improve.



**Thank you
very much!**