

2022

Sales Report Analysis

By: Arya Sunil



Objectives:

The objective of this analysis is to comprehensively examine Amazon sales data to understand overall sales performance, identify popular products, assess fulfillment efficiency, segment customers, and analyze geographical sales distribution. The goal is to provide actionable insights that will help optimize business operations and drive revenue growth.



Key Objectives:

- 1. Sales Overview:** Understand the overall sales performance, trends, and patterns over time.
- 2. Product Analysis:** Analyze the distribution of product categories, sizes, and quantities sold to identify popular products.
- 3. Fulfillment Analysis:** Investigate the fulfillment methods used and their effectiveness in delivering orders.
- 4. Customer Segmentation:** Segment customers based on their buying behaviour, location, and other relevant factors.
- 5. Geographical Analysis:** Explore the geographical distribution of sales, focusing on states and cities.
- 6. Business Insights:** Provide actionable insights and recommendations based on the analysis to optimize sales strategies, improve customer satisfaction, and enhance overall business performance.

**Total Sales****78.59M****Categories****9****Total Orders****128.81K****Total Quantity****117K****Sizes****11**

Category

Courier Status

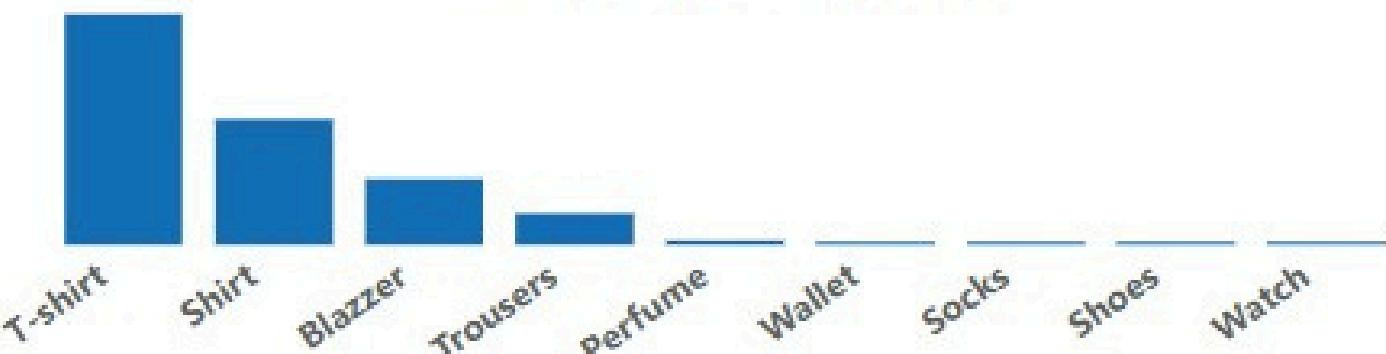
ship-city

Month

Size

3XL	4XL
5XL	6XL

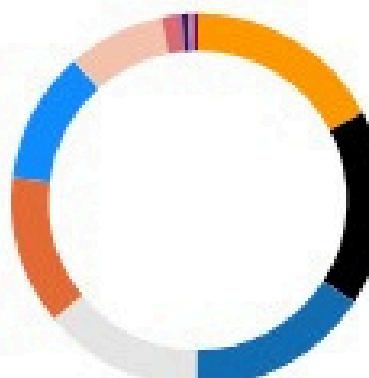
Sales by Category



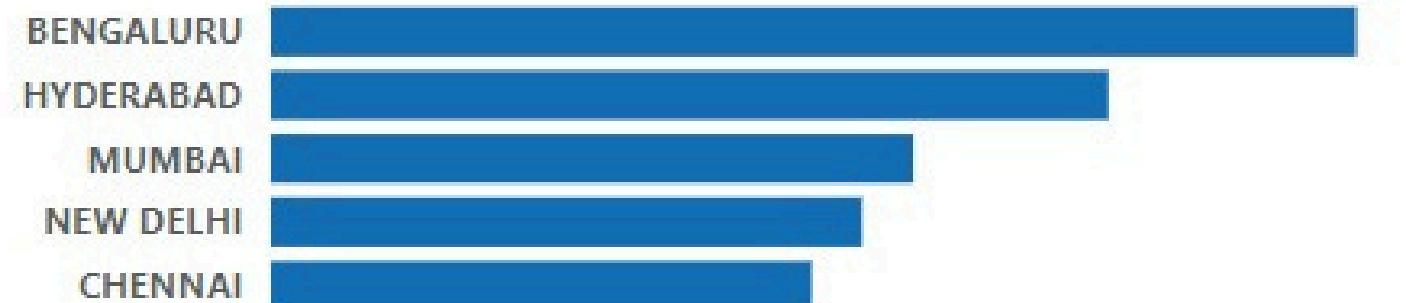
Sales by Fulfillment



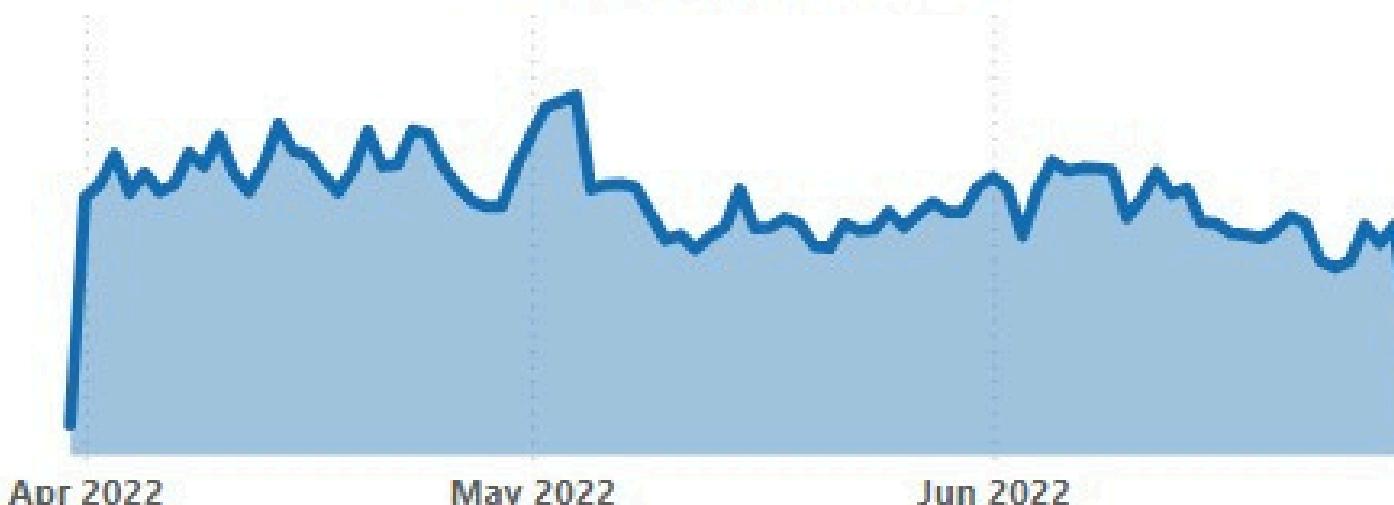
Orders by Size



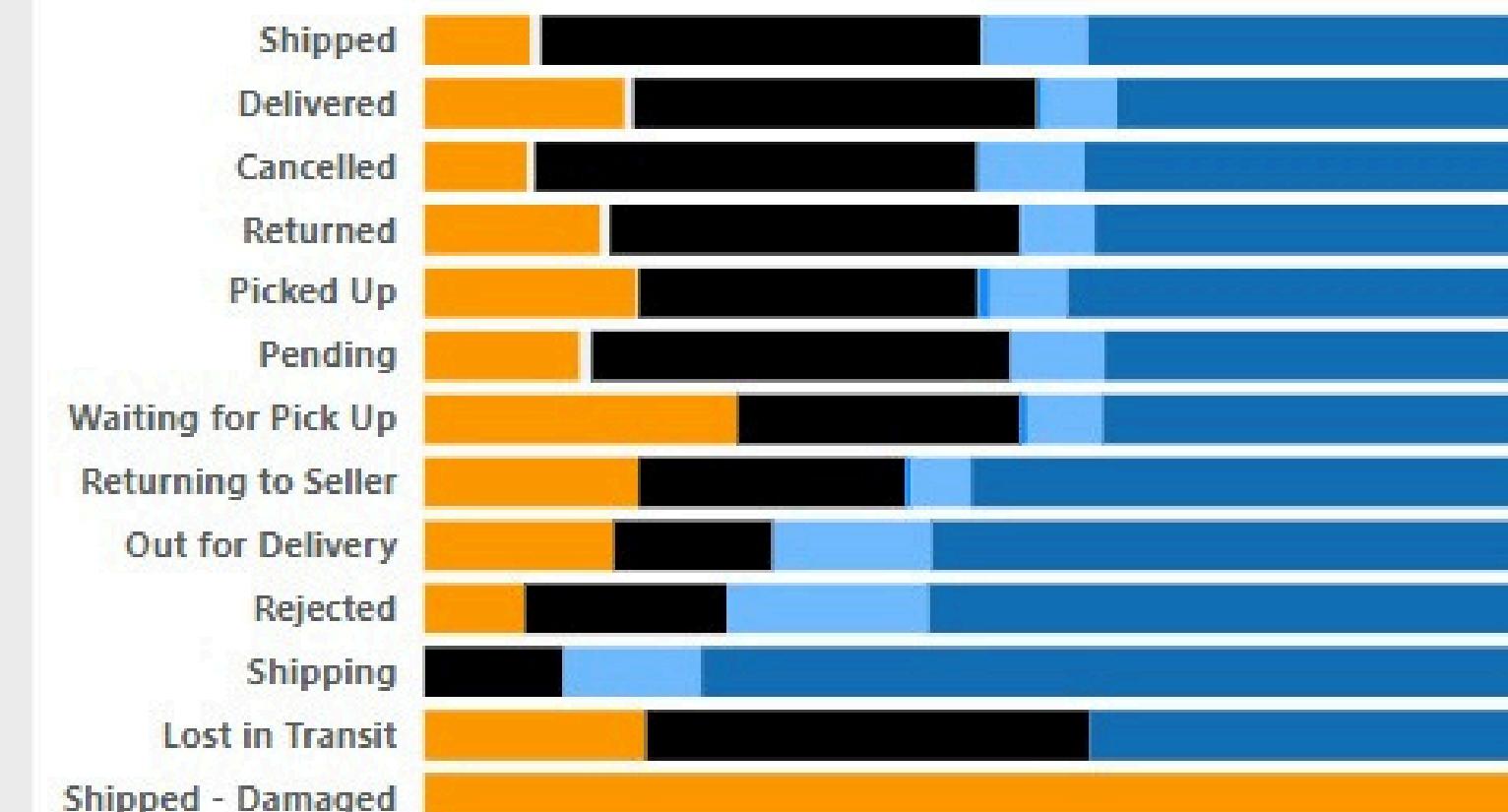
Sales by City



Sales by Timeline



Delivery Status by Category



Sales Overview:

Total Sales: The total sales volume is **\$78.59 million**, with **128.81K** total orders and **117K units** sold.

Sales Trends: An analysis of the sales timeline indicates consistent sales throughout the observed period, with noticeable spikes in **April 2022**. These spikes may be due to promotions or seasonal factors.

Seasonality: The sales trend indicates a peak in the early part of the year, likely due to post-holiday shopping. This pattern suggests an opportunity to capitalize on early-year sales with targeted promotions.



Product Analysis:

Top Categories: T-shirts and shirts are the leading categories in terms of sales volume. These categories contribute significantly to the total sales.

Size Analysis: Orders are distributed across 11 different sizes, with a notable demand for larger sizes (3XL to 6XL). This suggests a growing market for plus-sized clothing.

Product Diversity: While clothing dominates sales, categories like blazers, trousers, and perfumes also contribute. However, items like wallets, socks, and watches show lower sales, indicating potential areas for improvement or targeted promotions.



Customer Segmentation:

High-Value Customers: A significant portion of sales comes from repeat customers who purchase multiple times within a short period. These customers often buy high-ticket items like electronics and premium clothing.

Location-Based Insights: Urban areas such as Bengaluru, Hyderabad, Mumbai, New Delhi, and Chennai dominate sales. Customers in these regions tend to prefer clothing and electronics, suggesting targeted marketing and inventory strategies.

Behavioral Segmentation: Customers who buy during sales events or promotions exhibit different buying patterns compared to regular shoppers. Tailoring offers and communications to these segments could increase engagement and sales.

Fulfillment Analysis:

Fulfillment by Amazon (FBA): The majority of orders are fulfilled by Amazon, reflecting the efficiency and reliability of Amazon's fulfillment services. FBA orders have higher on-time delivery rates and fewer issues related to shipping.

Merchant Fulfillment (FBM): Merchant-fulfilled orders make up a smaller portion of total sales. However, these orders experience more delays and issues compared to FBA. Improving third-party fulfillment processes could enhance customer satisfaction.

Geographical Analysis:

Top Regions: The top cities for sales are Bengaluru, Hyderabad, Mumbai, New Delhi, and Chennai. These cities contribute a significant portion of total sales, indicating strong demand in these urban centers.

Regional Preferences: There is a noticeable preference for clothing in these cities, while other regions show different product preferences, such as household items and electronics. This data can inform region-specific marketing strategies and inventory allocation.

Distribution Challenges: While urban areas perform well, some rural regions may face challenges with shipping and delivery. Addressing these challenges could open new markets and increase sales.

Delivery Status:

Delivery Success: Most orders are successfully shipped and delivered. However, categories like trousers and wallets face higher rates of cancellations, returns, and rejections. This may indicate issues with product quality or customer expectations.

Logistics Issues: A small percentage of orders experience problems such as being lost in transit or damaged during shipping. These issues are more prevalent in merchant-fulfilled orders, highlighting the need for improved logistics and tracking systems.

Recommendations

01

Focus on High-Performing Categories: Continue to invest in and promote top-selling categories like T-shirts and shirts. Consider expanding the product range within these categories to meet customer demand.

02

Address Low-Performing Products: Analyze the reasons for lower sales in categories like wallets and watches. Consider product improvements, targeted promotions, or even discontinuing underperforming items.

03

Promote FBA: Encourage more sellers to use Amazon's fulfillment services (FBA), as it has proven to be more reliable and efficient than merchant-fulfilled options. This could reduce delivery issues and improve customer satisfaction.

04

Improve FBM Processes: For sellers who continue to use merchant fulfillment, provide resources or partnerships to improve their shipping processes and reduce delays.

Recommendations

05

Cater to Growing Demand: Given the strong demand for larger sizes, consider expanding the range of plus-sized clothing options. This could attract new customers and increase sales within this segment.

06

Launch targeted marketing campaigns in top-performing cities like Bengaluru and Hyderabad. Use data-driven insights to tailor promotions and product offerings to the preferences of customers in these regions.

08

Improve Logistics: Work with logistics partners to reduce instances of lost or damaged shipments. Consider investing in better tracking systems and quality control measures to prevent delivery issues.

09

Personalized Marketing: Use customer segmentation data to create personalized marketing campaigns. For high-value customers, offer exclusive deals or early access to new products. For price-sensitive customers, focus on promotions and discounts.



Conclusion

The Power BI dashboard has provided valuable insights into Amazon sales performance, product preferences, fulfillment efficiency, and geographical sales distribution. By implementing the recommendations outlined in this report, Amazon can optimize its sales strategies, improve inventory management, and enhance customer satisfaction. These actions will ultimately lead to increased revenue and a stronger market presence.