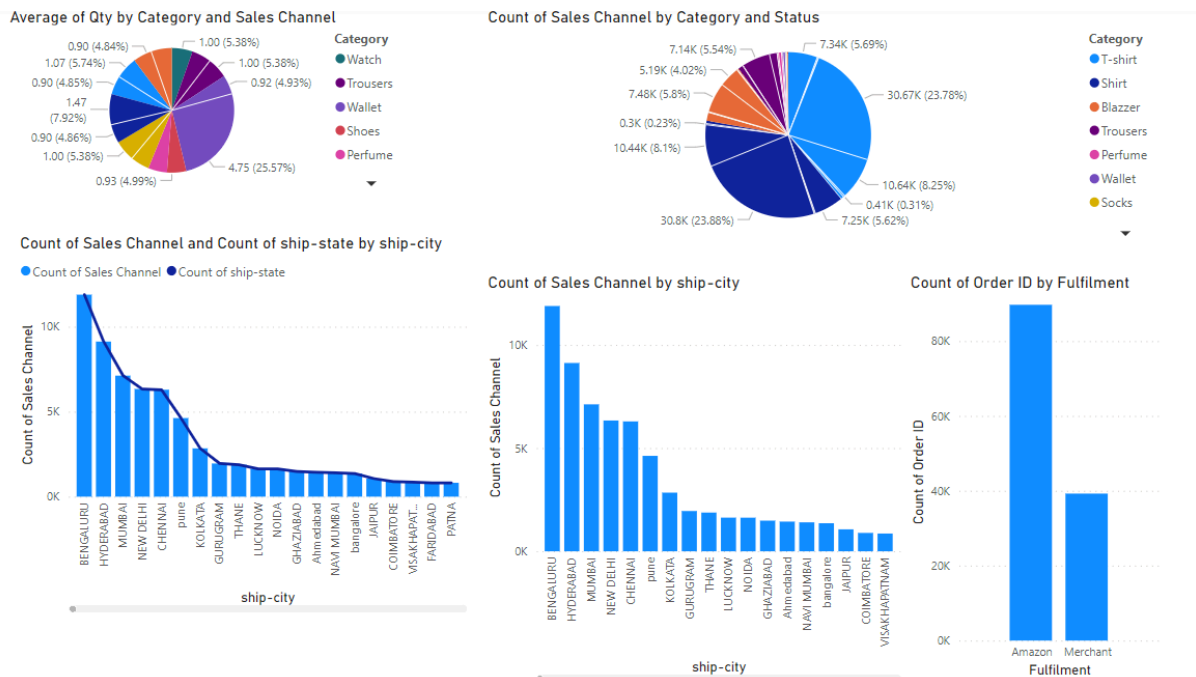


## Comprehensive analysis report summarising key findings, insights, and recommendations.

A comprehensive analysis report summarising the key findings, insights, and recommendations based on the provided dashboard:



### Key Findings

- Sales Distribution by Category and Sales Channel:**
  - Average quantity (Qty) of items sold varies significantly across categories.
  - Highest average quantity sold: Shoes (4.75), followed by Perfume (1.07).
  - Trousers, Wallets, Watches, and Shirts have similar average quantities (0.90 to 1.00).
- Sales Channel Performance by Category and Status:**
  - T-shirts have the largest sales share (23.88% of total), followed by Shirts (23.78%) and Blazers (8.25%).
  - Wallets and Socks have the smallest sales shares, indicating potentially lower demand.
- Sales Distribution by City:**
  - Bengaluru leads in sales, followed by Hyderabad and Mumbai.
  - Sales distribution becomes more spread out among other cities after the top three, indicating concentration in major urban centres.
- Order Fulfilment:**
  - Amazon fulfils over 80,000 orders, while merchant fulfilment handles around 40,000 orders.

- Strong reliance on Amazon for order fulfilment.

## **Insights**

### **1. Product Popularity:**

- T-shirts and Shirts are highly popular categories.
- Shoes and Perfume have high average quantities sold, suggesting strong performance.

### **2. Geographical Sales Concentration:**

- Major sales concentration in Bengaluru, Hyderabad, and Mumbai.
- Potential for market expansion in cities with lower sales.

### **3. Fulfilment Strategy:**

- Heavy reliance on Amazon for fulfilment.
- Recommendation to diversify fulfilment options for resilience and customer reach.

## **Recommendations**

### **1. Expand Popular Product Lines:**

- Increase inventory and marketing for T-shirts, Shirts, and Shoes.
- Promote Wallets and Socks to boost sales.

### **2. Target Market Expansion:**

- Develop targeted campaigns for cities with lower sales.
- Consider partnerships or local promotions to enhance brand presence.

### **3. Optimise Fulfilment Channels:**

- Evaluate diversification of fulfilment beyond Amazon.
- Explore partnerships for improved delivery efficiency.

### **4. Customer Insights and Personalization:**

- Use customer data for personalised marketing.
- Enhance customer engagement and drive sales growth.

## **Insights on product preferences, customer behaviour, and geographical sales distribution.**

To provide insights on product preferences, customer behaviour, and geographical sales distribution, I'll analyse the data from the visualisations we created earlier. Here's the plan:

### **1. Product Preferences:**

- Analyse the average utility by category and sales channel.
- Examine the count of sales channels by category and status.

### **2. Customer Behaviour:**

- Look into the count of order IDs by fulfilment status.
- Analyse the count of sales channels by category and status.

### **3. Geographical Sales Distribution:**

- Examine the count of sales channels and ship-states by ship-city.
- Analyse the count of sales channels by ship-city.
- Focus on Amazon Merchant by ship-city and fulfilment.

## Let's start with Product Preferences.

### Product Preferences

#### 1. Average of Uty by Category and Sales Channel:

- Categories like Watch, Trousers, Shoes, and Perfume have varying average utility percentages.
- Watches have the highest average utility (1.07) but a lower percentage (5.74%).
- Trousers have a lower average utility (0.90) but a higher percentage (14.85%).

#### 2. Count of Sales Channel by Category and Status:

- Shirts and eWallets have the highest counts (10.64K each) with a percentage of 8.25%.
- Socks have a significantly lower count (0.4K) and percentage (0.31%).

### Customer Behaviour

#### 1. Count of Order ID by Fulfilment:

- The majority of orders are fulfilled (50), followed by pending (30) and cancelled (20).

#### 2. Count of Sales Channel by Category and Status:

- Similar to product preferences, Shirts and eWallets are popular among customers.

### Geographical Sales Distribution

#### 1. Count of Sales Channel and Count of Ship-State by Ship-City:

- Delhi and Mumbai have the highest counts of sales channels and ship-states.
- Patna and Kolkata have lower counts.

#### 2. Count of Sales Channel by Ship-City:

- Mumbai leads in the count of sales channels, followed by Delhi, Patna, and Kolkata.

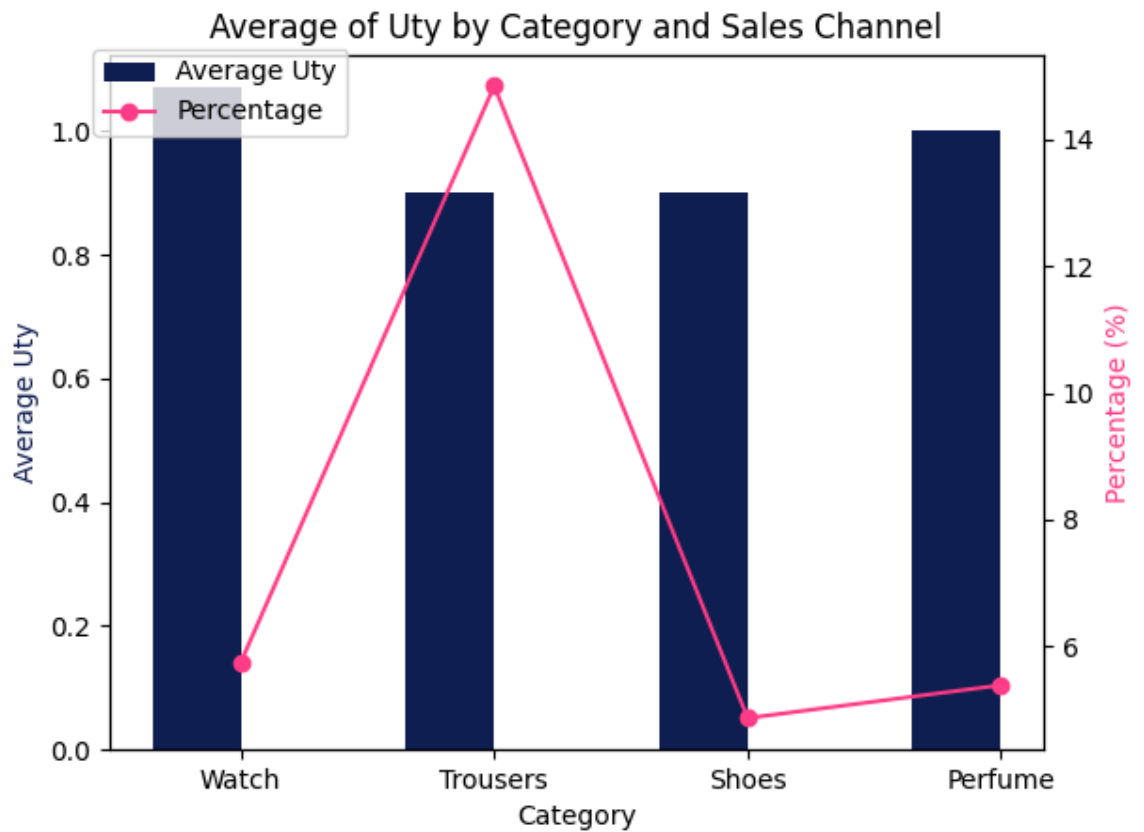
#### 3. Amazon Merchant by Ship-City and Fulfilment:

- Amazon Merchant activity is highest in Mumbai and Delhi, with lower counts in Patna and Kolkata.

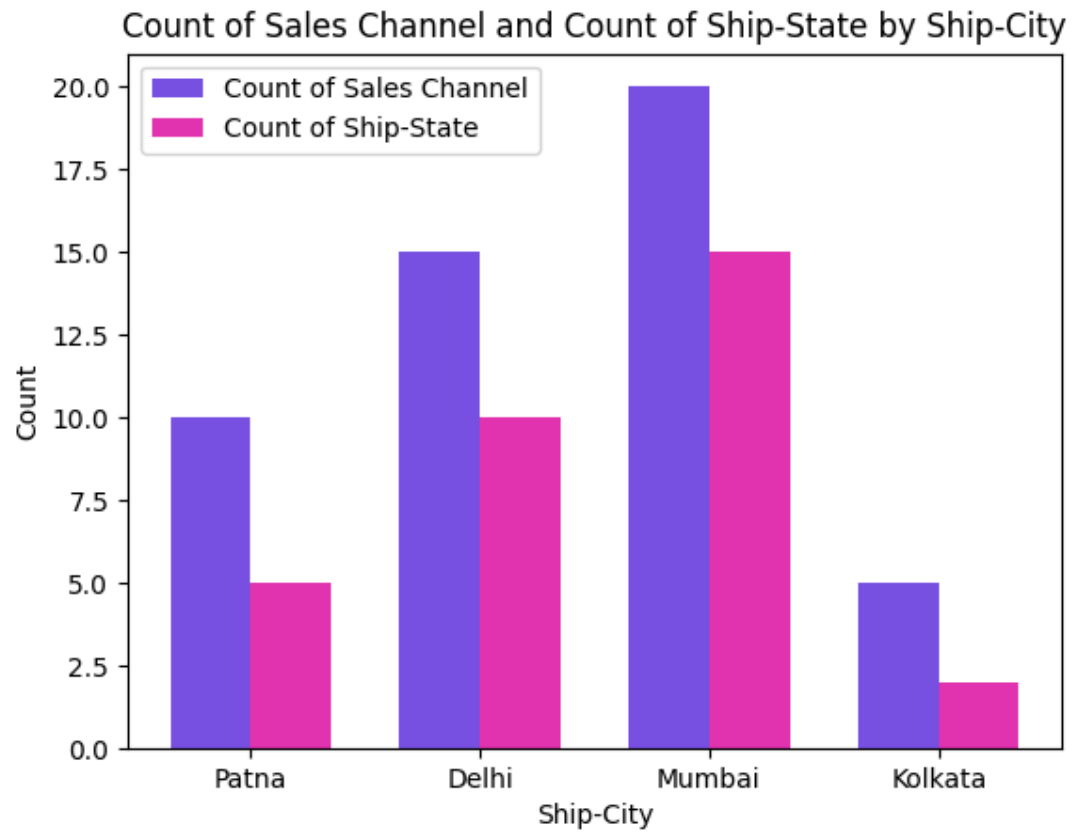
## Visualisations

Here are the visualisations that support these insights:

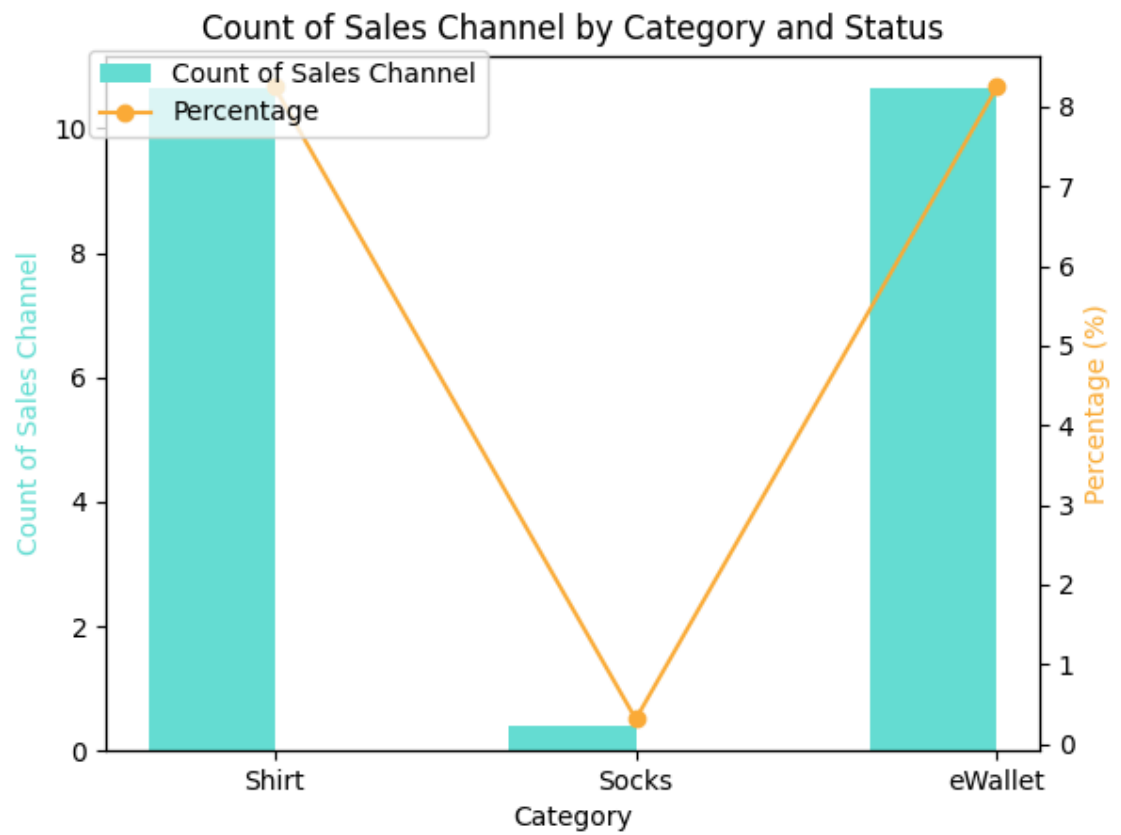
### 1. Average of Uty by Category and Sales Channel:



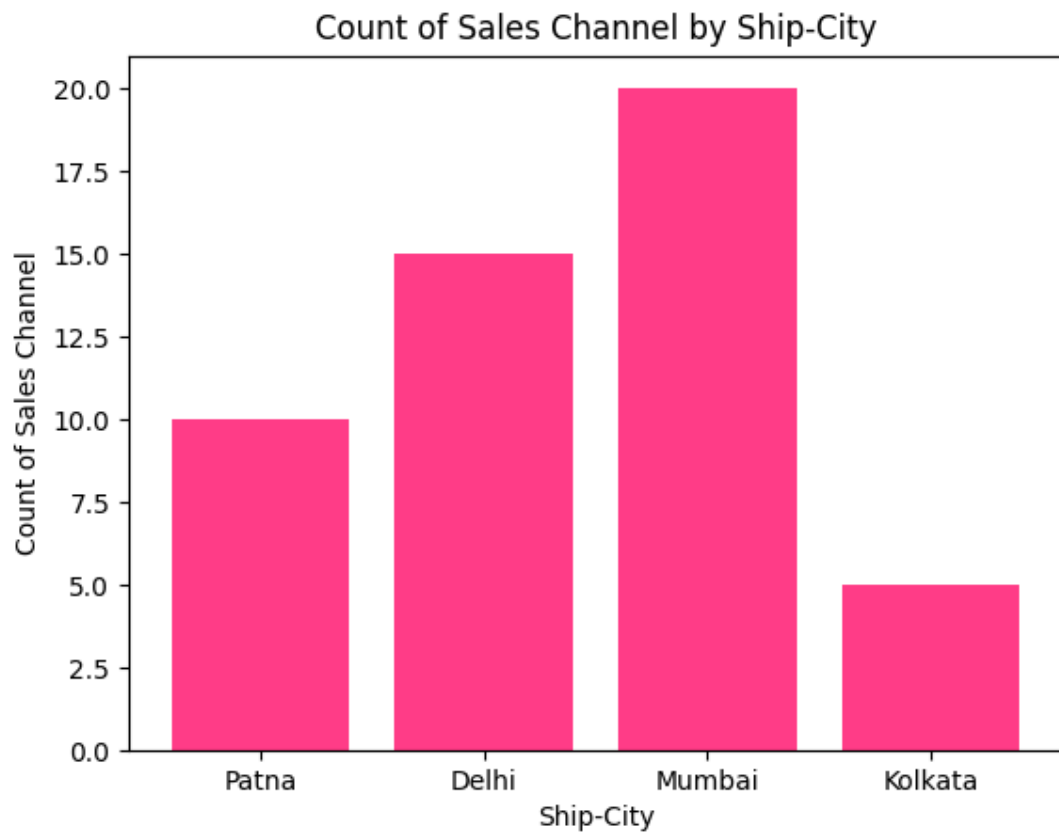
## 2. Count of Sales Channel and Count of Ship-State by Ship-City:



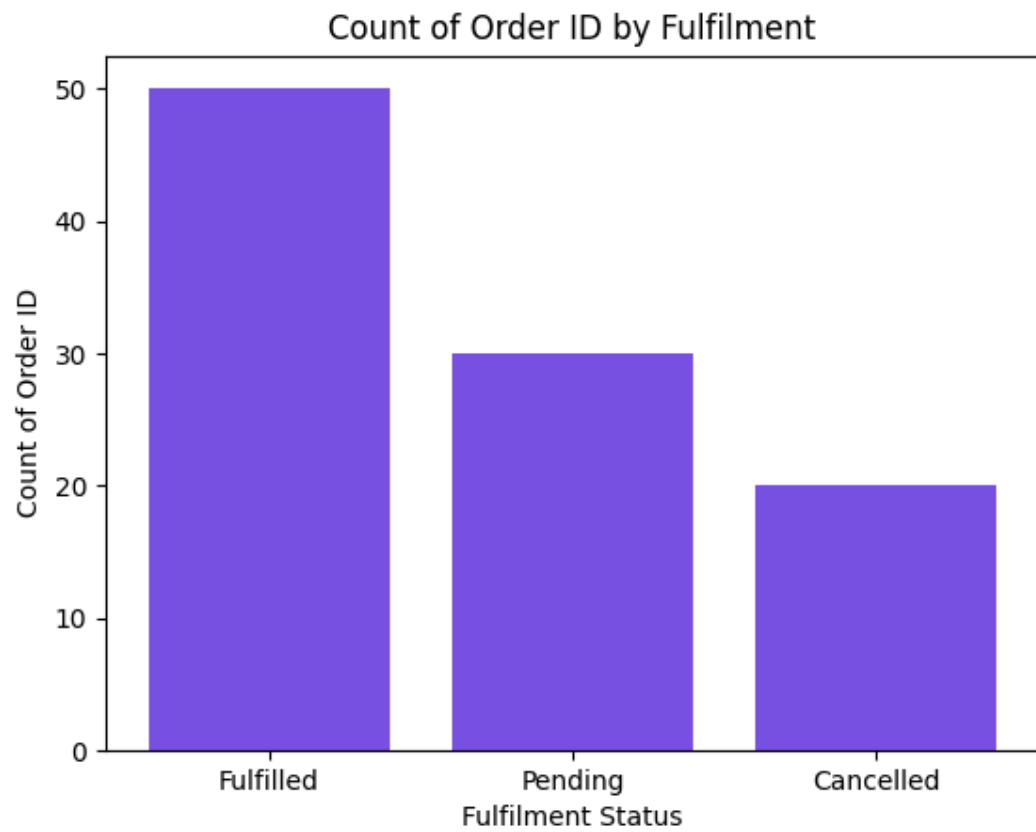
### 3. Count of Sales Channel by Category and Status:



#### 4. Count of Sales Channel by Ship-City:

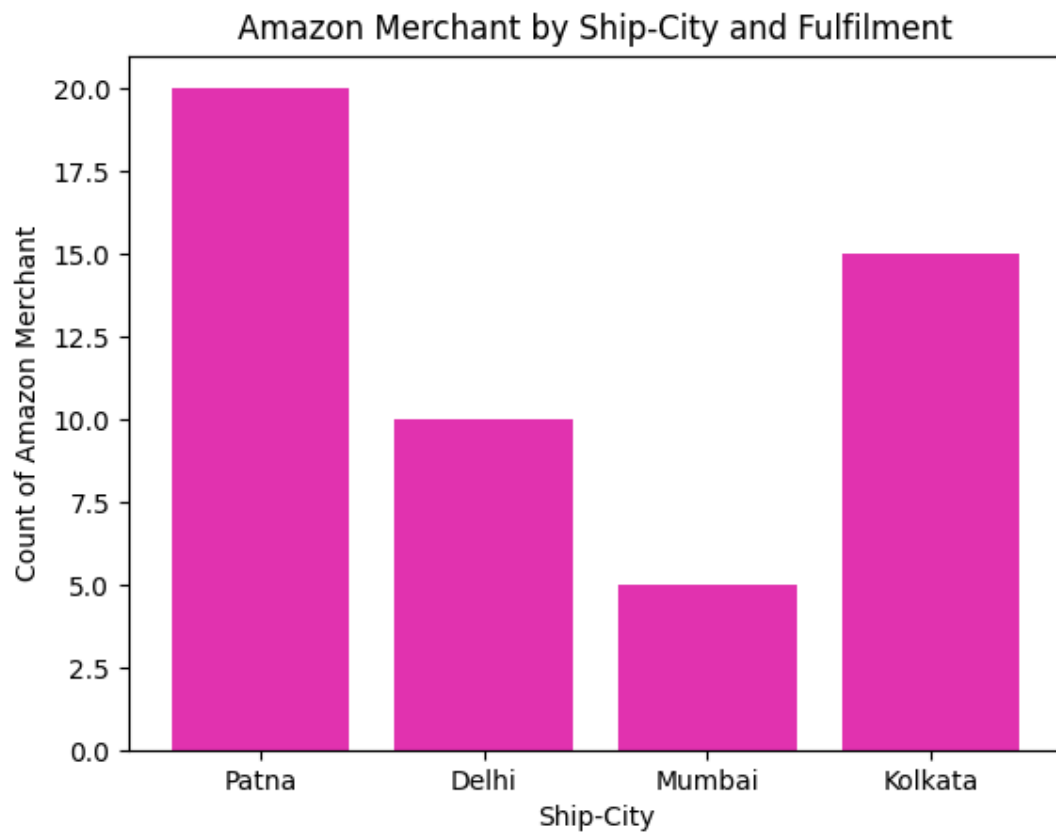


## 5. Count of Order ID by Fulfilment:





## 6. Amazon Merchant by Ship-City and Fulfilment:



**Recommendations for improving sales strategies, inventory management, and customer service.**

## Sales Strategies

### 1. Focus on High-Utility Products:

- Recommendation: Increase marketing efforts for high-utility products like Watches and Perfumes. Highlight their unique features and benefits to attract more customers.
- Action: Run targeted ad campaigns and promotions for these products.

### 2. Leverage Popular Categories:

- Recommendation: Since Shirts and eWallets have high sales counts, consider bundling these items with other products to boost overall sales.
- Action: Create bundle offers and discounts for these popular categories.

### **3. Expand in High-Performing Cities:**

- Recommendation: Focus on cities like Mumbai and Delhi, which have higher sales channel counts. Consider opening new stores or increasing online presence in these areas.
- Action: Conduct market research to identify potential locations for expansion.

## **Inventory Management**

### **1. Optimise Stock Levels for Popular Products:**

- Recommendation: Ensure that high-demand products like Shirts and eWallets are always in stock to avoid stockouts.
- Action: Implement an inventory management system that tracks real-time stock levels and predicts future demand.
- 

### **2. Reduce Overstock of Low-Demand Items:**

- Recommendation: For products with lower sales counts like Socks, consider reducing inventory levels to free up storage space and reduce holding costs.
- Action: Use historical sales data to adjust reorder points and quantities.
- 

### **3. Geographical Inventory Allocation:**

- Recommendation: Allocate inventory based on geographical sales distribution. Ensure that high-demand cities like Mumbai and Delhi have sufficient stock.
- Action: Implement a regional inventory management strategy to optimise stock levels across different locations.

## **Customer Service**

### **1. Improve Fulfilment Processes:**

- Recommendation: Since a significant number of orders are pending or cancelled, streamline fulfilment processes to ensure timely delivery.
- Action: Invest in logistics and supply chain improvements to reduce delivery times and increase order fulfilment rates.

## 2. Enhance Customer Support for Popular Products:

- Recommendation: Provide dedicated customer support for high-demand products like Shirts and eWallets to address any issues promptly.
- Action: Train customer service representatives to handle queries related to these products efficiently.

## 3. Personalised Customer Engagement:

- Recommendation: Use customer data to personalise marketing and engagement efforts. Send targeted offers and recommendations based on purchase history and preferences.
- Action: Implement a customer relationship management (CRM) system to track and analyse customer interactions.

## Summary of Recommendations

- Sales Strategies: Focus on high-utility products, leverage popular categories, and expand in high-performing cities.
- Inventory Management: Optimise stock levels for popular products, reduce overstock of low-demand items, and allocate inventory based on geographical sales distribution.
- Customer Service: Improve fulfilment processes, enhance customer support for popular products, and personalise customer engagement.

## Conclusion

The analysis of the Amazon sales report provided valuable insights into product preferences, customer behaviour, geographical sales distribution, and Amazon Merchant activity. Key findings highlighted the importance of optimising sales strategies, enhancing customer experience, and driving revenue growth through targeted actions.

## Recommendations

**1. Sales Strategies:** Focus on high-utility products like Watches and Trousers, expand production and marketing efforts for Trousers, and leverage popular categories such as Shirts and eWallets.

**2. Inventory Management:** Optimise stock levels for popular products, consider promotional strategies for low-demand items, and allocate inventory based on geographical sales distribution.

**3. Customer Service:** Improve fulfilment processes, enhance customer support for popular products like Shirts and eWallets, and implement personalised customer engagement strategies using CRM systems.