

AMAZON INDIA SALES REPORT

Period from 2021 to 2022
By: Max Nguyen



OVERVIEW

01

Introduction

02

Methodology

03

Customer Sales

04

B2B Sales

05

Inventory Level

06

Recommendations

01 INTRODUCTION

DATASET OVERVIEW

Amazon is an American multinational technology company engaged in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. The dataset provides a comprehensive overview of Amazon's clothing sales in India from 2021 to 2022. The dataset contains 7 tables, 3 of which will be focused on for this analysis.

Customer Sales Table	
Column	Description
order_ID	Order Identification (String)
date	Date of the sale (Date)
ship_status	Status of the sale (String)
fulfillment	Method of Fulfilment (String)
service_level	Standard or Expedited (String)
style	Style code of the product (String)
sku	Stock Keeping Unit (String)
product_category	Category of the product(String)
size	Size of the product (String)
asin	Amazon Standard Identification Number (string)
courier_ship_status	Status of the courier (String)
order_quantity	Number of units sold (Float)
order_amount	Total amount of the sale (Float)
city	City of the sale (String)
state	State of the sale (String)
promotion	Promotion type of the sale (String)
customer_type	Customer or Business type (String)
month	Month of the sale (String)

B2B Sales Table	
Column	Description
date	Date of the sale (Date)
month	Month of the sale (String)
style	Style code of the product (String)
sku	Stock Keeping Unit (String)
size	Size of the product (String)
quantity	Number of units sold (Float)
rate(\$)	Price per unit (Float)
gross_amount(\$)	Total amount of the sale (Float)
year	Year of the sale (String)
stock	Stock level of the item (Float)

Inventory Level Table	
Column	Description
sku	Stock Keeping Unit (String)
design	Design code of the product (String)
stock	Stock level of the product (Float)
category	Category of the product (String)
size	Size of the product (String)
color	Color of the product (String)

OBJECTIVES

01

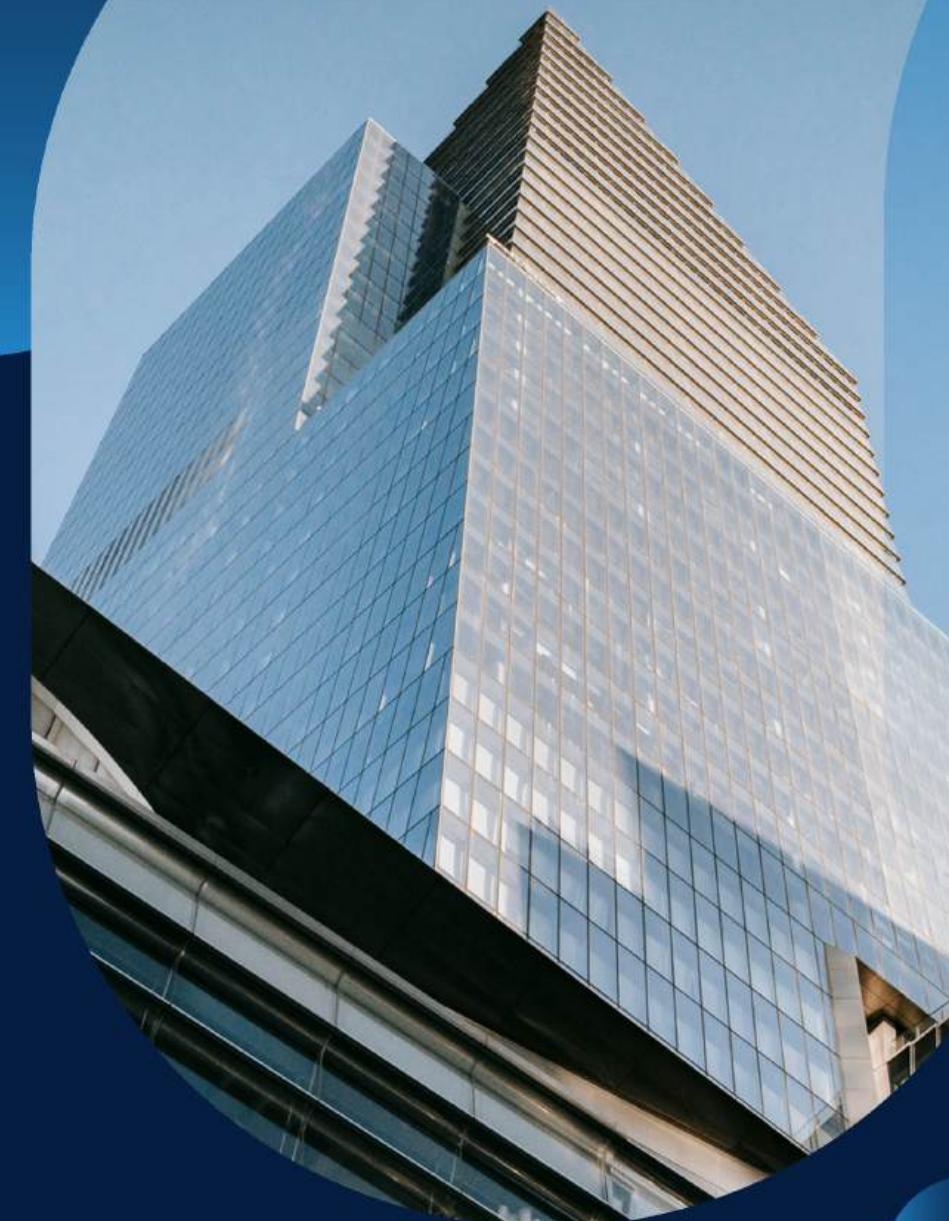
Analyze sales performance across Customer Sales and B2B Sales channels to identify revenue trends, growth opportunities, average order value, and sales cycle length.

02

Evaluate inventory health by examining stock levels across categories, sizes, and colors to optimize inventory management, prevent stockouts, and reduce excess inventory costs.

03

Develop actionable insights through visualization of sales patterns and customer behavior to improve operational efficiency and support strategic business decisions.



02

METHODOLOGY & TOOLS



PYTHON

Utilized for data cleaning, transformation, and exploratory data analysis (EDA). Python libraries such as pandas, numpy, matplotlib, and seaborn were employed to preprocess the raw customer sales, B2B sales, and inventory datasets, handle missing values, remove errors, and generate initial statistical insights and visualizations.



POWER BI

Used for interactive data visualization, dashboard creation, and advanced DAX calculations. Cleaned datasets were imported into Power BI to build dynamic reports, enabling stakeholders to explore sales trends, inventory status, and customer behavior through slicers, charts, and KPIs.

03



CUSTOMER SALES DATA ANALYSIS (APRIL 2022 - JUNE 2022)

PERFORMANCE METRICS

- ▶ **TOTAL REVENUE** \$949,550
- ▶ **TOTAL ORDERS** 120,217
- ▶ **TOTAL UNITS SOLD** 116,486
- ▶ **DAILY REVENUE** \$10,550.6
- ▶ **AVERAGE ORDER VALUE** \$7.90

3.1 GENERAL SALES TREND

- Revenue started at approximately \$10,471 in early April, showing a generally upward trend through April. Notable peaks are observed at \$13,472 and \$13,230 in late April, and the highest point at \$14,631 in May 2022.
- After the May peak, there is a sharp decline, with several days in June dropping below \$9,000, including a low of \$8,390. The lowest point on the chart is in late June, at \$4,979, indicating a significant dip at the end of the period.
- The average revenue line (dashed) is at \$10,551, with revenue fluctuating above this average for most of April and May, and falling below it for much of June.
- The data shows a strong positive correlation between revenue and order volume.
- This relationship is consistent across the observed, indicating that revenue growth is primarily driven by changes in order quantity rather than significant shifts in average order value or pricing.



Total Revenue of Customer Sales overtime (April 2022 to June 2022)



Total Orders of Customer Sales overtime (April 2022 to June 2022)

3.1 GENERAL SALES TREND



Customer Sales Revenue by month (April 2022 to June 2022)

- Sunday records the highest total revenue (\$145,530) and the highest number of orders (18,206). Saturday and Sunday outperform weekdays, implying that customers are more likely to shop or place larger orders during the weekend.
- Thursday shows the lowest total revenue (\$124,094) and the lowest order count (15,847), suggesting it is the slowest sales day.
- Revenue and order volume are relatively stable from Monday to Wednesday, with slight dips on Thursday and Friday before rising again over the weekend.

- April 2022: Recorded the highest sales performance with 45,858 units sold and total revenue of \$348,904.
- May 2022: Sales volume decreased slightly to 39,220 units, resulting in a revenue decline of -9.06% to \$317,284.62. The smaller percentage drop in revenue compared to order quantity suggests slightly higher average unit prices or premium product sales.
- June 2022: Sales volume dropped further to 35,139 units, with revenue decreasing by an additional -10.68% to \$283,371.



Customer Sales Revenue by weekday

3.2 PRODUCT ANALYSIS

- Set:** The highest-performing category with 45,219 units sold, generating \$473,634.23 in revenue. This indicates strong customer demand for bundled items or coordinated sets.
- Kurta:** Second-highest sales volume (44,972 units) and revenue (\$257,266.80). Despite comparable order quantities to "Set," the revenue is significantly lower, suggesting lower average unit prices.
- Bottom, Saree, and Dupatta:** Extremely low sales volumes and minimal revenue contributions.



- Top-performing sizes are Medium (M), Large (L), and Extra Large (XL), with M leading in both order quantity and revenue.
- Mid-tier sizes such as Small (S), Extra Extra Large (XXL), and Extra Small (XS) show moderate sales and revenue.
- Low-performing sizes (3XL, 4XL, 5XL, 6XL) contribute minimally to overall sales and revenue, indicating limited market demand and/or lower pricing for these extended sizes.
- There is a strong correlation between order quantity and revenue for most sizes (e.g., M, L, XL). However sizes like 3XL show lower revenue relative to their sales volume, indicating potential pricing issues or discounts.

3.2 PRODUCT ANALYSIS

- The highest sales and revenue for "Set" and "Kurta" categories reflect prevailing fashion trends in India, where coordinated sets, ethnic suits, and kurtas are wardrobe staples for both everyday wear and festive occasions.
- The popularity of sets also aligns with the growing demand for ready-to-wear, mix-and-match, and fusion ethnic outfits, which have seen a surge post-pandemic as consumers seek versatile, stylish, and comfortable clothing.



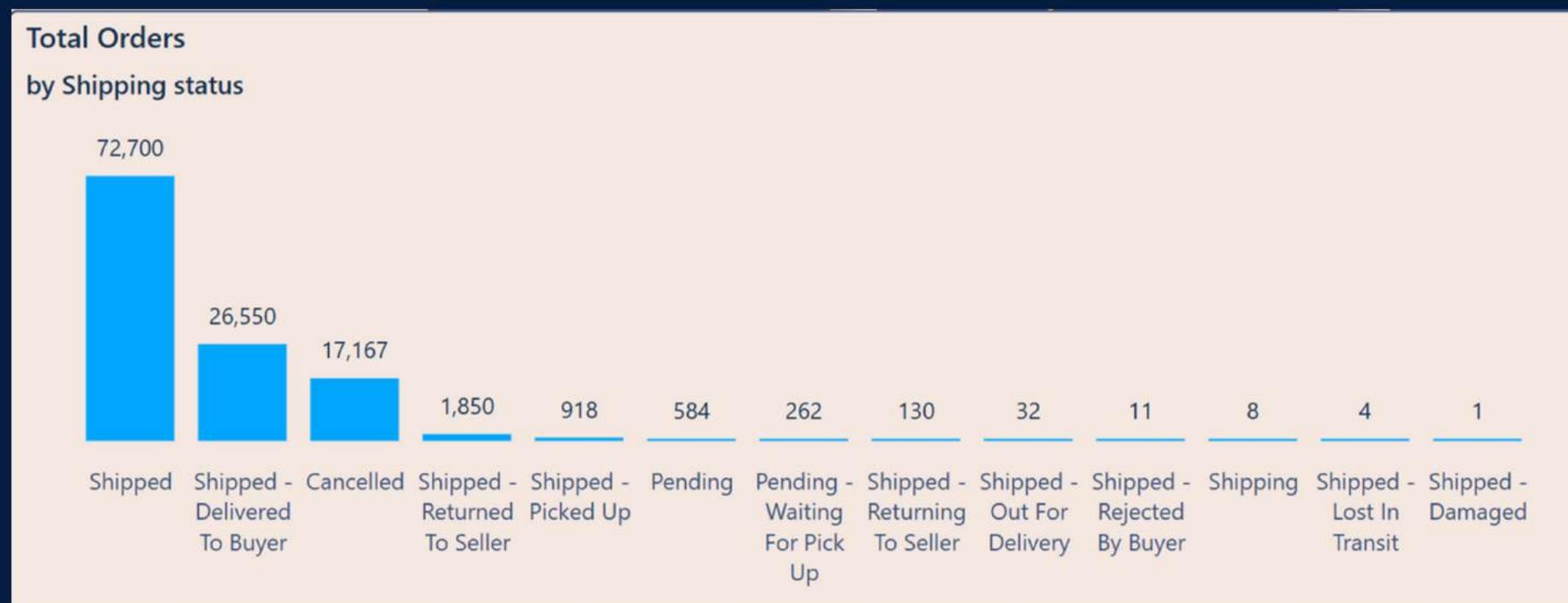
Saree, Dupattas, and Western fusion wear



Kurta with Pants, Maxi Dress Set, and Salwar Sets

- Sarees and dupattas, while traditional, are increasingly reserved for special occasions rather than daily wear. Additionally, the rise of western and fusion wear has shifted everyday preferences toward kurtas, sets, and tops.
- Bottoms are often purchased as part of sets or coordinated outfits rather than standalone items.

3.3 ORDER STATUS DISTRIBUTION

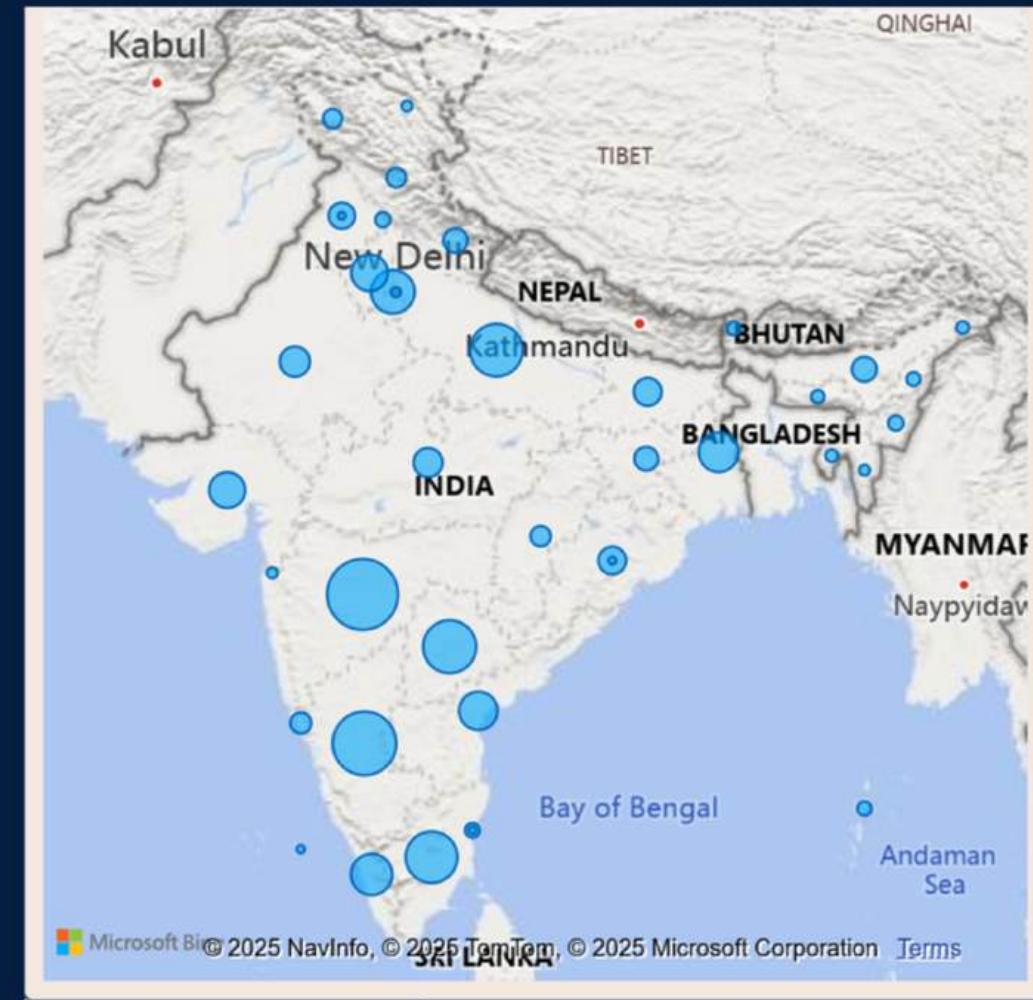


Customer sales Total Orders by status

- The vast majority of orders are successfully shipped or delivered (over 84%), reflecting strong and efficient fulfillment operations.
- Cancelled orders account for 4.7% (17,167) of total orders, making them the largest non-shipped status but still within a relatively low range, suggesting most customers complete their purchases.
- Return, pickup, pending, and waiting statuses are all minimal (each under 2% of orders), indicating low rates of post-shipment issues and delays.
- Unknown and unshipped statuses together comprise about 10% of orders, pointing to some gaps in order tracking or incomplete transactions that may warrant process review.
- Severe fulfillment exceptions (rejected, lost, damaged) are extremely rare, highlighting a low incidence of critical delivery problems and overall reliability in the order process.

3.4 CUSTOMER DEMOGRAPHIC

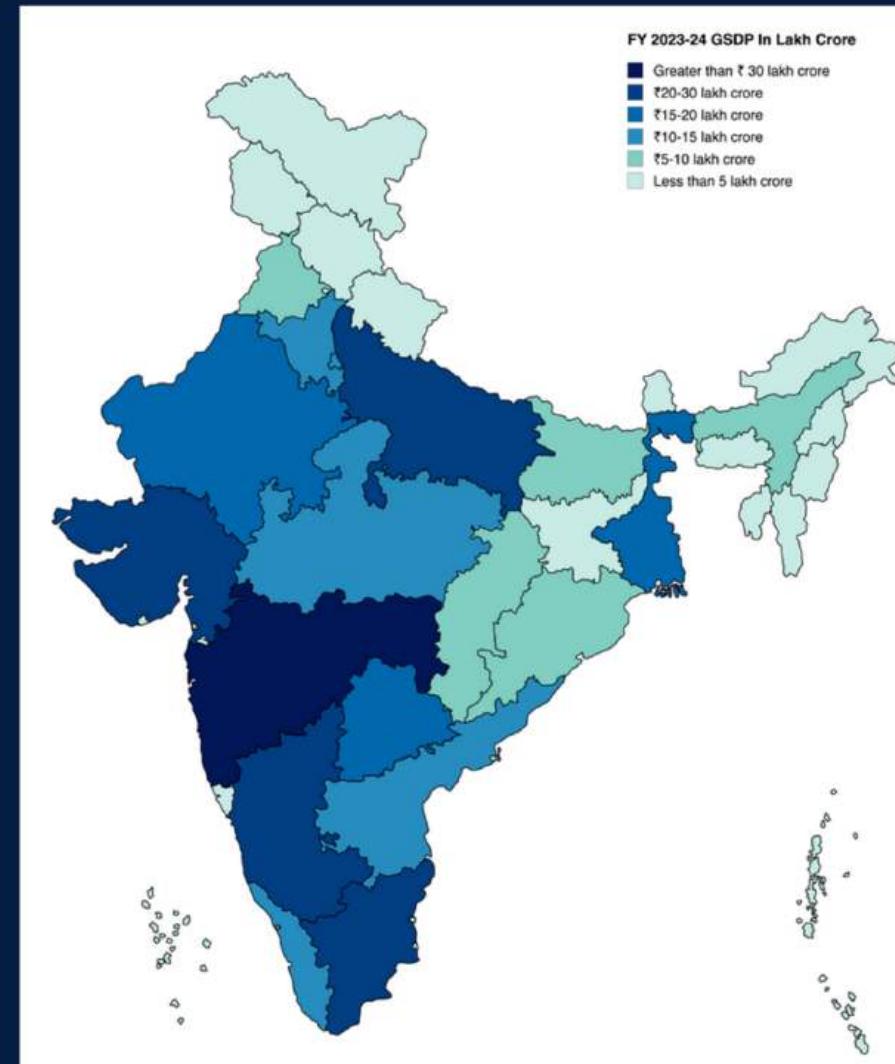
- Revenue is highly concentrated in a few key states: Maharashtra (\$161,129) and Karnataka (\$126,641) are clear leaders, outpacing all other states and indicating strong market presence.
- A sharp drop-off is observed after the top two states, with Telangana (\$83,631), Uttar Pradesh (\$82,332), and Tamil Nadu (\$78,720) each generating roughly half or less of Maharashtra's revenue.



- The largest revenue bubbles clustered in the western, southern, and select northern states, while much of eastern and central India shows smaller or minimal revenue presence.
- The remaining top 10 states (Delhi, Kerala, West Bengal, Andhra Pradesh, Haryana) each contribute less than \$53,000, highlighting a long tail of moderate to low revenue contribution outside the top five.

3.4 CUSTOMER DEMOGRAPHIC

- Maharashtra and Karnataka's dominance directly correlates with their economic strength, with Maharashtra being India's wealthiest state and Karnataka ranking 3rd.
- Major metropolitan centers in top-performing states (Mumbai in Maharashtra, Bangalore in Karnataka, Hyderabad in Telangana) drive higher revenue through concentrated wealth, greater brand awareness, and stronger retail infrastructure.



India GSDP FY 2023-2024

Rank	State	Projected GSDP (in INR, lakh crore; FY 2024-25)	GDP per capita net state domestic product (in INR, lakh; FY 2022-23)	State share of national GDP (%)
1	Maharashtra	42.67	2.89	13.30%
2	Tamil Nadu	31.55	3.50 (2023-24)	8.90%
3	Karnataka	28.09	3.31	8.20%
4	Gujarat	27.9	3.13	8.10%
5	Uttar Pradesh	24.99	0.96	8.40%
6	West Bengal	18.8	1.57	5.60%
7	Rajasthan	17.8	1.67 (2023-24)	5%
8	Telangana	16.5	3.83 (2023-24)	4.90%
9	Andhra Pradesh	15.89	2.7	4.70%
10	Madhya Pradesh	15.22	1.56 (2023-24)	4.50%

Top 10 richest India states 2023-2024

- Higher e-commerce penetration in southern and western states (Karnataka, Maharashtra, Telangana) supports their strong performance, with these regions having more advanced digital infrastructure and higher smartphone usage.
- IT sector concentration in top-performing states, particularly Bangalore (Karnataka) and Hyderabad (Telangana), creates populations with higher digital literacy and greater comfort with online shopping platforms.

04



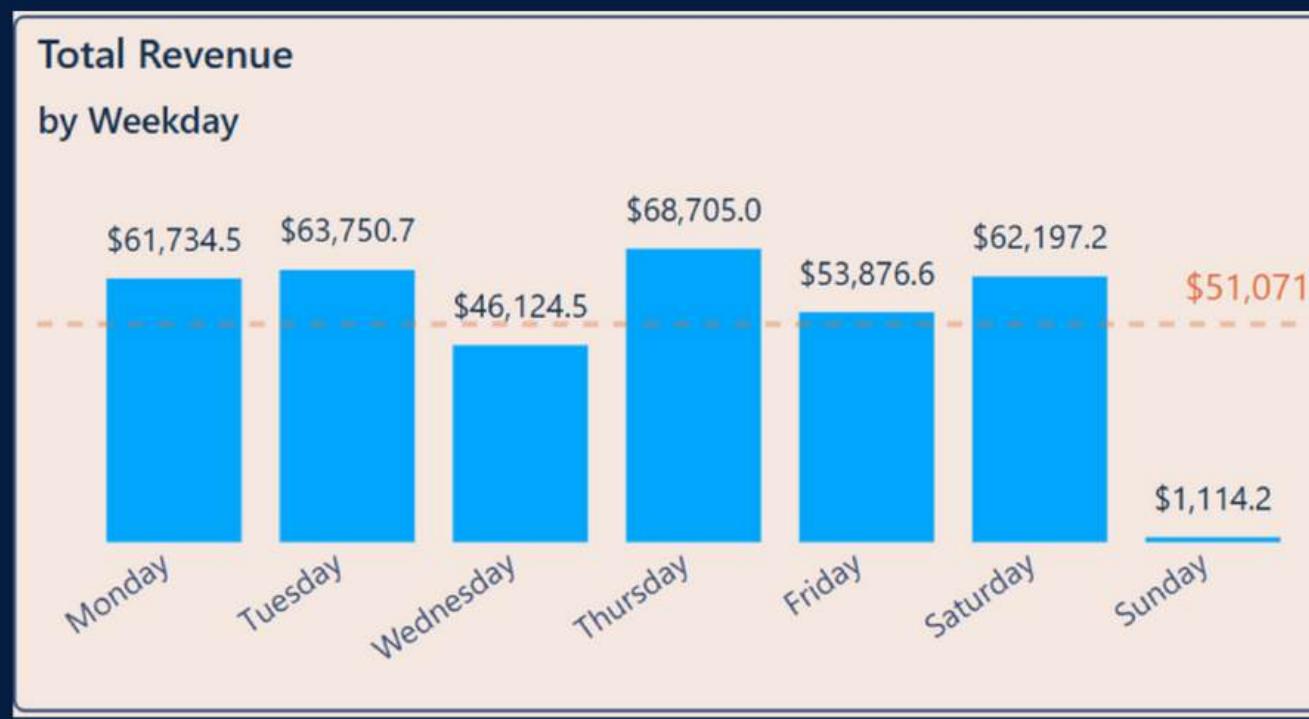
B2B SALES DATA ANALYSIS (JUNE 2021 - MAY 2022)

PERFORMANCE METRICS

- ▶ **TOTAL REVENUE** \$357,502.8
- ▶ **TOTAL ORDERS** 267
- ▶ **TOTAL UNITS SOLD** 41,261
- ▶ **TOTAL CUSTOMERS** 149
- ▶ **AVERAGE ORDER VALUE** \$1,338.96

4.1 GENERAL SALES TREND

- Order volume shows clear cyclical behavior with significant spikes in September-October 2021 and March-April 2022. Only October-November 2021 and February-March 2022 surpassed the average monthly revenue.
- Revenue dramatically outpaces order count during peak months: October 2021 generated \$77,787 from 30 orders (average \$2,593 per order), while February 2022 produced \$65,458 from only 20 orders (\$3,273 per order), revealing that order value rather than volume drives peak revenue periods.
- May 2022 data represents a partial month (only 6 days), which explains the sharp apparent drop.



Total Revenue of B2B Sales by weekday



Total Revenue and Orders of B2B Sales overtime (June 2021 to May 2022)

- Thursday generates the highest revenue (\$68,705), followed by Tuesday, Saturday, and Monday, all of which are above the weekly average (\$51,071.8).
- Sunday records a dramatically lower revenue (\$1,114.2), indicating minimal sales activity on this day.
- Wednesday has the lowest weekday revenue (\$46,124.5), falling well below the average, while Friday is also below average.

4.1 GENERAL SALES TREND

- The significant revenue spike in October 2021 (\$77,787) directly correlates with India's major festival season. During Diwali and Durga Puja, B2B customers likely increase their inventory to prepare for heightened consumer demand.
- The data shows that revenue dramatically outpaces order count during peak months (October 2021, February 2022). This aligns with during festival season, customers are more likely to buy festive attire as a result of increased investment in textile market, as well as higher average unit prices or premium product sales.
- The second revenue peak (February-March 2022) likely represents B2B buyers stocking up for spring and summer collections. Seasonal clothing in India requires businesses to develop region-specific collections due to India's varying climates across regions.
- The highest B2B sales occur on Thursday, likely reflecting procurement cycles where businesses place bulk orders to ensure inventory arrives before weekend consumer shopping peaks.
- The dramatically lower Sunday revenue reflects typical Indian business operations, where Sunday is not a standard working day for most B2B customers.



Diwali festival occurs between October and November yearly

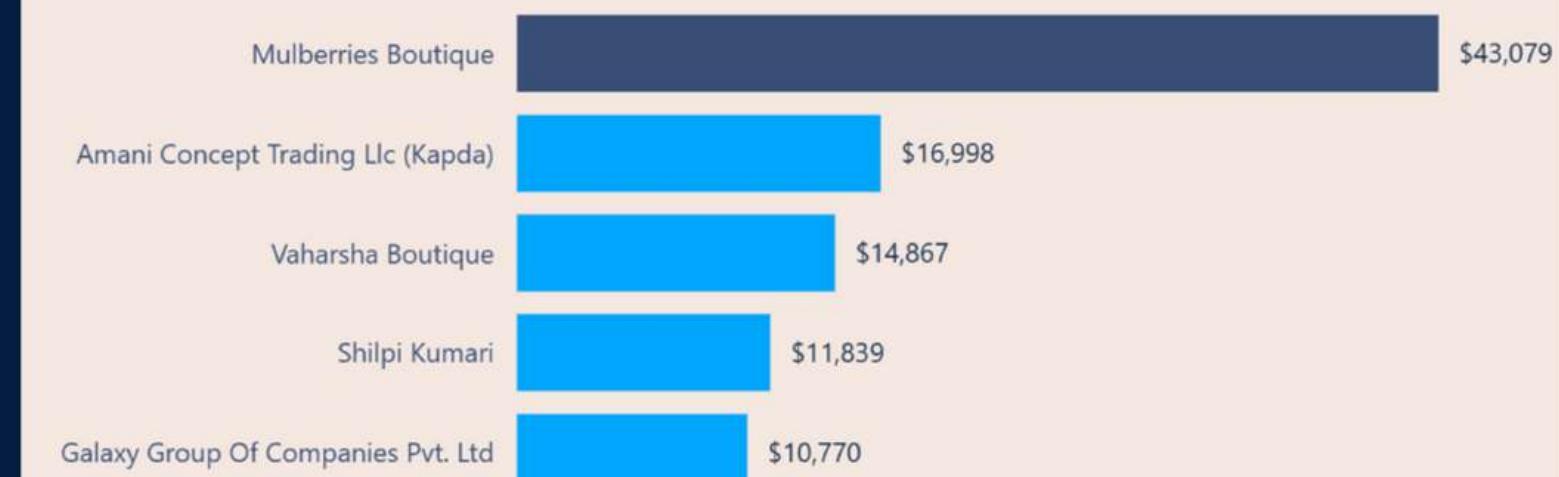


Durga Puja festival occurs between September and October yearly

4.2 CUSTOMER ANALYSIS

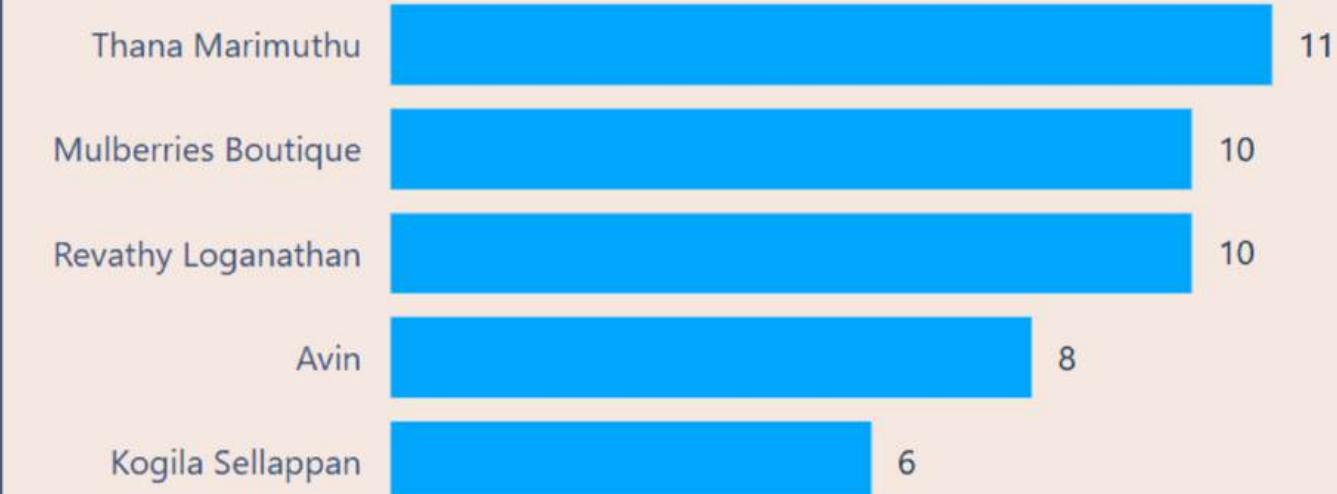
- Mulberries Boutique is by far the leading B2B customer, contributing \$43,079 in revenue—over 2.5 times the next highest customer. The store also stands out as a key account with high order volume. This implies that their average order value is substantially larger than other businesses, making them the most valuable customer overall.
- Thana Marimuthu leads in total orders (11), but does not appear in the top 5 by revenue, indicating smaller, more frequent purchases.
- Other top revenue contributors, such as Amani Concept Trading LLC and Vaharsha Boutique, do not feature in the top 5 by order count. This suggests they place fewer but much larger orders, possibly for wholesale or large-scale retail purposes.
- The diversity in customer profiles is evident: Some businesses drive sales through frequent, smaller orders (e.g., Thana Marimuthu, Revathy Loganathan), while others contribute significant revenue through fewer, high-value transactions (e.g., Amani Concept Trading LLC, Galaxy Group of Companies).

Top 5 Businesses by Revenue



Top 5 Business customer by revenue

Top 5 Businesses by Total Orders



Top 5 Business customer by total orders

4.2 CUSTOMER ANALYSIS

- Revenue distribution among the remaining customers is highly fragmented, with a long tail of small and mid-sized buyers. Most customers generate between \$3,000 and \$10,000 in revenue, with a gradual decline down to hundreds of dollars, indicating that Amazon B2B serves a wide variety of businesses, from established boutiques to micro and emerging enterprises.
- This broad base of smaller customers reflects Amazon's strategy to penetrate the vast MSME (micro, small, and medium enterprise) sector in India, which is rapidly digitizing and adopting online procurement. Many of these customers may be experimenting with Amazon for their sourcing needs, placing occasional or trial orders, or operating in niche markets.
- The presence of hundreds of customers with modest revenue contributions each (<\$1,000) demonstrates Amazon's reach into Tier 2/3 cities and rural areas, as recent reports show over 30% of B2B customers now come from non-metro regions. This aligns with the platform's goal of onboarding millions of MSMEs and expanding beyond major urban centers.

Business	Total Quantity	Total Revenue	Total Orders	Business	Total Quantity	Total Revenue	Total Orders
Mulberries Boutique	3,490	\$43,079.0	10	Lekshmi	84	\$806.0	1
Amani Concept Trading Llc (Kapda)	2,689	\$16,997.8	3	Puvanes Gannasin	97	\$764.6	4
Vahersha Boutique	1,806	\$14,867.2	4	Deyv	100	\$751.9	1
Shilpi Kumari	1,746	\$11,838.9	1	Enthulega	60	\$750.8	1
Gelaxy Group Of Companies Pvt. Ltd	1,256	\$10,769.8	1	Nayana Savlani	120	\$746.7	1
Bhanu Saleine Naunitham	1,394	\$8,535.1	4	Jevi	120	\$729.7	1
Nirushah Tailoring	1,136	\$8,379.6	1	Gajanan	83	\$724.6	2
Visha Devan	948	\$8,377.0	3	Mrs. Tharani Sathyanathan	68	\$709.9	1
Ethnic Weaves Fashion Llc	1,124	\$7,775.7	1	Geetha Raja Gopal	144	\$703.7	1
Thana Marimuthu	866	\$7,211.9	11	Vendan	44	\$701.1	1
Rino Sandaran	441	\$7,035.3	5	Sweety Akhter	48	\$698.4	1
Anju Bharati	860	\$6,816.5	1	Divya	40	\$677.4	1
Thiles Bombay Boutique Sdn Bhd	1,036	\$6,738.0	1	Mangai Prabhakar	84	\$677.0	1
Tanuj Uppal	640	\$6,626.2	2	Radhika Santhosh	53	\$672.1	1
Rivaa Llc	667	\$6,570.1	1	Brisy Skaria	76	\$667.6	1
Vishal Darshan Boutique	769	\$6,445.3	3	Okasina Trading	46	\$654.6	1
Avin	793	\$6,364.5	8	Priyanka Gupta	51	\$644.3	1
Ibrahim Mattooh(Janasya.In)	772	\$6,088.2	4	Ranjana Dev Devraj	104	\$611.7	1
Kherjana Mojee	408	\$5,661.3	2	Ravinder Vaid	58	\$587.1	1
Rina Thakurta	872	\$4,986.9	1	Syeda Morsheed	59	\$550.3	1
Sure Fashions Llc	699	\$4,985.0	1	Sanchita Karki	39	\$546.5	1
Revathy Loganathan	562	\$4,847.4	10	Arkh Fashions	36	\$522.5	2
Mohan Karthik	780	\$4,681.2	1	Sugitha Sugumaran	120	\$518.9	1
Kalaivani Permalu	628	\$4,593.0	2	The Pink Market	46	\$518.4	1
Cotton Closet Ltd	658	\$4,298.3	1	Raj	80	\$490.3	1
Fusion Fashions Corp.	419	\$4,280.1	5	Ria Fashion	53	\$483.6	3
Millennus Ventures	588	\$4,187.5	1	Swati(Singapore)	40	\$482.1	1
Meera Rasadurai	549	\$4,134.1	2	Thivi Murugaiyah	44	\$479.8	1
Arkh Fashion Boutique Pty Ltd	284	\$3,871.4	1	Faria Essiopp	54	\$471.8	1
Maavi Fashion	408	\$3,698.2	1	Kirthika	80	\$466.9	1
Manigrootee Sookdeh	352	\$3,486.8	2	Thana Nagisswary I. Marimuthu	36	\$452.7	1
Yashilny Kunju	378	\$3,472.2	1	Natheliya	41	\$431.6	1
Punichewathy Karupiah	280	\$3,271.2	2	Yashwini Reddy	43	\$386.5	1
Mrs. Sumitha Raju	436	\$3,266.7	3	Aruna Devi	48	\$386.5	1
Dhenoga Ravintheran	366	\$3,216.0	4	Rega	46	\$365.2	1
Turgha Muthu Kumar	270	\$2,954.8	1	Valli Arangan Fashion	48	\$352.9	1
Moniyaa	229	\$2,828.9	4	Siva	30	\$329.1	1
Dineshwaray Ramar	288	\$2,808.5	3	Vinodha	47	\$328.3	1
Viknes Threads Collection	225	\$2,777.2	1	R. Vinkeswari	29	\$322.9	1
Business	Total Quantity	Total Revenue	Total Orders	Business	Total Quantity	Total Revenue	Total Orders
Yashwin Reddy	43	\$386.5	1	Vinitha€™S Authentic Indian Ethnic Wear	283	\$2,762.4	5
Aruni Devi	48	\$386.5	1	M/S-Charismakurties(Dubai)	314	\$2,408.5	2
Rega	46	\$365.2	1	Nitharsha	168	\$2,272.8	1
Valli Arangan Fashion	48	\$352.9	1	Kaveenaz Collection	274	\$2,158.7	3
Siva	30	\$329.1	1	Sindhu	189	\$2,148.0	2
Vinodha	47	\$328.3	1	Deeparati Mukherjee	144	\$2,142.2	1
R. Vinkeswari	29	\$322.9	1	Harsini Kumareson	162	\$2,080.7	4
Rakchanda Mahajan	31	\$313.8	1	Remmie Mathews	220	\$1,905.6	2
Mizna Waheed	25	\$294.6	1	Mr.Jeyaraj	310	\$1,838.3	3
Vintage India Nyc	25	\$280.2	1	Mallar Mahalingam	308	\$1,786.6	1
Yamunah Puspanathan	29	\$271.0	2	Alameed(Mala)	184	\$1,715.2	3
Arandeep Kaur	33	\$265.6	1	Randhir Chaudhary	144	\$1,710.3	1
Arangan Fashions	32	\$257.5	1	Suumaya Clothing	120	\$1,695.6	1
Kamala Rengasamy	23	\$253.8	2	Ambika Syam Sundar	190	\$1,664.2	1
Kasthuri Ramasamy	60	\$253.7	1	Swati Reddy	213	\$1,663.7	3
Dishnu Fashion World	28	\$251.1	2	Nathibya Reddy	223	\$1,608.7	2
Tassels Ltd	14	\$230.4	1	Mrs Devianee Ballah	156	\$1,605.4	1
Manish Dhoorundhur	21	\$219.7	1	Nalini	156	\$1,546.6	2
Mrs Sumitha Raju	30	\$208.3	1	Kogila Sellappan	188	\$1,532.8	6
Murugesan Chandra	20	\$183.4	1	Bincy Skaria	167	\$1,501.5	1
Aancholi	18	\$176.8	1	Tanusee Majumder	142	\$1,465.6	5
Babitha Huxley	22	\$173.0	1	Abdul Rahman(Singapore)	192	\$1,382.2	2
Moniyaa	10	\$162.0	1	K.Parthiban	140	\$1,352.6	1
Rishikesh Dashputre	15	\$154.3	1	Anu Ranjani Anpalagan	144	\$1,291.7	1
Sim Padala	14	\$152.8	1	Kazi Nurun Haque	132	\$1,283.1	1
Bhavananthini	15	\$148.7	1	Mr. Gopaladas	132	\$1,103.2	1
Lazy Daisy Co Ltd	13	\$132.9	1	Abbi Collection	140	\$1,011.7	1
Reka Rasakody	14	\$129.7	1	Tharsika Eugin	68	\$945.1	1
Marjulika Gupta	10	\$127.4	1	Mangalam Shop	64	\$896.6	1
G Janani	23	\$115.0	1	Addven Solutions Private Limited	92	\$876.5	1
Harshini Kumar	11	\$108.6	1	Jeannie Thein Win	104	\$864.0	1
Vahlaamathy	10	\$105.7	1	Khusboo Beeharry	68	\$863.0	1
Mr Alwar Murali	11	\$103.6	1	Nitha Pushpangadan Sarala	60	\$850.1	2
Mr Alwar Murali	11	\$102.0	1	Razia Roseane Naser	61	\$841.0	3
Akash Kaushal	10	\$101.3	1	Diya Designs	84	\$838.0	1
Ajs India Boutique	10	\$101.3	1	Banuja Rasakody	60	\$826.2	2
Kinthika Y. Sureshbabu	10	\$97.4	1	Vinodha Puspanthan	101	\$821.7	1
Sushama Borhade	10	\$96.9	1	Fusion Fashions Corp. (Gopikas)	61	\$820.8	1
Shweta	10	\$96.1	1	Chaya Sookdeh	74	\$815.7	1

B2B sales performance by Business Customers

05

AMAZON INDIA CLOTHING INVENTORY LEVEL

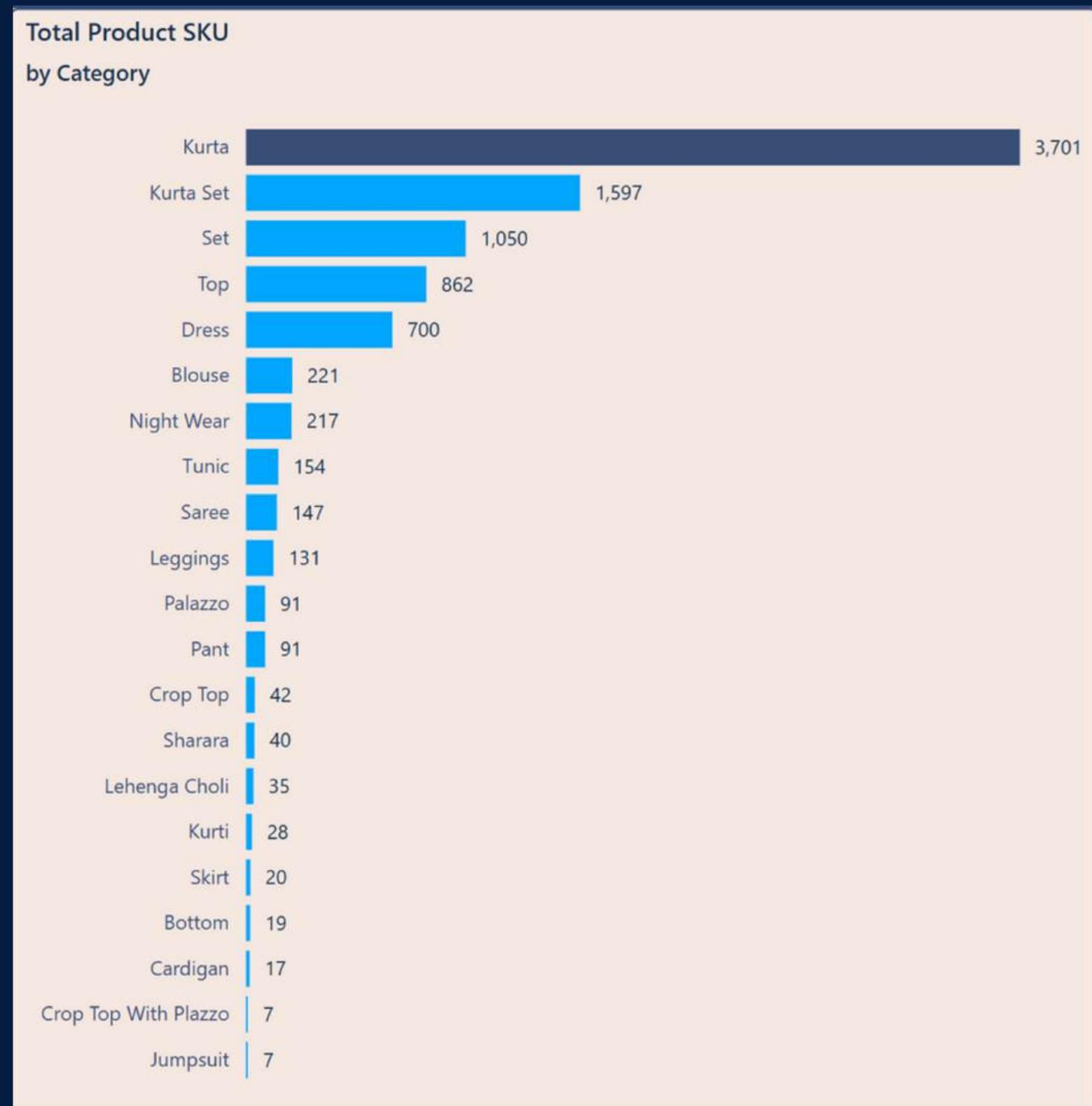


INVENTORY LEVEL OVERVIEW

- ▶ **TOTAL STOCK** \$357,502.8
- ▶ **TOTAL SKU** 267
- ▶ **AVERAGE STOCK PER SKU** 41,261
- ▶ **OUT OF STOCK SKU** 149

5.1 SKU DISTRIBUTION

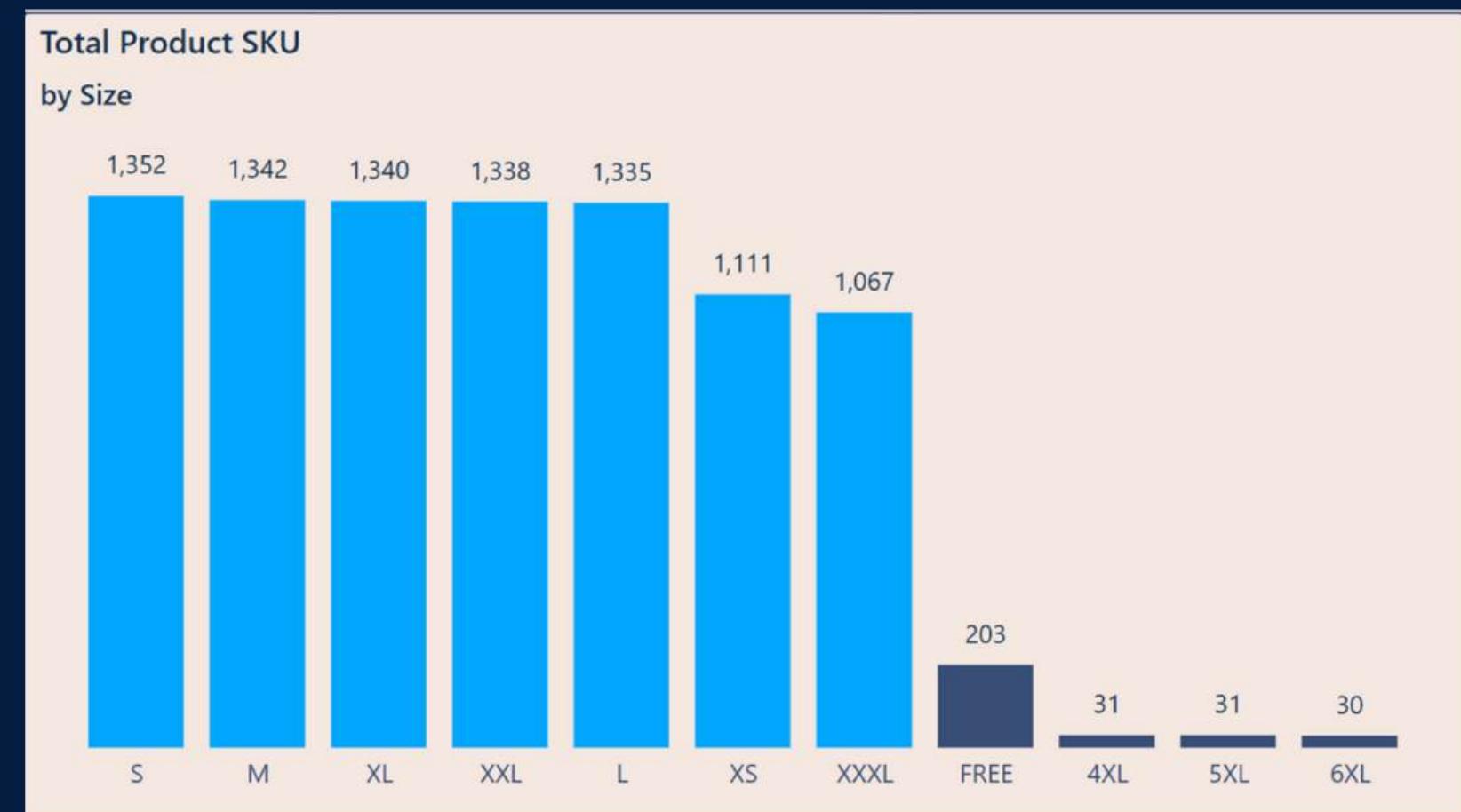
- Ethnic wear dominates the inventory with Kurtas (3,701 SKUs) and Kurta Sets (1,597 SKUs) accounting for over 60% of all SKUs, reflecting their significance in Indian fashion retail and likely indicating higher demand.
- Clear top-heavy distribution with a steep drop-off after the top 5 categories (Kurta, Kurta Set, Set, Top, Dress), suggesting focused inventory investment in proven sellers rather than equal distribution across all categories.
- Bottom wear categories (Leggings, Palazzo, Pant) are significantly underrepresented compared to upper body garments, indicating either a strategic inventory decision or potentially a missed opportunity in the market.
- Specialized ethnic wear items (Sharara, Lehenga Choli) have minimal SKU presence despite their cultural importance, suggesting they may be higher-value items sold in lower volumes.
- The inventory aligns with traditional Indian fashion preferences while showing limited product diversity in western or fusion categories.



Product SKU distribution by category

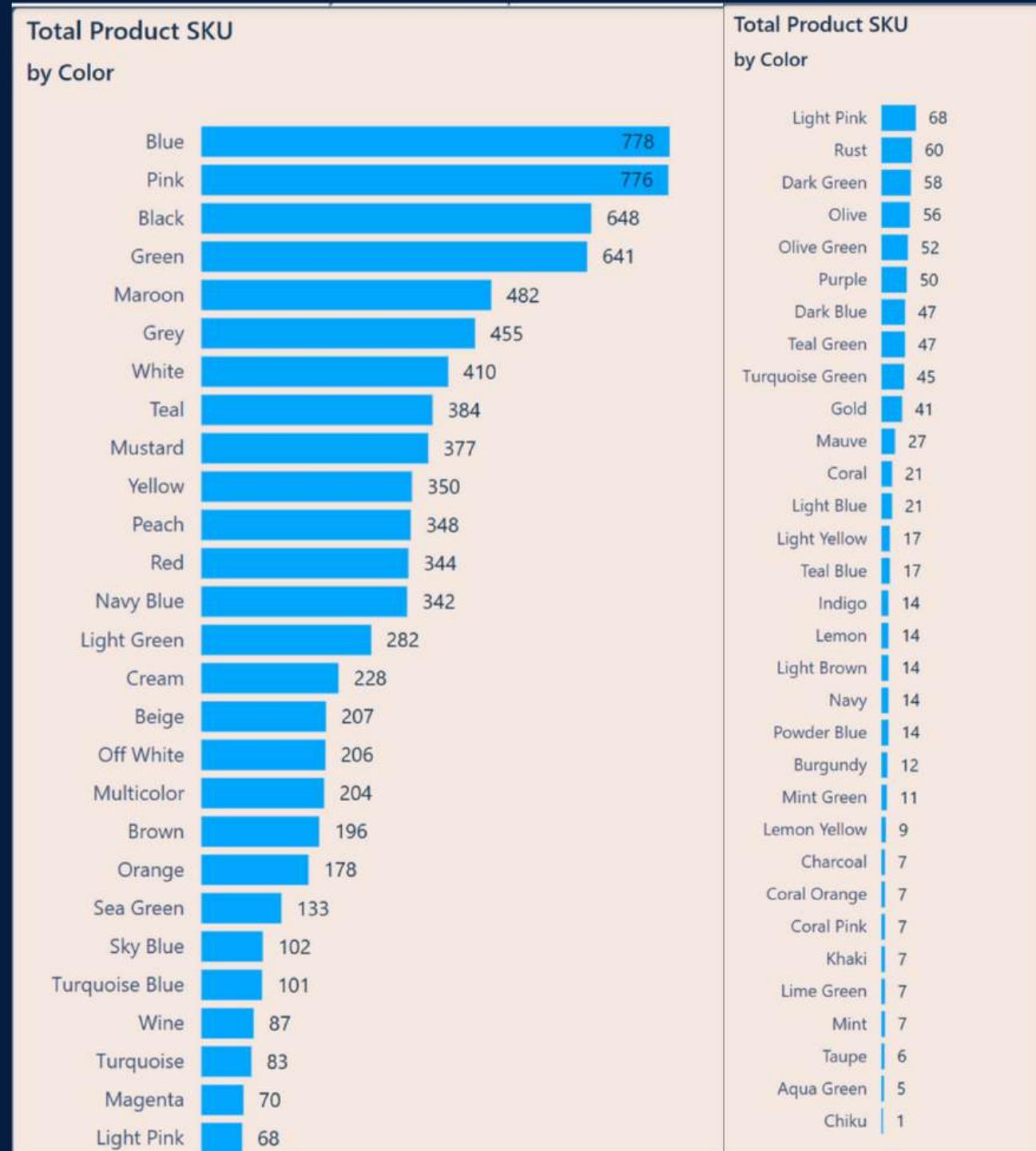
5.1 SKU DISTRIBUTION

- Remarkably balanced core size allocation across S (1,352), M (1,342), XL (1,340), XXL (1,338), and L (1,335), indicating a deliberate strategy to maintain consistent options across standard sizes.
- Sharp drop in extended sizes with 4XL, 5XL, and 6XL each having only around 30 SKUs (less than 3% of standard sizes), revealing limited investment in the plus-size market segment.
- The "FREE" size category (203 SKUs) likely represents accessories or one-size garments, creating an additional product dimension beyond standard sizing.
- XS (1,111) and XXXL (1,067) show moderate reduction from core sizes, indicating slightly lower but still significant demand for these size ranges.
- The company is potentially underserving the plus-size market segment, with extended sizes receiving minimal inventory investment despite growing demand in this sector.



5.1 SKU DISTRIBUTION

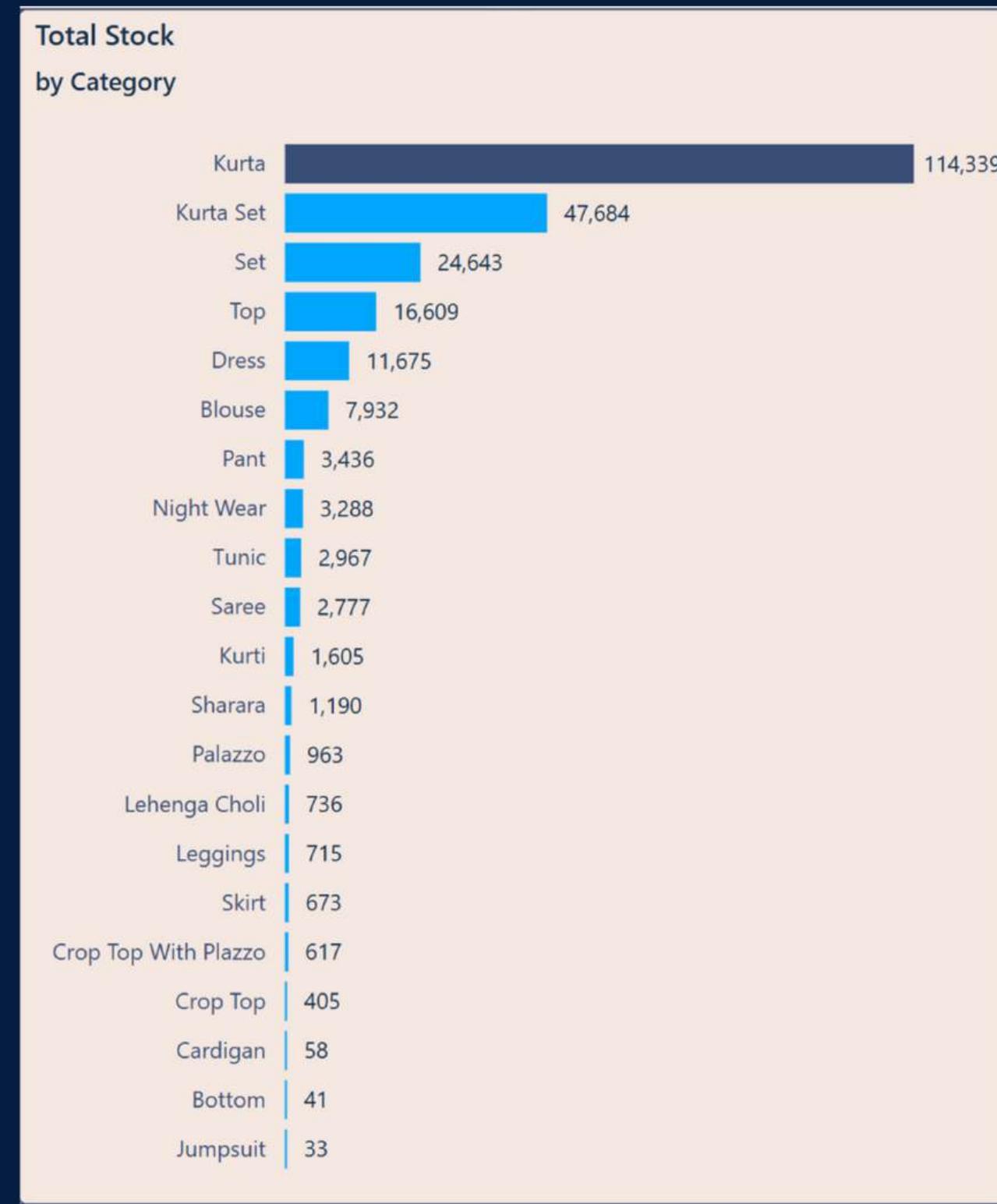
- Blue (778) and Pink (776) lead by narrow margins, followed by Black (648) and Green (641), demonstrating strong consumer preference for these colors in Indian clothing.
- The distribution exhibits a long tail pattern with 50+ unique colors but rapidly diminishing SKU counts, reflecting a strategy of maximum variety with concentrated investment in proven sellers.
- Neutral and versatile colors (Blue, Black, Grey, White) maintain strong presence, totaling 2,291 SKUs, while vibrant colors (Pink, Green, Maroon) collectively represent over 1,899 SKUs.
- Specialty colors receive minimal inventory investment (most under 20 SKUs each), suggesting they serve niche markets or are used for limited collections.
- The balanced size distribution among core sizes (S-XXL) coupled with rich color variety suggests a strategy optimized for maximum customer choice within proven categories.



Product SKU distribution by color

5.2 STOCK LEVEL

- Extreme concentration in traditional ethnic wear with Kurtas alone accounting for 114,339 units (48% of total stock), revealing a strategic focus on Indian ethnic clothing but creating potential risk through overreliance on a single category.
- The top three categories (Kurta, Kurta Set, Set) collectively represent 77% of total inventory, creating significant inventory exposure and suggesting either market dominance in ethnic wear or potential inventory imbalance.
- Bottom wear categories are severely underrepresented with Pants (3,436), Palazzo (963), and Leggings (715) combined accounting for less than 3% of total stock, indicating a significant mismatch between upper and lower garments that may limit outfit completion opportunities.
- Modern/Western clothing items show minimal inventory investment with Dress (11,675), Jumpsuit (33), and Cardigan (58) having comparatively low stock levels despite growing urban demand for these categories.



Product SKU distribution by category

5.2 STOCK LEVEL

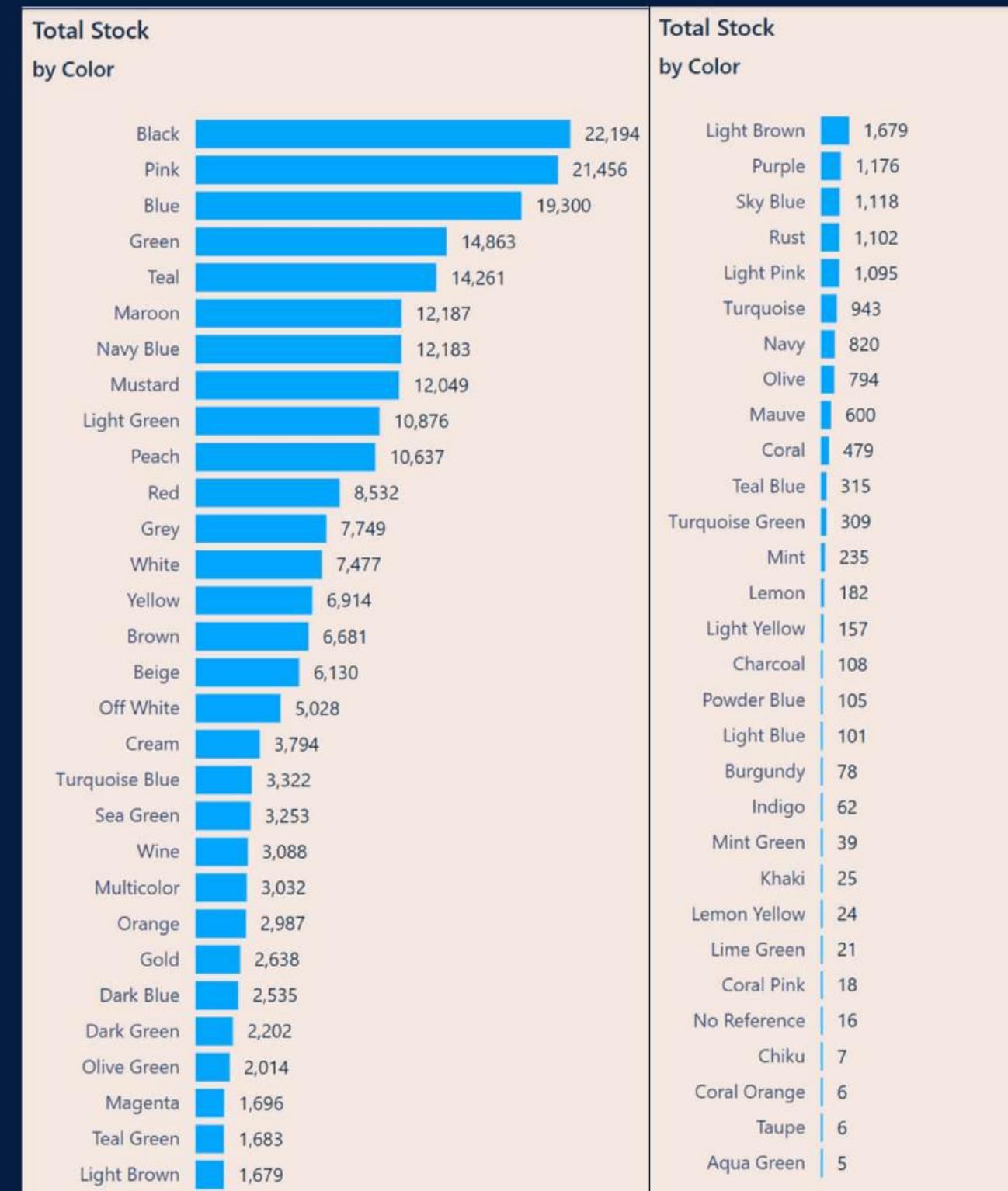
- Pronounced inverse bell curve distribution across standard sizes with smaller sizes overrepresented: S (41,872) > M (37,163) > XS (35,082) > L (32,953) > XL (32,046) > XXL (30,683). This inverted distribution contrasts with typical bell-curve sizing needs.
- Sharp decline after XXL with XXXL dropping to 21,596 units (30% less than XXL), followed by a dramatic 73% drop to extended sizes, revealing limited inventory commitment to plus-size segments despite growing market demand.
- Extended sizes (4XL-6XL) severely underrepresented with each size having approximately 1,000 units (less than 3% of standard sizes), potentially alienating plus-size customers who represent a growing market segment.
- FREE size category (7,841 units) suggests significant investment in one-size-fits-all items, accessories, or flexible garments that address sizing inconsistencies across different body types.



Product SKU distribution by size

5.2 STOCK LEVEL

- Neutral colors dominate with Black (22,194), Blue (19,300), and neutral tones representing the largest stock quantities, aligning with versatile consumer preferences but potentially missing opportunities in trending seasonal colors.
- Distribution reveals strong investment in traditional Indian color preferences with vibrant colors like Pink (21,456), Green (14,863), Teal (14,261), and Maroon (12,187) prominently represented, reflecting cultural color preferences.
- Extensive color fragmentation with 50+ distinct color options but rapidly diminishing quantities (many under 1,000 units), demonstrating a strategy of maximum variety but potentially creating stock maintenance challenges.
- Color naming inconsistencies (e.g., Teal vs. Teal Green, Navy Blue vs. Dark Blue) suggest potential inventory categorization issues that could complicate inventory management and customer search experiences.



Product SKU distribution by color

06 RECOMMENDATIONS

Inventory Optimisation

- Reduce Overstock in Ethnic Wear: Kurtas (48% of stock) and Kurta Sets (21%) are overrepresented. Rebalance inventory to allocate 15–20% of stock to bottoms (pants, leggings) and western categories (dresses, jumpsuits) to meet growing urban demand.
- Introduce Plus-Size Collections: Expand 4XL–6XL stock from <3% to 10–15% of inventory. Partner with influencers/designers to tap into India's underserved \$10B plus-size apparel market.
- Liquidate Low-Demand Colors: Clear stagnant stock in niche colors (Coral Pink, Aqua Green) via flash sales. Redirect capital to high-demand colors: Black (22K units sold), Blue (19K), and Pink (21K).

Demand Forecasting & Procurement

- Align Procurement with Festive Peaks: Pre-stock ethnic wear 8–10 weeks before Diwali (Oct–Nov) and Holi (March) to avoid stockouts, leveraging Amazon's FBA demand forecasting tools.
- Mitigate May–June Slump: Launch monsoon-themed promotions (raincoats, quick-dry fabrics) and bundle ethnic wear with accessories to offset seasonal dips

Data-driven Pricing

- Dynamic Pricing for Peak Months: Increase margins by 10–15% on ethnic wear during festivals (Oct/Nov, March) using AI tools like Revionics.
- Discount Aging Stock Automatically: Set rules to auto-apply 20% discounts on items unsold for 60+ days (e.g., Shararas, Lehenga Cholis).

Operational Efficiency

- Adopt ABC Analysis:
 - A (20% SKUs, 70% revenue): Kurta sets, M/L/XL sizes (restock weekly).
 - B (30% SKUs, 20% revenue): Dresses, S/XXL sizes (restock biweekly).
 - C (50% SKUs, 10% revenue): Niche colors/sizes (JIT restocking).
- Implement Real-Time Tracking: Use Amazon's IPI dashboard + third-party tools (Unicommerce) to sync inventory across channels and avoid stockouts/overstock penalties.
- Target High-Potential Regions: Allocate 25% of marketing budget to underpenetrated eastern states (West Bengal, Odisha) where e-commerce adoption is rising but revenue contribution is low (<\$53K).