**Title**: Amazon Sales Report Summary  
**Subtitle**: Summary  
**Your Name** – Gayatri Hashwani

* The dataset contains **128,976** Amazon sales records with **21 columns**, including order details, fulfillment info, and shipping data.

**Columns**

* **Order Status**: Delivered, Shipped, Cancelled, etc.
* **Fulfilment Type**: Merchant vs Amazon
* **Sales Channel**: Only “Amazon.in” but still worth confirming
* **Category & Size**: For product-level insights
* **Courier Status**
* **Quantity & Amount**: For revenue metrics
* **Geographic Info**: Ship city/state/country
* **B2B**: Whether the order was B2B
* **Fulfilled-by**: Like Easy Ship, Self-ship, etc.

**Top Performing Categories :**

1. T-shirt – ₹3.9 Cr
2. Shirt – ₹2.1 Cr
3. Blazzer – ₹1.1 Cr
4. Trousers – ₹53.4 L
5. Perfume – ₹7.9 L

**🟨 *Insight*: T-shirts and Shirts dominate sales; focus on keeping them in stock and optimizing pricing**.

**Top States by Revenue:**

* Maharashtra – ₹1.33 Cr
* Karnataka – ₹1.04 Cr
* Telangana – ₹69.1 L
* Uttar Pradesh – ₹68.2 L
* Tamil Nadu – ₹65.1 L

**🟨 *Insight*: Strong urban demand — consider local promotions and faster delivery options.**

**Order Status Breakdown**

* Shipped: 77,815
* Delivered: 28,756
* Cancelled: 18,334 (≈14%)
* Returns/Rejections: <2%

**🟨 *Insight*: High cancellation rate may point to stock/dispatch issues. Recommend reviewing buyer journey.**

**Monthly Revenue Trend**

**Revenue (INR):**

* August: ₹28.8 L
* September: ₹27.4 L
* October: ₹25.9 L
* November: ₹25.5 L
* December: ₹25.3 L

**🟨 *Insight*: Gradual decline after August, likely due to seasonality or reduced promotional activity.**

**Conclusions & Recommendations**

1. **Focus on Top States** (MH, KA, TG) for marketing and logistics expansion.
2. **Optimize popular categories** like T-shirts and Shirts — more inventory, combo offers.
3. **Promote B2B channels** (bulk offers, partnerships) — very underutilized.
4. **Analyze declining trend post-Aug** — assess if due to stock-outs, pricing, or seasonality.