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**Amazon Sales Report**

**Key Objectives:**

1. **Sales Overview: Understand the overall sales performance, trends, and patterns over time.**
2. Top 4 most selling products are:
3. T shirt
4. Shirt
5. Blazer
6. Trousers

So, here we are observing that people like buying t shirt the most followed by shirt, blazer and trousers.

1. Top 10 states with the most quantity ordered including all category product are:
2. Maharashtra
3. Karnataka
4. Uttar Pradesh
5. Telangana
6. Tamil Nadu
7. Kerela
8. Delhi
9. West Bengal
10. Andhra Pradesh
11. Gujarat

So, these are the top 10 states with the highest number of quantities ordered across the country.

1. Months in highest to lowest order with respect to the sales:
2. April
3. May
4. June
5. November
6. October
7. August
8. December
9. July
10. September
11. March
12. February
13. January

So, here we can see that April had the maximum sales whereas January had the least sales.

1. Sizes in highest to lowest order with respect to number of quantities ordered including all category products:
2. M
3. L
4. XL
5. XXL
6. 3XL
7. S
8. XS
9. Free
10. 6XL
11. 5XL
12. 4XL

So, here we can see the M size had the maximum number of quantities ordered and on the other hand 4XL had the minimum number of quantities ordered.

1. Peoples’ preferences of sizes on the basis of clothes:
2. T shirt – M
3. Shirt – XL
4. Blazer – L
5. Trousers – XL
6. Perfumes – Free
7. Wallet – Free
8. Socks – 3XL
9. Shoes – Free

So, here we can observe the most selling sizes for each specific product by the customers.

1. **Product Analysis: Analyze the distribution of product categories, sizes, and quantities sold to identify popular products.**
2. The popular products in highest to lowest order with respect to number of quantities ordered are:
3. T shirt
4. Shirt
5. Blazer
6. Trousers
7. Perfume
8. Wallet
9. Socks
10. Shoes

So, here we are observing that people like buying t shirt the most followed by shirt, blazer, trousers, perfume, wallet, socks and shoes.

1. Peoples’ preferences of sizes on the basis of clothes:
2. T shirt – M
3. Shirt – XL
4. Blazer – L
5. Trousers – XL
6. Perfumes – Free
7. Wallet – Free
8. Socks – 3XL
9. Shoes – Free

So, here we can observe the most selling sizes for each specific product by the customers.

1. Category wise percentage on the basis of quantities ordered:
2. T shirt – 37.33 %
3. Shirt – 36 %
4. Blazer – 18.07 %
5. Trousers – 6.67 %
6. Perfume – 0.78 %
7. Wallet – 0.57 %
8. Socks – 0.49 %
9. Shoes – 0.08 %

So, here we can see the percentage share for each specific product on the basis of quantities ordered.

1. **Fulfilment Analysis: Investigate the fulfilment methods used and their effectiveness in delivering orders.**
2. Number of fulfilled – by orders by status
3. Shipped (delivered to buyer) – 28741
4. Cancelled – 5131
5. Shipped (returned to seller) – 1948
6. Shipped (picked up) – 973
7. Pending (waiting for pick up) - 281
8. Pending - 243
9. Shipped (returning to seller) - 145
10. Out for delivery – 35
11. Rejected by buyer – 11
12. Lost in transit – 5
13. Damaged – 1

So, here we can see that there is a very high number of products delivered to the buyers and on the other hand the number of lost in transit and damaged is very less. Therefore, we can say that the effectiveness or the success rate of the fulfilled by is really very high.

1. **Customer Segmentation: Segment customers based on their buying behaviour, location, and other relevant factors.**
2. Top 5 states with highest number of t shirt ordered whose top ordered product is t shirt:
3. Uttar Pradesh – 1353
4. Delhi – 835
5. Haryana – 498
6. Gujarat – 438
7. Rajasthan – 386

So, here we can see that the people of north and north west states prefer t shirt over shirt.

1. Top 5 states with highest number of shirts ordered whose top ordered product is shirt:
2. Maharashtra – 1979
3. Karnataka – 1528
4. Tamil Nadu - 1223
5. Telangana - 1064
6. Kerela – 699

So, here we can see that the people of southern states prefer shirt over t shirt.

1. **Geographical Analysis: Explore the geographical distribution of sales, focusing on states and cities.**
2. States and UTs with their most ordered category:
3. Andaman and Nicobar – T shirt
4. Andhra Pradesh – Shirt
5. Arunachal Pradesh – T shirt
6. Assam - T shirt
7. Bihar – T shirt
8. Chandigarh – Shirt
9. Chhattisgarh – T shirt
10. Dadra and Nagar – Shirt
11. Delhi – T shirt
12. Goa – Shirt
13. Gujarat – T shirt
14. Haryana – T shirt
15. Himachal Pradesh – T shirt
16. Jammu and Kashmir – T shirt
17. Jharkhand – T shirt
18. Karnataka – Shirt
19. Kerela – Shirt
20. Ladakh – T shirt
21. Lakshadweep – Blazer
22. Madhya Pradesh – T shirt
23. Maharashtra – Shirt
24. Manipur – T shirt
25. Meghalaya – Shirt
26. Mizoram – Shirt
27. Nagaland – T shirt
28. Orrisa – T shirt
29. Puducherry – Shirt
30. Punjab – T shirt
31. Rajasthan – T shirt
32. Sikkim – T shirt
33. Tamil Nadu – Shirt
34. Telangana – Shirt
35. Tripura – T shirt
36. Uttar Pradesh – T shirt
37. Uttarakhand – T shirt
38. West Bengal – Shirt

So, here we can observe that t shirt and shirt are the only 2 category products that all the states are having as their highest ordered product.

1. Top 10 states with the most quantity ordered including all category products are:
2. Maharashtra
3. Karnataka
4. Uttar Pradesh
5. Telangana
6. Tamil Nadu
7. Kerela
8. Delhi
9. West Bengal
10. Andhra Pradesh
11. Gujarat

So, here we can see top 10 states with most quantities ordered with respect to all category products.

1. Top 5 states with highest number of t shirt ordered whose top ordered product is t shirt:
2. Uttar Pradesh – 1353
3. Delhi – 835
4. Haryana – 498
5. Gujarat – 438
6. Rajasthan – 386

So, here we can see that the people of north and northern west states prefer t shirt over shirt.

1. Top 5 states with highest number of shirts ordered whose top ordered product is shirt:
2. Maharashtra – 1979
3. Karnataka – 1528
4. Tamil Nadu - 1223
5. Telangana - 1064
6. Kerela – 699

So, here we can see that the people of southern states prefer shirt over t shirt.

1. **Business Insights: Provide actionable insights and recommendations based on the analysis to optimize sales, strategies, improve customer satisfaction, and enhance overall business performance.**
2. There is a huge demand for the sale of products with medium size especially for t shirt. Therefore, medium size products should be made available in huge numbers so that it can result in huge sales.
3. It is observed that 14% of the total orders are being cancelled and therefore there must be a proper check as to know what are the reasons for the cancelled products and then immediately required action must be taken to minimise the loss incurred.
4. The in-demand sizes vary for each product category and therefore the in-demand sizes must be made available in huge numbers for each product category which would lead to greater profits.
5. Sales of perfume, wallet, shoes and socks are very low and in order to maximise the number of sales for these categories it is necessary to give attractive offers.
6. People of most of the north and north west states prefer t shirt over shirt and people of southern states prefer shirt over t shirt.