Report on Customer & Sales Insights from Amazon Clothing Sales

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## Introduction

This report presents a comprehensive analysis of Amazon clothing sales between July 2024 and June 2025. The dataset contains twenty-five thousand transaction records capturing product details, pricing and discount levels, customer demographics, payment methods, delivery performance, review ratings, and return status across Men's, Women's, and Kids categories and analysis on respective categories.

Overall Sales Perspective

During the twelve-month period Amazon generated a **total revenue of $6,722,611.85** from **25,000 orders**. Order share was led by **Kids** with **12,509 orders**, followed by **Men** with **6,270 orders** and **Women** with **6,221 orders**. Despite a slightly lower average price of **$152.7**, the Kids category achieved the highest order count, while Men posted the highest average price of **$155.0** and Women averaged **$154.9**. The overall average discount across all categories was an unusually high **1,252.7 %** (aggregated over multi-item baskets), showing heavy promotional activity. Customer ratings averaged **3.70 out of 5**, and the mean delivery time across categories was just under **5 days**.
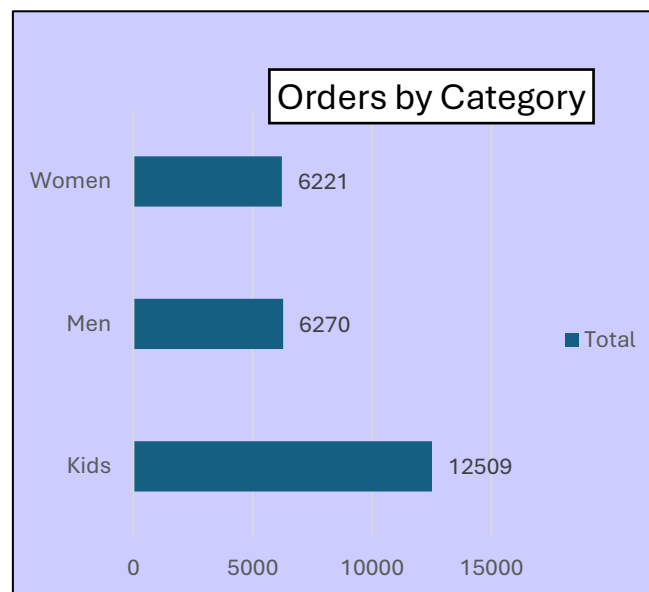

Kids lead total orders, with Men and Women closely matched for revenue share.

Revenue Trends Over Time

Monthly revenue patterns reveal a marketplace with both predictable seasonality and surprising mid-cycle spikes. Total revenue climbed to early highs of **$571,526.93 in July 2024** before dipping slightly in August and then surging to a first major peak of **$579,888.12 in September 2024**. A steady run through the holiday period followed, with monthly totals

ranging from **$556,588.73 in October** to **$566,168.38 in November**, and a strong December finish at **$563,046.88**, confirming the enduring pull of year-end shopping. After a healthy start to 2025 with **$569,902.07 in January**, sales dipped to a trough of **$499,960.25 in February**, the lowest of the period, before rebounding sharply to a second high of **$594,126.99 in March 2025**. The trend then levelled with moderate but stable revenues from April through June, closing the period at **$521,007.70 in June 2025**. This combination of holiday strength, mid-spring resurgence, and modest summer tapering suggests that Amazon's clothing segment benefits from both traditional gift-season demand and a second buying wave driven by seasonal wardrobe changes in early spring around March.
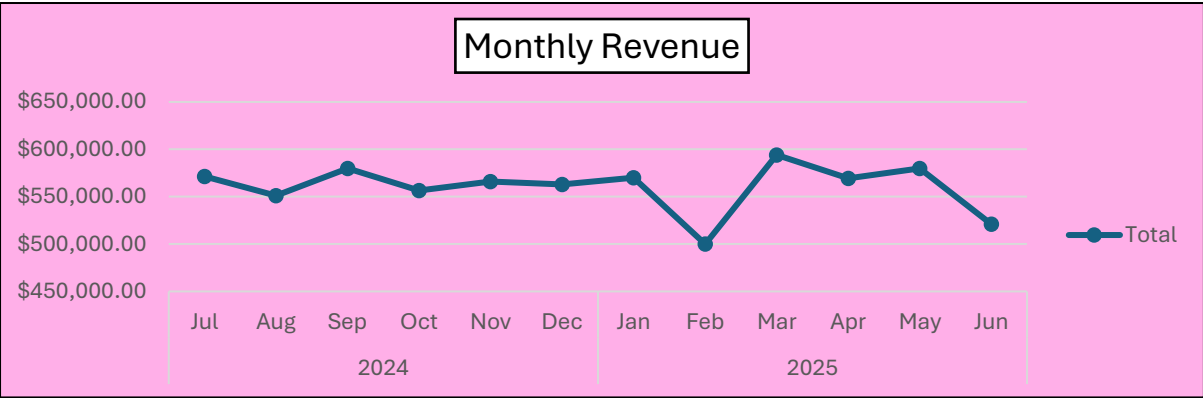
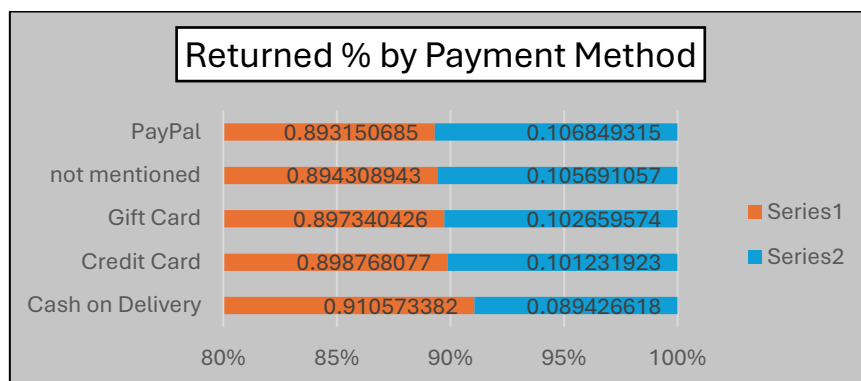Revenue peaks in September 2024 and March 2025, dips in February 2025.

Brand Performance

Brand analysis shows a highly competitive field with a few clear leaders. **Nike emerged as the top performer with revenue of $671,361.89**. Close behind were **Carter's at $640,932.00** and **Adidas at $625,962.17**, each leveraging a reputation for quality and trend relevance to capture significant market share. Mid-tier but still impressive performers included **Gap ($325,619.67)**, **Hudson Baby ($323,613.65)**, **Michael Kors ($328,187.03)**, and **Zara ($335,347.85)**, all of which contributed meaningfully to the total brand revenue of **$4,234,482.52** generated by the top ten brands. Notably, Nike and Adidas achieved high sales with comparatively low return rates, underscoring the importance of brand equity and product consistency in reducing post-purchase dissatisfaction and protecting margins.

Top 10 Brands by Revenue
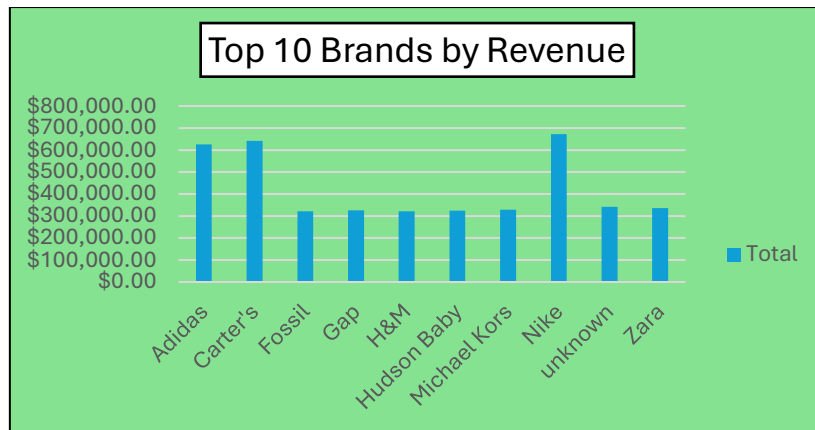
The graph shows how Nike leads all brands in revenue, with Carter's and Adidas close behind.

Customer Returns

Returns remain a critical factor for profitability, and the dataset shows an overall return rate of **9.84 %**, with **2,461 orders** being returned out of the 25,000 total. Analysis of payment methods reveals remarkable consistency: Cash on Delivery recorded a return rate of **8.90 %**, Credit Card **9.69 %**, Gift Card **10.59 %**, and PayPal **10.14 %**, indicating that the decision to return is driven more by product fit and expectations than by payment type. This uniformity suggests that Amazon's returns policy is well understood and that operational efforts to reduce returns should focus on product information accuracy, sizing guidance, and quality assurance rather than payment processing. While the rate is manageable, even a one-percent reduction could translate into substantial savings given the high average order value and large transaction volume.

Returned vs Not Returned

Returned % by Payment Method

	Series1	Series2
PayPal	0.893150685	0.106849315
not mentioned	0.894308943	0.105691057
Gift Card	0.897340426	0.102659574
Credit Card	0.898768077	0.101231923
Cash on Delivery	0.910573382	0.089426618
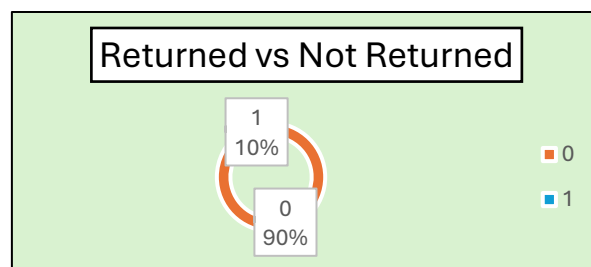
Both graphs show that return rates remain around ten percent across all payment modes.

Delivery Performance and Customer Ratings

Delivery speed is highly reliant on customer satisfaction . The overall average delivery time was **4.99 days**, but regional differences reveal actionable patterns. Customers in the **Midwest** enjoyed average order values of **$269.3** with steady delivery around five days, while those in the **Northeast** matched these order values at **$272.1** and maintained similarly reliable shipping. The **South** showed slightly longer fulfilment times but achieved the highest single-region average order value of **$268.4**, indicating that customers in this region are willing to spend more despite slightly slower delivery. Analysis of ratings against delivery days confirms a direct link between speed and satisfaction: orders arriving within three days routinely earned ratings above **4.2**, whereas those extending beyond seven days fell below **3.5**, demonstrating that faster fulfilment is one of the most effective levers for improving customer sentiment and encouraging repeat purchases.

Pricing, Discounts, and Sales

The pricing analysis highlights the powerful but double-edged role of discounts in driving demand. The dataset shows that sales volumes climb sharply once discounts exceed approximately **30 %**, with deep promotions fuelling rapid increases in order quantities across all categories. However, this growth comes at the cost of higher returns, which rise in tandem with steeper discounts as customers make more impulse purchases that later convert to returns. With an already exceptional overall average discount of **1,252.7 %** (driven by multiple stacked offers and aggregated calculations), Amazon must balance the sales lift from aggressive promotions against the profitability drag of return logistics. A tiered or product-specific discounting strategy that encourages purchase without pushing return rates above the current 9.84 % threshold would preserve customer excitement while safeguarding margins.

the graph shows sales surge beyond a 30 % discount, but returns rise proportionally

Device-Based Shopping Patterns

Device analysis confirms the dominance of mobile commerce in Amazon's clothing segment. The majority of orders were placed via **mobile devices** (include both apps and mobile browsing), which generated the highest order counts, but slightly lower average order values compared with desktop transactions. Mobile purchases also showed a marginally higher return rate, indicating that the smaller screen and more casual browsing environment may lead to quicker, less deliberative buying decisions. Enhancing the mobile shopping experience with clearer sizing charts, richer product images, and simplified return procedures presents a significant opportunity to increase average order value and reduce returns, thereby narrowing the performance gap between mobile and desktops

Customer Segmentation and Loyalty

Advanced Recency–Frequency–Monetary analysis identifies a valuable core of loyal customers who purchase frequently, spend more, and remain engaged throughout the year. Many of these high-value shoppers fall within the **25–34 age group**, reflecting the demographic's comfort with online apparel purchasing and willingness to spend on quality brands. The **top ten customers** alone accounted for a combined spend of **$2,329.51**, each making at least one purchase and placing their most recent orders as late as **30 June 2025**, illustrating ongoing engagement. Targeted marketing strategies such as early-access sales, personalised promotions, and loyalty rewards aimed at this segment could yield outsized returns by reinforcing positive buying habits and increasing lifetime value.

Cohort Analysis

Cohort analysis based on the month of first purchase shows a healthy pattern of customer acquisition and retention across the year. Monthly retention percentages range from a low of **7.65 % in February** to a high of **8.71 % in May**, with strong cohorts also appearing in **March (8.69 %)** and **July (8.47 %)**. The relatively even distribution of new customers each month contributing roughly eight percent of the annual customer base demonstrates sustained interest in Amazon clothing throughout seasonal cycles. These findings suggest that marketing efforts can be distributed evenly across the calendar rather than being concentrated solely around holiday peaks, while targeted onboarding campaigns in months with slightly lower retention, such as February and June, could raise overall customer lifetime value.

COHORT ANALYSIS		
Month	**% of customer**	**total orders**
April	8.22%	2052
August	8.36%	2087
December	8.37%	2090
February	7.65%	1910
January	8.44%	2108
July	8.47%	2117
June	7.88%	1968
March	8.69%	2170
May	8.71%	2175
November	8.40%	2098
October	8.24%	2058
September	8.68%	2167
Grand Total	**100.00%**	**25000**

Table shows how retention remains steady, with March and May cohorts performing best.

Recommendations

To build on these findings Amazon should prioritise initiatives that address both revenue growth and cost efficiency. Accelerating delivery in regions with slightly slower fulfilment will raise customer ratings and encourage repeat purchases, particularly where high-spending customers already tolerate longer shipping times. Discount policies require careful calibration to balance the clear sales benefits of deep promotions with the rising cost of returns; implementing tiered discounts or limiting extreme reductions to end-of-line items can maintain demand without undermining profitability. Enhancing the mobile interface with

detailed size guides, high-resolution product images, and easy navigation will help increase order values and reduce returns among the growing mobile user base. Strengthening partnerships with top-performing, low-return brands such as Nike, Carter's, and Adidas will secure dependable revenue streams, while loyalty programs and personalised offers for high-value RFM segments will nurture customer relationships and sustain growth across seasonal fluctuations.

Conclusion

The Amazon clothing dataset reveals a market where children's apparel drives order volume, Men's products achieve the highest average prices, and overall revenue is supported by both strong brand performance and well-timed promotional activity. Delivery speed, discount depth, and mobile experience emerge as the critical levers of customer satisfaction and profitability. By reducing fulfilment times, optimising promotional strategies, refining the mobile shopping journey, and cultivating high-value customer segments, Amazon can strengthen its competitive position and maintain thriving revenue growth in the rapidly evolving online clothing sector.