Unveiling Amazon Sales Performance: A Data-Driven Insight

This report provides a comprehensive analysis of Amazon sales data, leveraging Python manipulation, SQL queries, and Power BI dashboards to uncover key trends and performance metrics. We'll explore order statuses, product categories, and fulfilment strategies to offer actionable insights.

Overview of Key Sales Metrics

129K
Total Orders
A significant volume indicating strong market presence.

78.5...
Total Amount (INR)
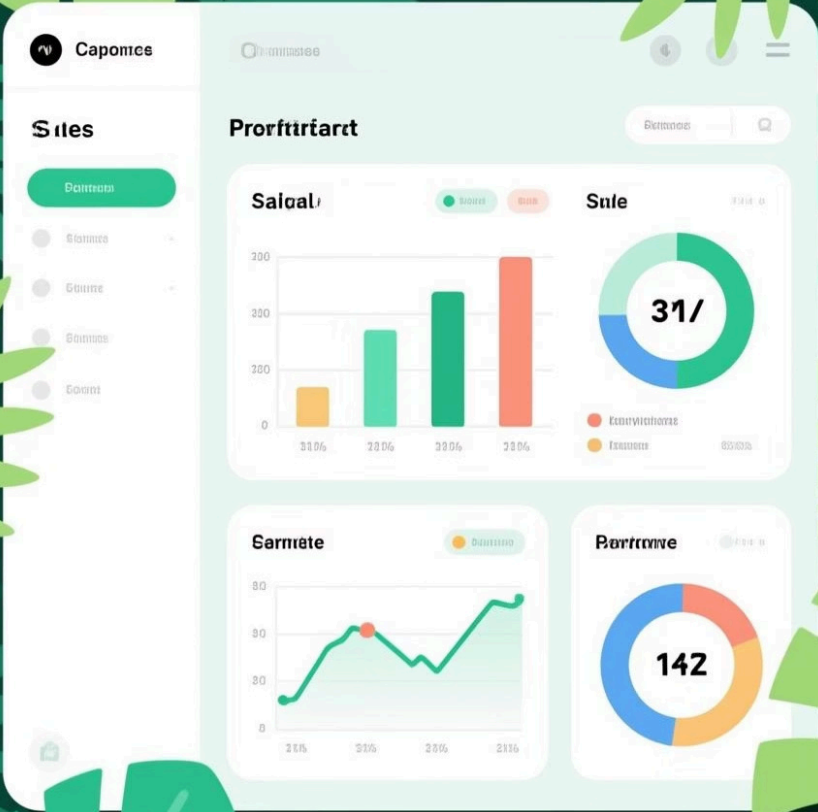Reflecting substantial revenue generation.

117K
Total Quantity
Demonstrating high product movement.
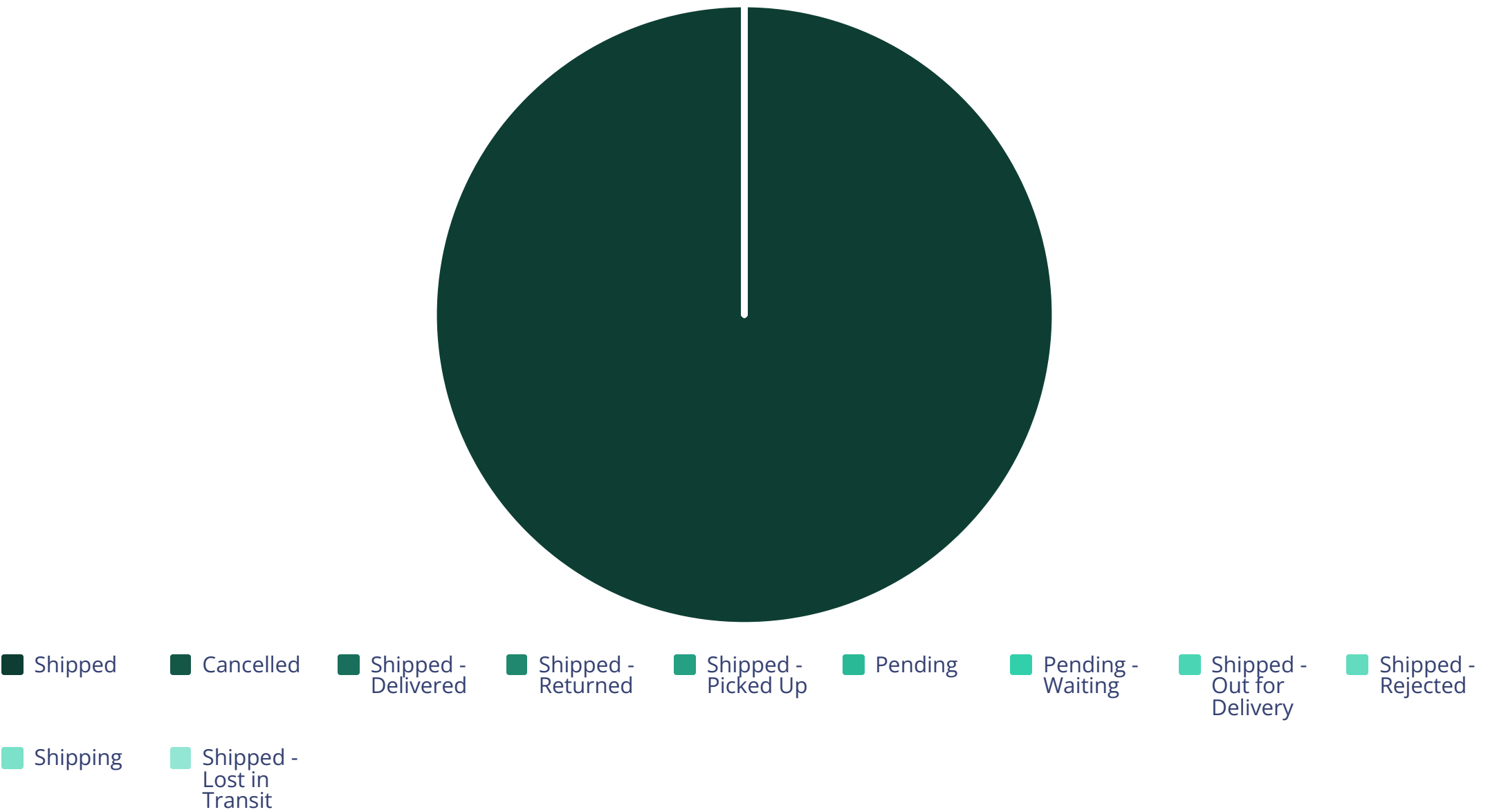
609...
Average Order Value (AOV)
Insights into customer spending habits.

Order Status Breakdown: A Closer Look

Understanding the distribution of order statuses is crucial for optimising logistics and customer satisfaction. The majority of orders are successfully shipped, highlighting efficient operations.

- ■ Shipped
- ■ Cancelled
- ■ Shipped - Delivered
- ■ Shipped - Returned
- ■ Shipped - Picked Up
- ■ Pending
- ■ Pending - Waiting
- ■ Shipped - Out for Delivery
- ■ Shipped - Rejected
- ■ Shipping
- ■ Shipped - Lost in Transit

The overwhelming majority of orders are marked as 'Shipped', indicating a robust and efficient fulfilment process. Cancelled orders represent a minimal fraction, suggesting high customer commitment or effective pre-purchase information.

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Fulfilment Channels: Merchant vs. Amazon

Understanding the fulfilment channels provides insight into operational dependencies and potential areas for optimisation. Both merchant and Amazon fulfilment play crucial roles in delivering products to customers.

The data indicates a balanced approach to fulfilment, with both merchant and Amazon channels actively contributing to order delivery. This diversification can enhance resilience and customer choice.

Merchant	4
Amazon	13

While Amazon handles a larger portion of the orders in this sample, merchant fulfilment remains a significant component, especially for specific product types or seller preferences.

Top Performing Product Categories

Identifying top-selling categories helps in inventory management, marketing strategies, and product development. 'Set' and 'Kurta' categories lead the sales, reflecting popular customer choices.
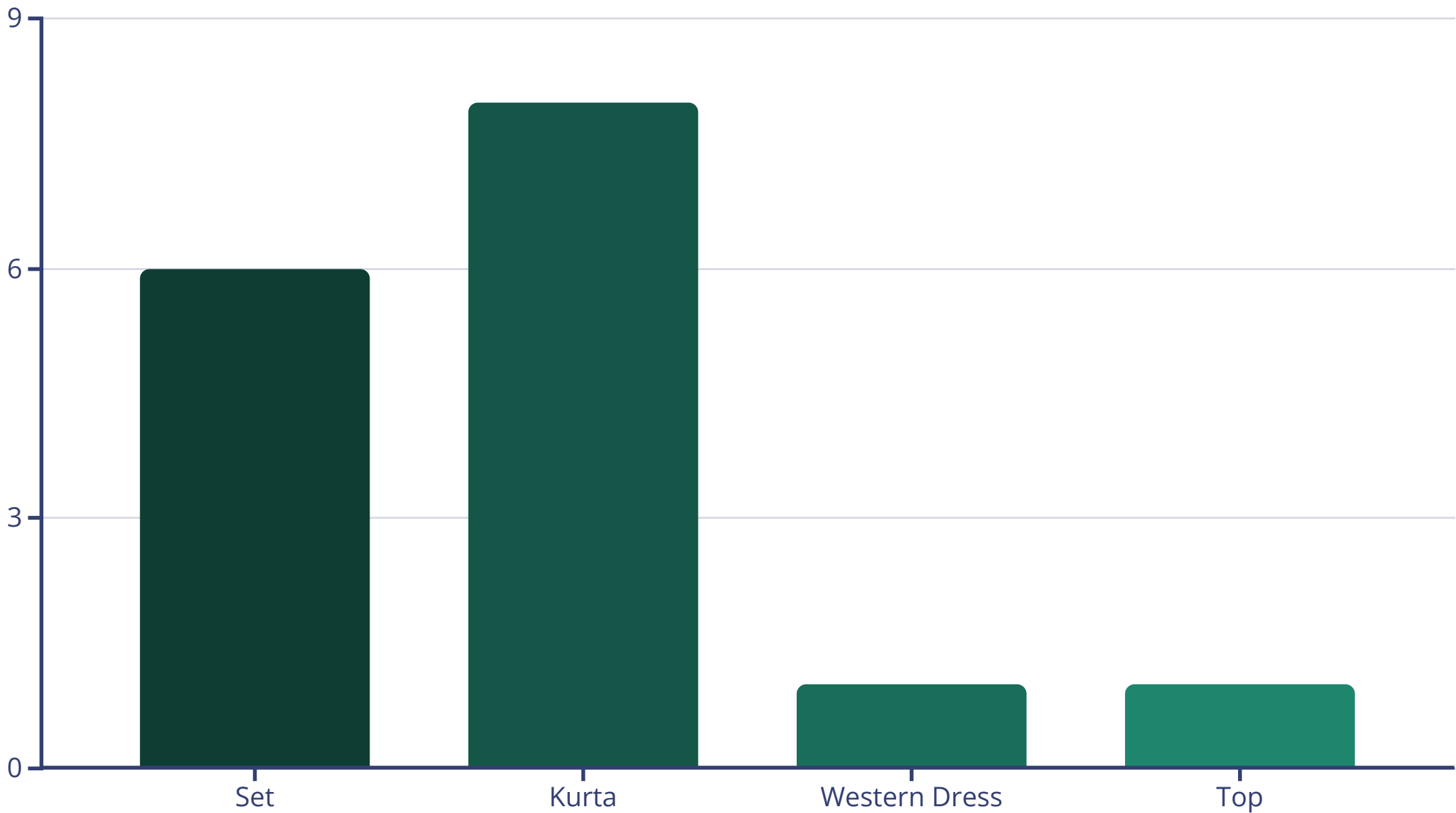
The dominance of 'Set' and 'Kurta' categories suggests a strong demand for traditional and coordinated ethnic wear. This insight can guide future procurement and promotional efforts.

Popular Sizes and Their Impact

Analysing popular sizes is crucial for optimising inventory and reducing stockouts. The data reveals a diverse range of sizes in demand, with 'S' and 'XL' appearing frequently.

Size S

Consistent demand for smaller sizes.

Size L

Steady sales in the large category.

Size XL

High popularity, indicating a key demographic.

Size 3XL

Significant presence, catering to a broader audience.

ASIN Analysis: Identifying Key Products

Each ASIN (Amazon Standard Identification Number) represents a unique product. Tracking these helps identify individual product performance and customer preferences.

The provided data showcases a variety of ASINs, indicating a diverse product catalogue. Further analysis of these specific ASINs can reveal top-performing items and inform product strategy.

Courier Performance and Delivery Status

Efficient courier services are vital for customer satisfaction. The 'Shipped' status across various couriers highlights successful dispatch, but further details on delivery success rates are key.

Amazon.in Standard

A frequently used service, indicating reliability.

Amazon.in Expedited

Chosen for faster deliveries, meeting urgent customer needs.

Merchant Fulfilment

Couriers managed by merchants, requiring separate tracking.

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Key Takeaways and Recommendations

Based on the analysis, several key insights emerge, offering opportunities for strategic improvements and continued growth.

→ **Optimise Inventory for Top Categories**

Focus on 'Set' and 'Kurta' categories, ensuring adequate stock levels for popular sizes like S, L, XL, and 3XL.

→ **Enhance Fulfilment Tracking**

Implement advanced tracking for both Amazon and merchant-fulfilled orders to improve transparency and customer communication.

→ **Analyse Cancelled Orders**

Investigate the root causes of cancelled orders to identify and address potential issues in product information or order processing.

→ **Leverage AOV Insights**

Develop strategies to increase Average Order Value (AOV) through bundling or upselling, building on the current strong performance.

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Driving Future Growth Through Data

This analysis provides a solid foundation for informed decision-making. By continuously monitoring these metrics and adapting strategies, we can drive sustained growth and enhance customer satisfaction in the dynamic e-commerce landscape.

The power of data-driven insights is paramount in today's competitive market. Let's continue to leverage these tools to unlock new opportunities and achieve our sales objectives.