

Amazon Sales Performance Analysis (2020-2024)

SQL-Driven Business Diagnostics

Objective

Identify what actually drives revenue in an e-commerce marketplace and where value is being lost across pricing, payments, sellers, and fulfillment.

Key questions

- Which categories and products generate efficient revenue?
- Do discounts and shipping costs improve performance—or erode it?
- Where are operational and payment-related leakages occurring?

Built using SQL with a business-first analytical approach.

Business Performance Snapshot (All Delivered Orders)

TOTAL REVENUE
\$293.7K

CUSTOMERS: 301

AVERAGE SHIPPING COST
\$7.27

ORDERS: 301

Interpretation

- Revenue is volume-driven, not premium-priced
- Dataset represents single-order customers, so analysis focuses on pricing, category, seller, and operational efficiency

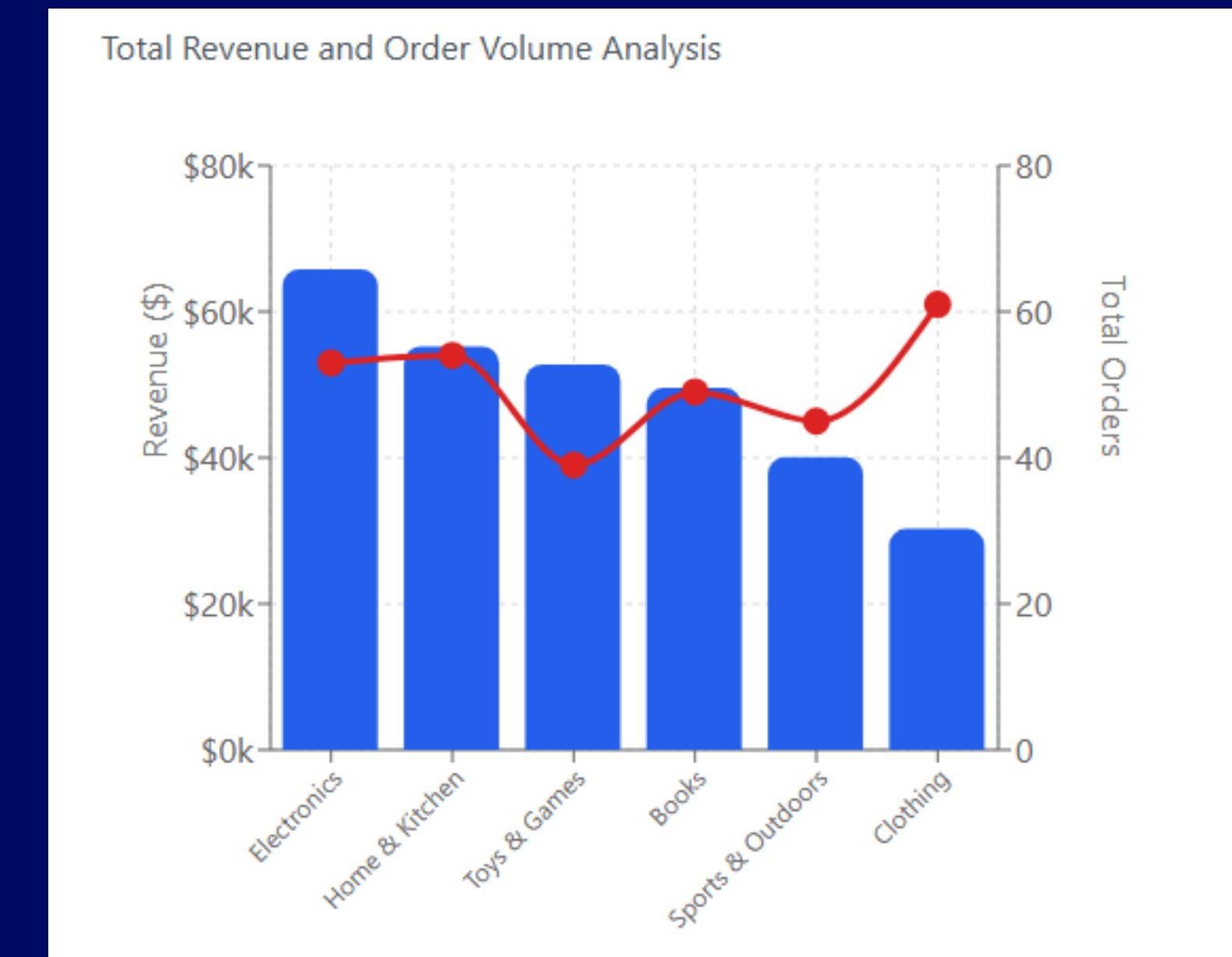
Top Revenue by Category

What Actually Drives Revenue

- **Electronics** is the top revenue and order-volume category while maintaining **below-average discounting**
→ strong intrinsic demand
- Categories offering **deep discounts (30%+)** fail to generate proportionally higher revenue
- **Home & Kitchen** and **Toys & Games** show efficient growth by balancing volume with controlled discounts and shipping costs

Takeaway

Revenue is driven by product demand and volume efficiency, not aggressive discounting.

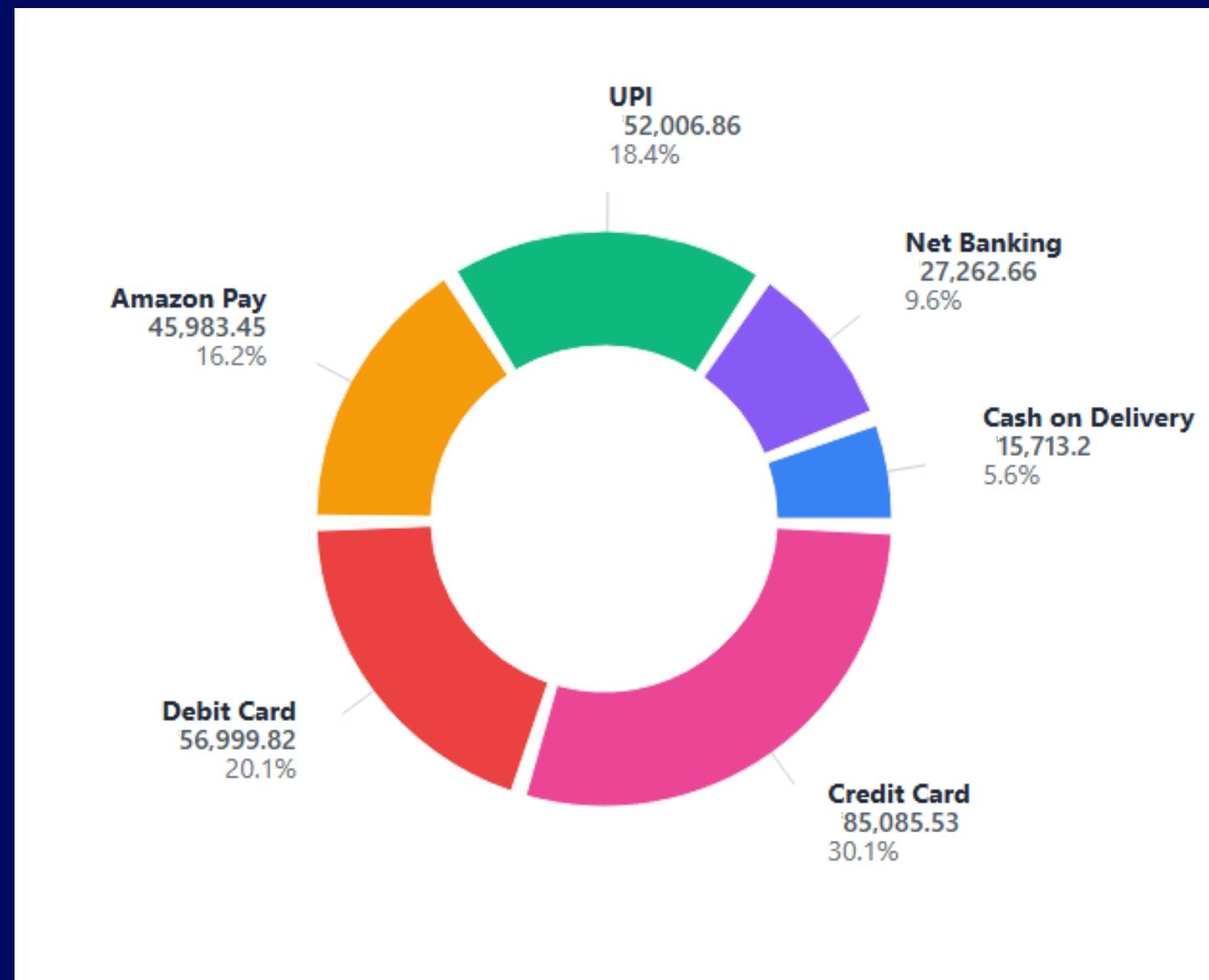


Payment Methods Shape Revenue Quality

- Credit Card & Amazon Pay generate the highest total revenue → higher trust and transaction value
- UPI shows strong order volume with healthy average order value → key scalable growth channel
- Cash on Delivery (COD) contributes the least revenue and carries higher operational risk

Business Implication

Incentivizing prepaid payments improves cash flow, revenue quality, and operational efficiency.



Key Insights & Recommendations

- **Double down on Electronics** to maximize revenue efficiency
- **Redesign promotions** toward volume-driven, category-specific strategies instead of blanket discounting
- **Incentivize prepaid payments** to improve cash flow and reduce risk
- **Reduce revenue leakage** by targeting cancellations, returns, and pending orders
- **Scale mid-tier sellers and regions** for sustainable growth rather than relying on top sellers

Focus on efficiency, not just growth.