

Amazon Sales Analysis Report



Problem Statement:

The provided dataset contains information about sales transactions on Amazon, including details such as order ID, date, status, fulfilment method, sales channel, product category, size, quantity, amount, shipping details, and more. The objective is to conduct a comprehensive analysis of the data and extract actionable insights to support business decision-making.

Key Objective:

- **Sales Overview:** Understand the overall sales performance, trends, and patterns over time.
- **Product Analysis:** Analyze the distribution of product categories, sizes, and quantities sold to identify popular products.
- **Fulfillment Analysis:** Investigate the fulfillment methods used and their effectiveness in delivering orders.
- **Customer Segmentation:** Segment customers based on their buying behaviour, location, and other relevant factors.
- **Geographical Analysis:** Explore the geographical distribution of sales, focusing on states and cities.
- **Business Insights:** Provide actionable insights and recommendations based on the analysis to optimize sales strategies, improve customer satisfaction, and enhance overall business performance.

Amazon Sales Report

Total Sale

83.64M

Total order

120.23K

Avg Sale per order

648.53

Day Name

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Month Name

All

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All

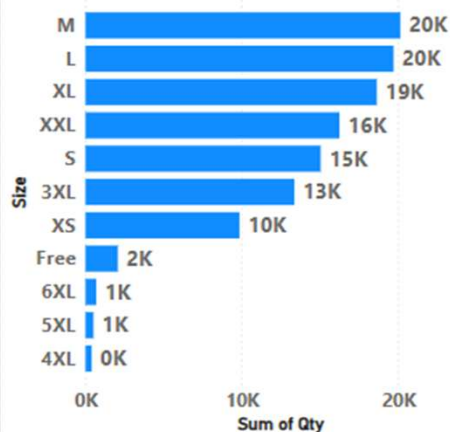
Fulfilment

All

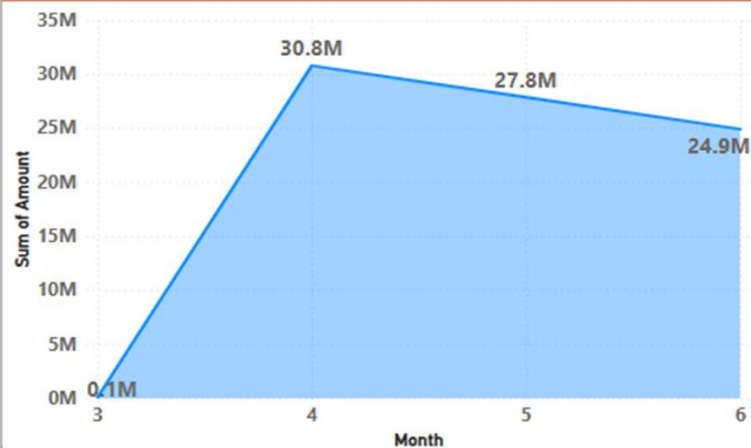
Total sales by month

Month Name	Sum of Amount
March	1,07,515.85
June	2,49,05,193.38
May	2,78,49,068.75
April	3,07,82,792.27
Total	8,36,44,570.25

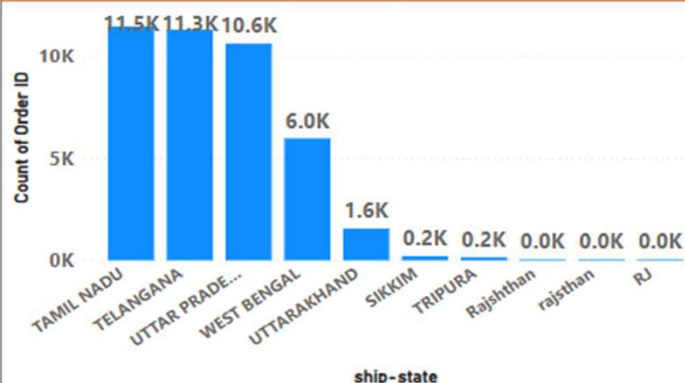
Size distribution by quantity sold



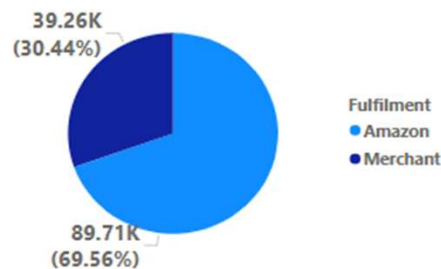
Sales trend over month



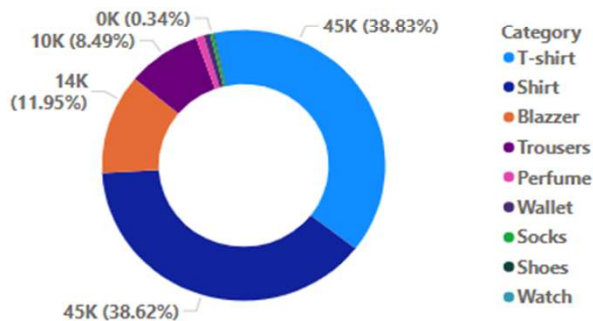
Top 10 order by state



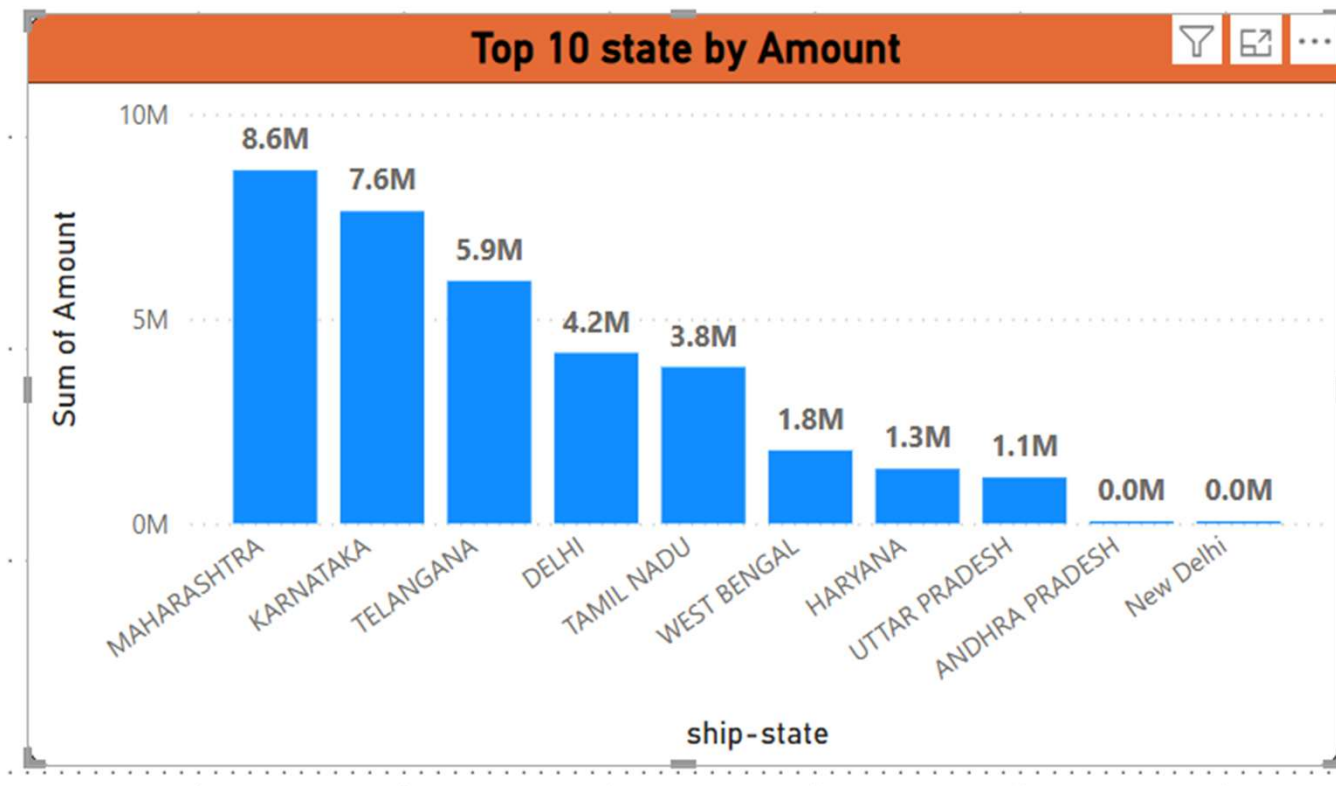
Fulfilment distribution by order



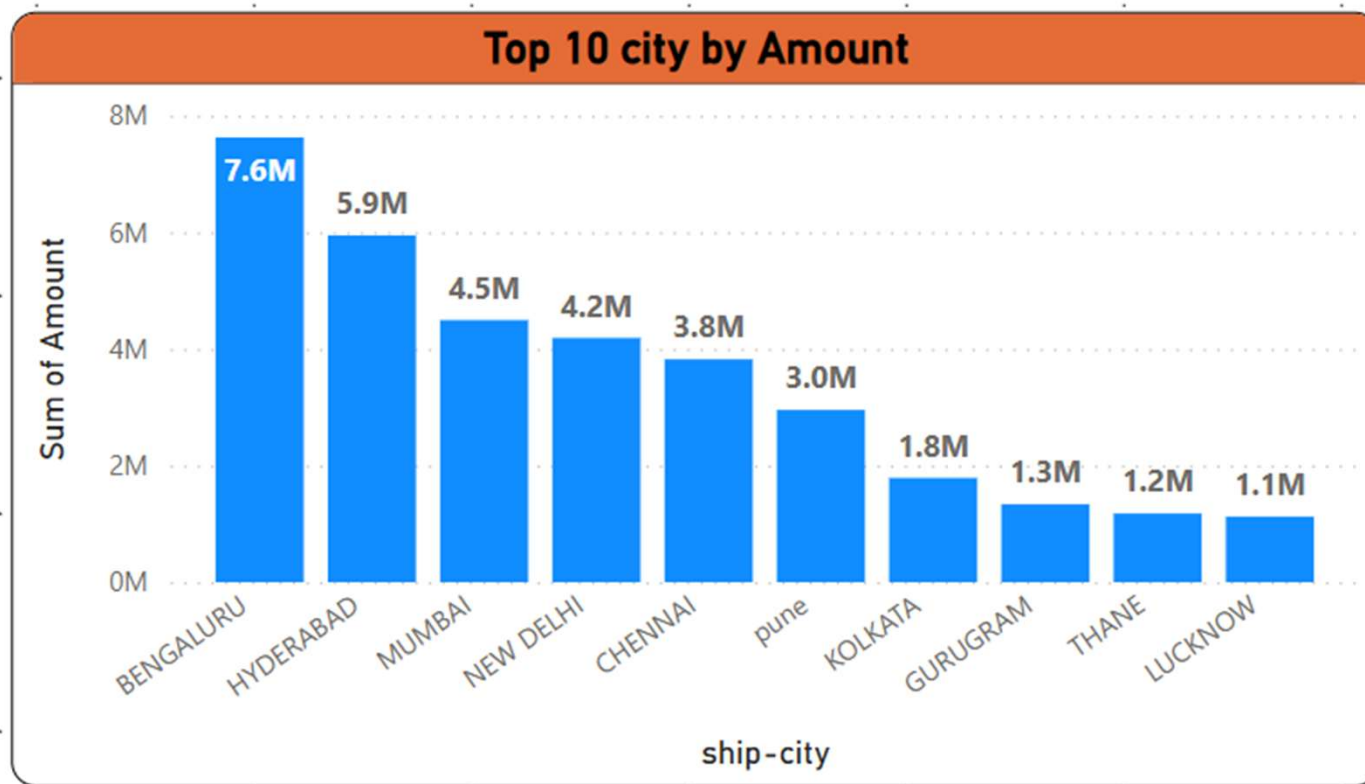
Category distribution by quantity sold



Top 10 state sales:



Top 10 City Sales:



Insights:

- Based on analysis top selling product category **T-shirt(38.83%)** and **shirt(38.62%)**.
- And top selling size **M(20k)**, **L(20k)**, and **XL(19k)**.
- And State wise top sale state **Maharashtra(8.6M)**, **Karnataka(7.6M)**.
- City wise top sale city **Bengaluru(7.6M)**, **Hyderabad(5.9M)**.
- Based on time series **April** is top sales month.
- And top orders ecommerce platform **Amazon(89%)**.

Recommendation:

1. Sales Strategies

- **Leverage Amazon (89% sales):** Optimize listings, run ads, and offer bundles.
- **Focus on top categories (T-shirts & Shirts ~77% sales):** Launch seasonal designs & combo offers.
- **Target high-sales regions (Maharashtra & Karnataka):** Use region-specific promotions & local influencers.
- **Maximize peak month (April):** Plan discounts & stock replenishments in advance.

2. Inventory Management

- **Stock up on best-selling sizes (M, L, XL ~20K sales each):** Avoid stockouts.
- **Distribute inventory efficiently:** Prioritize warehouses near top-selling states.
- **Use real-time tracking:** Automate stock updates to prevent over/understocking.

3. Customer Service

- **Faster order fulfillment:** Optimize logistics & offer express shipping.
- **Improve post-purchase experience:** Easy returns, AI chatbots for quick support.
- **Boost customer loyalty:** Implement reward programs & analyze feedback.