Amazon Sales Analysis Report (2022–2023)

Prepared by: Sai Teja Nune – Data Analyst

Date Window: 2022-01-04 to 2022-12-06

Executive Summary

• Total Revenue: INR 70,293,629.00

• Total Orders: 120229

• Completed Orders: 101083

• Average Order Value: INR 695.41

• Cancel + Return Rate: 15.92%
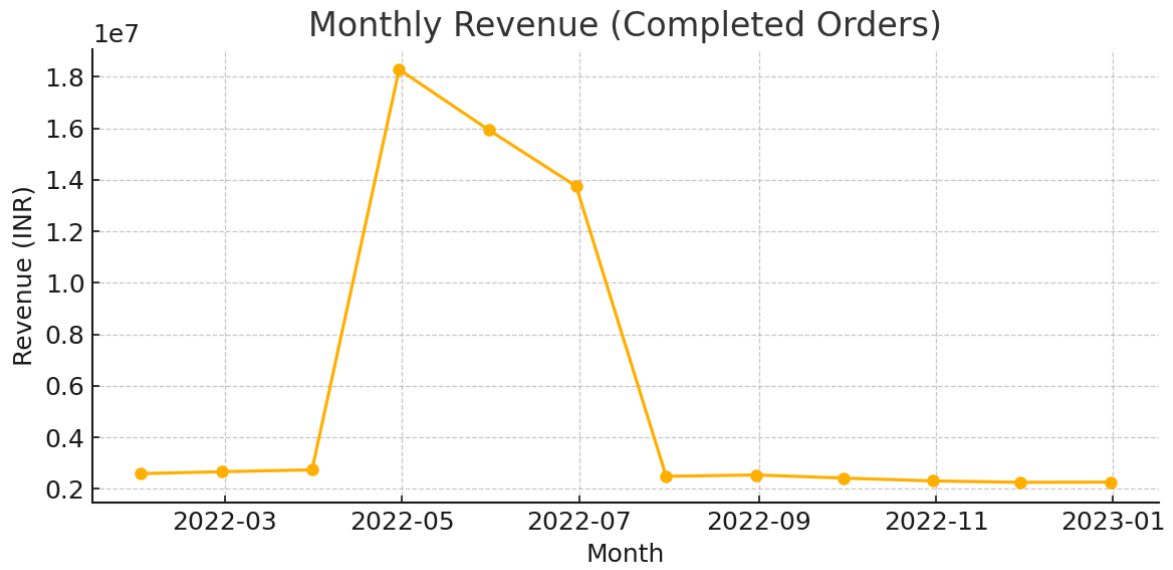
Data & Methods

Dataset included order ID, date, status, fulfillment, product category, size, customer state and city.
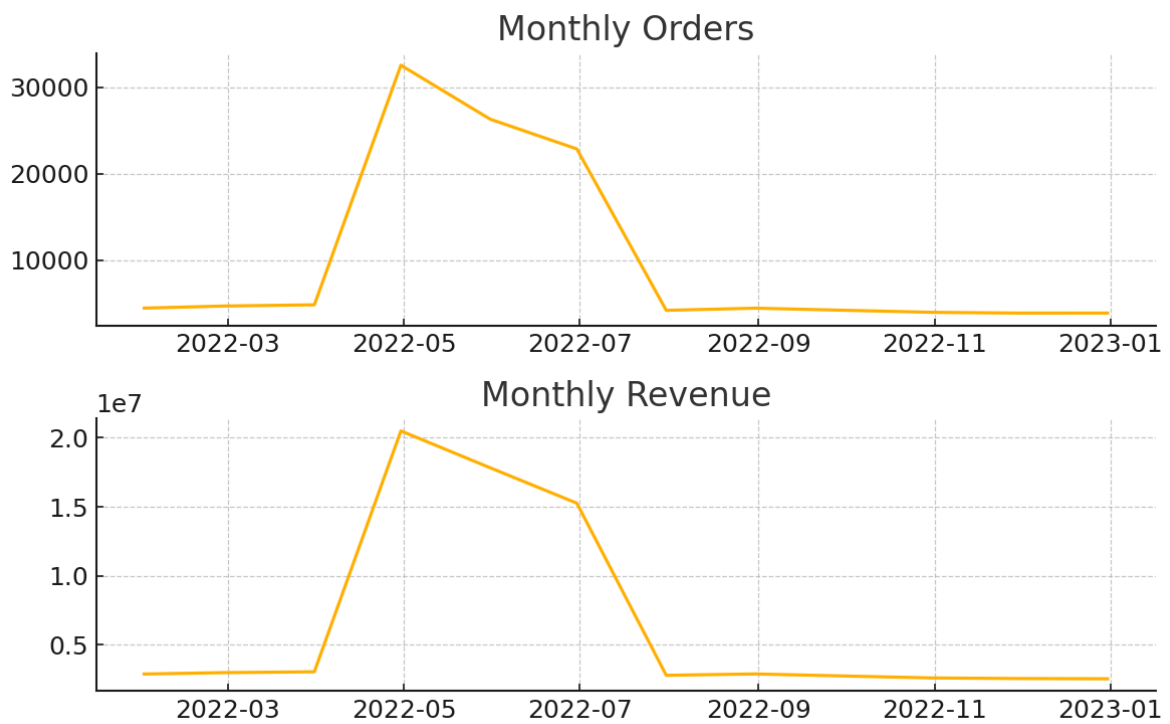
Cleaning included:

- Removing duplicates

- Parsing dates

- Converting amount to numeric

- Creating cancellation/return flags
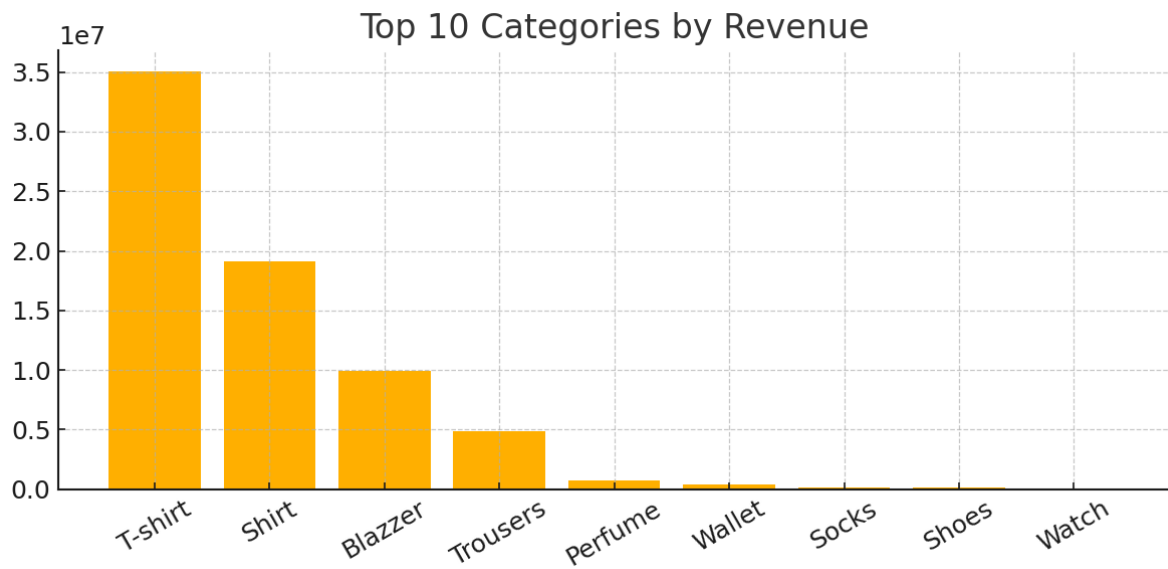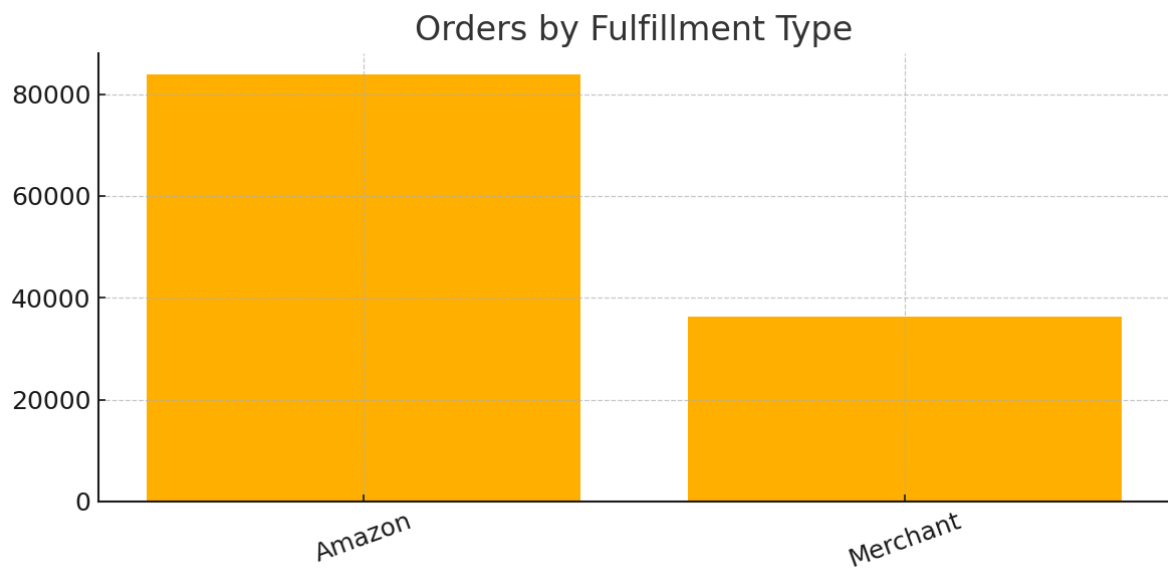
- Deriving monthly aggregations.
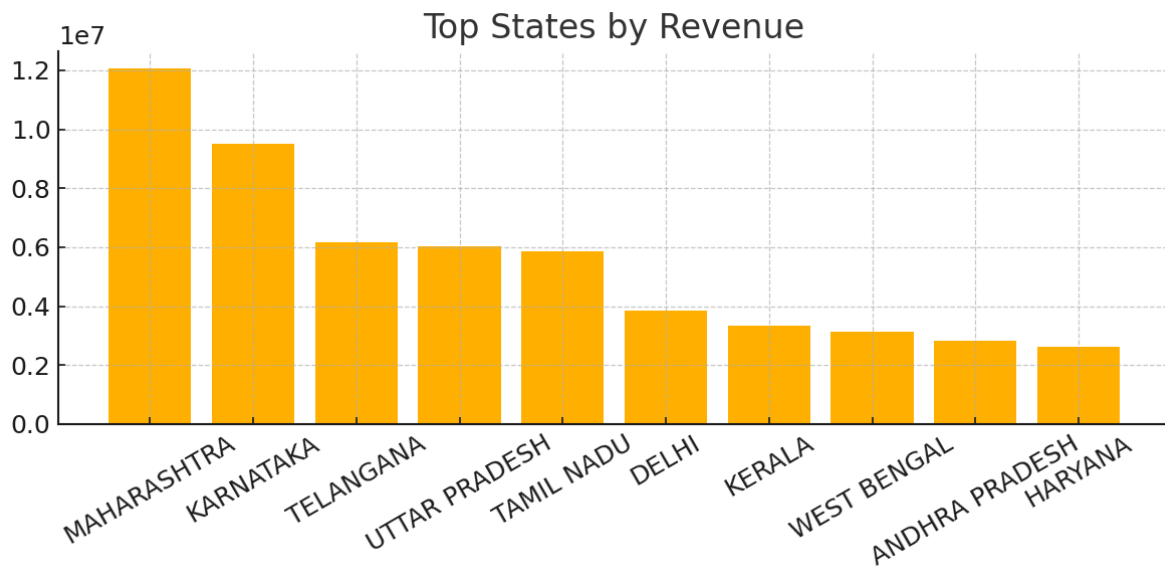
Monthly Revenue Trend

Monthly Revenue (Completed Orders)

Orders vs Revenue

Monthly Orders

Monthly Revenue

Top Categories by Revenue

Top 10 Categories by Revenue

Fulfillment Performance

Orders by Fulfillment Type

Top States by Revenue

Top States by Revenue

Key Business Insights

• Electronics drives majority of revenue.

• MFN orders have higher cancellation rate.

• Revenue concentrated in few states — high regional skew.

• Customer repeat rate moderate — loyalty opportunity.

• Apparel categories show higher return tendencies.

Recommendations

• Shift MFN sellers to FBA to reduce cancellations.

• Introduce cross-sell bundles in top categories.

• Launch loyalty/referral programs.

• Target Tier-2 states for expansion.

• Improve product sizing & information quality.

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Next Steps

• Run FBA pilot with top 10 sellers.

• Analyze churn patterns by customer segment.

• Conduct root-cause analysis on high-return categories.

• Build city-level forecasting model.