

Amazon Sales Analysis Report (2022–2023)

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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%

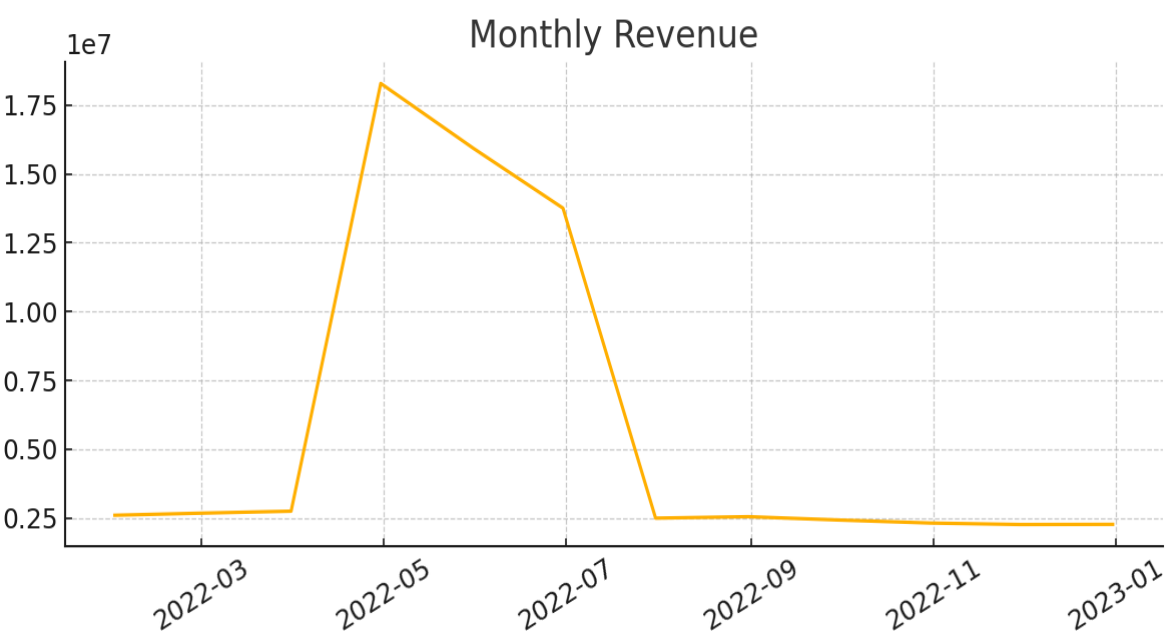
Data & Methods

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

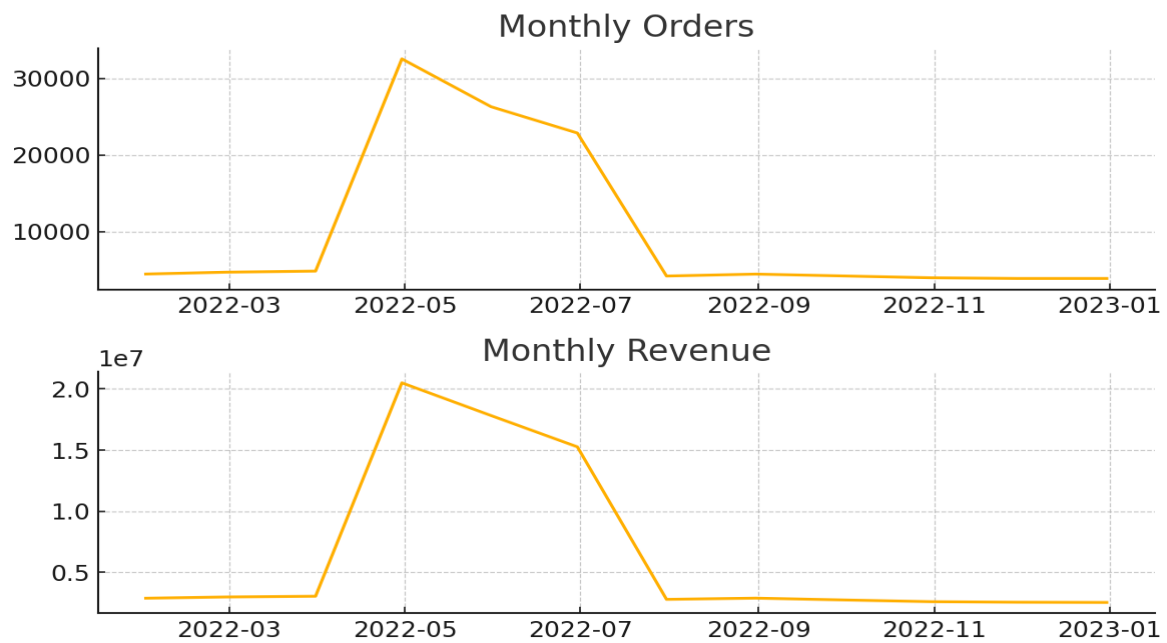
Cleaning included:

- Removing duplicates
- Parsing dates
- Converting amount to numeric
- Creating cancellation/return flags
- Deriving monthly aggregations

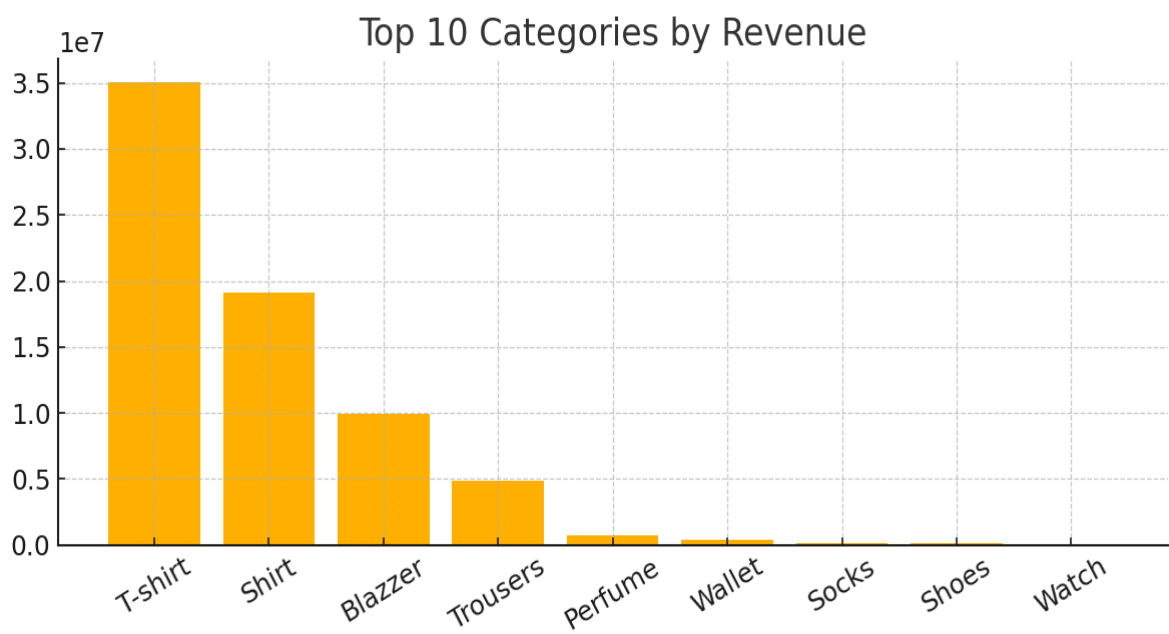
Monthly Revenue Trend



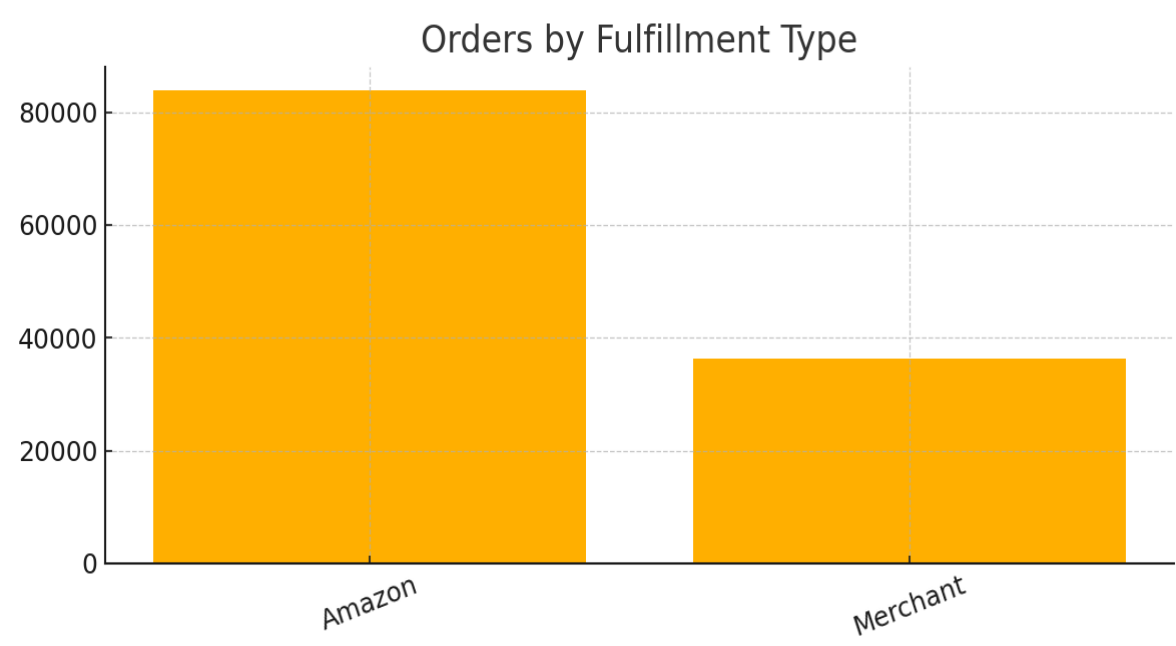
Orders vs Revenue



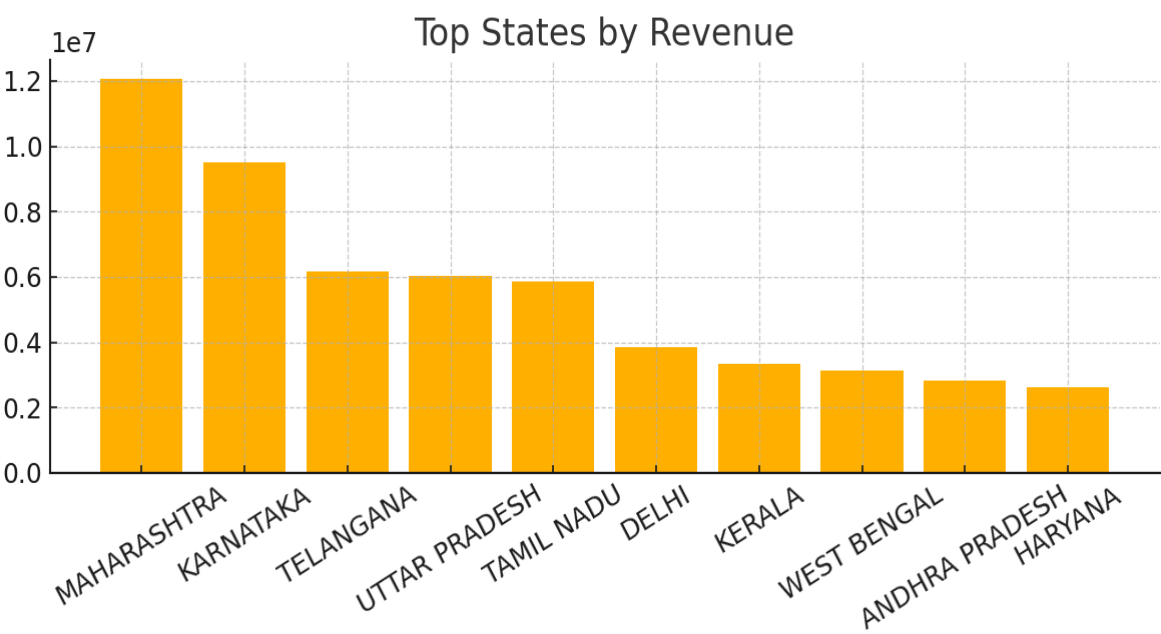
Top Categories by Revenue



Fulfillment Performance



Top 10 States by Revenue



Business Insights

- Electronics dominates revenue contribution.
- MFN orders show higher cancellation rate.
- Revenue concentrated heavily in top 5 states.
- AOV is healthy but can be improved with bundling.
- Apparel returns suggest sizing or quality issues.

Recommendations

- Shift MFN sellers to FBA to reduce cancellation rate.
- Improve product descriptions and sizing accuracy.
- Launch loyalty programs to improve repeat rate.
- Expand marketing to Tier-2 cities.
- Build bundle offers around top-selling categories.

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.