



AMAZON SALES ANALYTICS

for Product Profitability Optimization



Columns Description

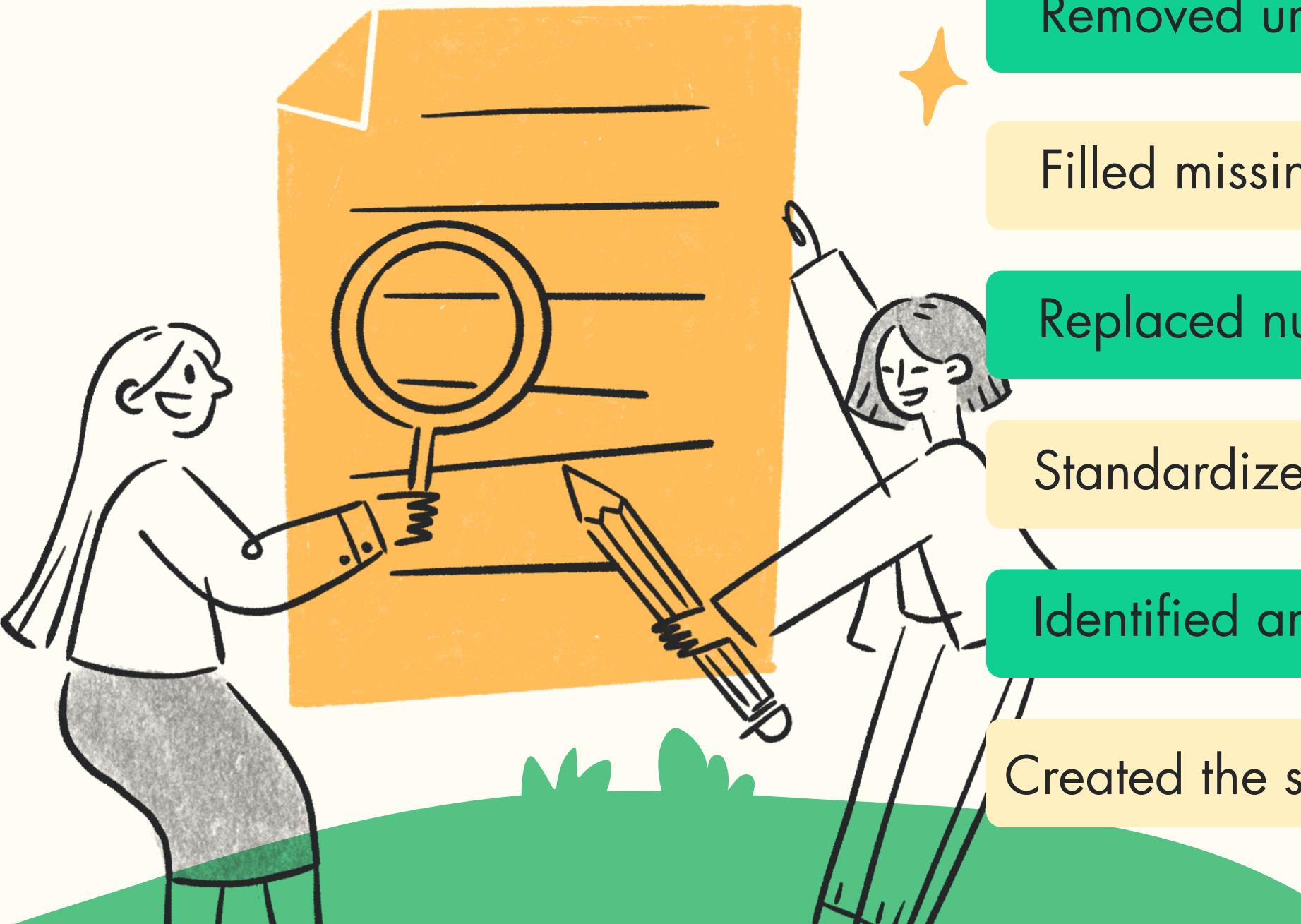
Column Name	Data Type	Example	Description
index	Integer	0	Sequential row index generated during data loading or processing.
order_id	String	405-8078784-5731545	Unique Amazon order identifier. One order ID may appear multiple times if it contains multiple items.
date	Date (MM-DD-YY)	04-30-22	Order date.
status	String	Shipped - Delivered to Buyer	Raw order status provided by Amazon.
fulfilment	String	Merchant	Indicates whether the order is fulfilled by Amazon or Merchant.
sales_channel	String	Amazon.in	Platform where the order was placed.
ship_service_level	String	Standard	Shipping speed or service level selected by the customer.
style	String	JNE3781	Product style or design identifier.
sku	String	JNE3781-KR-XXXL	Stock Keeping Unit representing a specific product variation.
category	String	kurta	Product category.
size	String	3XL	Size of the product ordered.

Columns Description



Column Name	Data Type	Example	Description
asin	String	B09KXVBD7Z	Amazon Standard Identification Number identifying the product.
courier_status	String	unknown	Shipping or delivery status reported by the courier. Missing values are filled with 'unknown'.
qty	Integer	1	Quantity of units ordered for the given SKU.
amount	Float	406.00	Monetary value of the order line.
ship_city	String	MUMBAI	Destination city for shipment.
ship_state	String	MAHARASHTRA	Destination state for shipment.
ship_postal_code	String / Integer	/ 400081	Postal (ZIP) code of the shipping address.
b2b	Boolean	False	Indicates whether the order is Business-to-Business (True) or Business-to-Consumer (False).
status_clean	String	Delivered	Standardized order status derived from the raw 'status' field for reporting and analysis.

Major Transformations



Removed unused columns

Filled missing values in courier status with 'unknown'

Replaced null values in amount column with the average amount

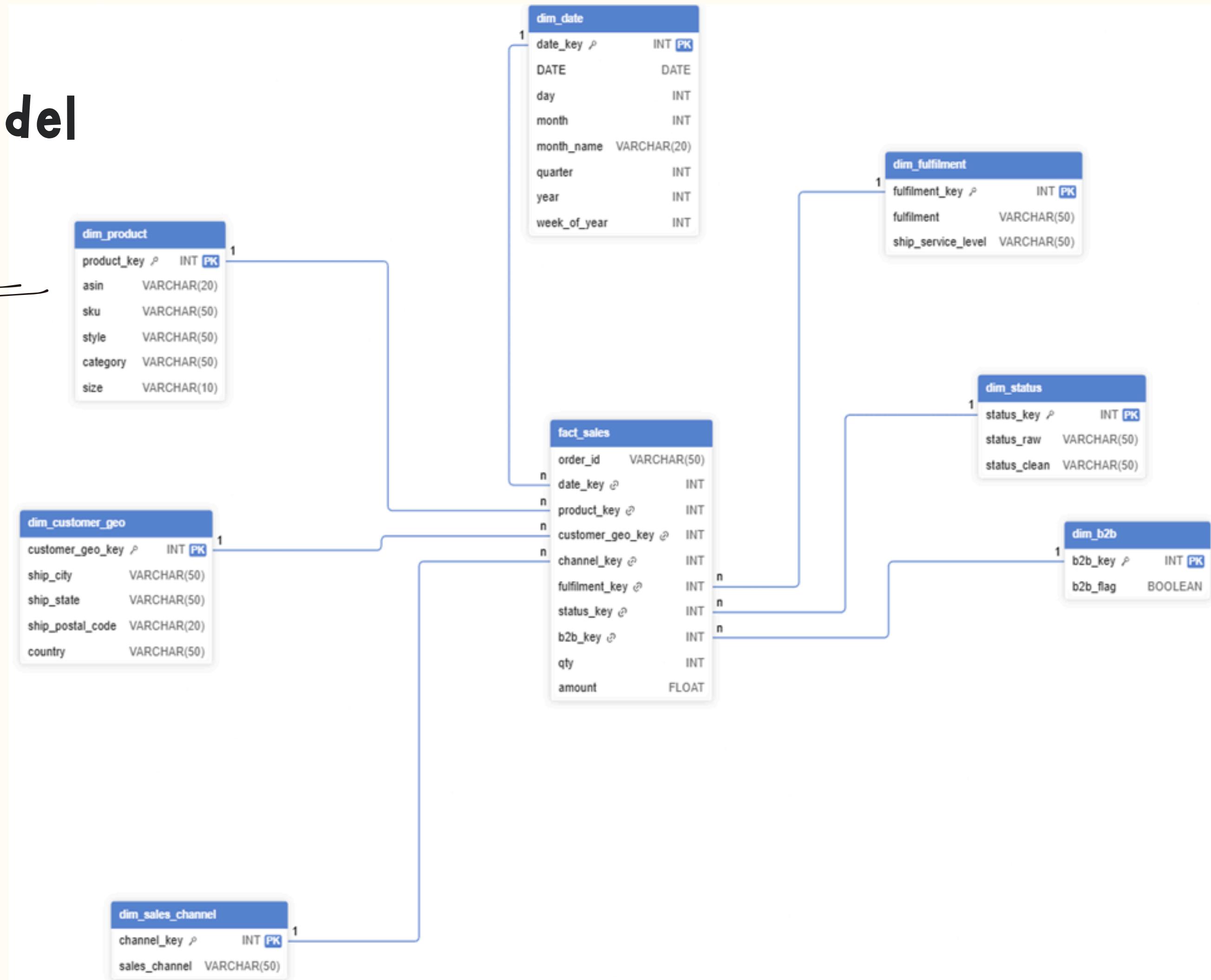
Standardized column names (lowercase, spaces, ...)

Identified and validated duplicate orders

Created the status clean column for simplified analysis and reporting

Star Schema Model

Diagram



Dashboard



To display Azure Maps visuals, sign in.

\$83,64M

Total Revenue

120K

Total Orders

22,07%

Delivery Rate %

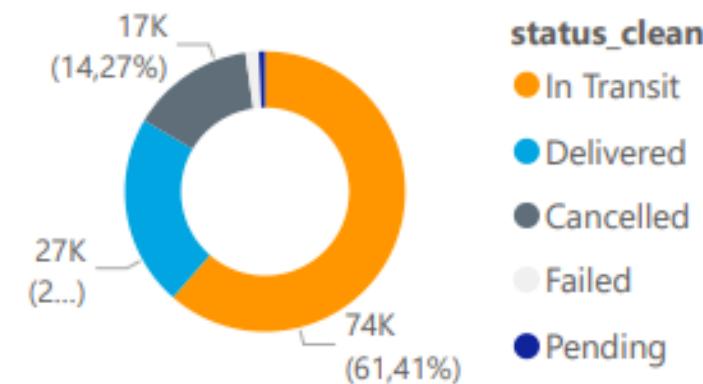
14,27%

Cancellation Rate %

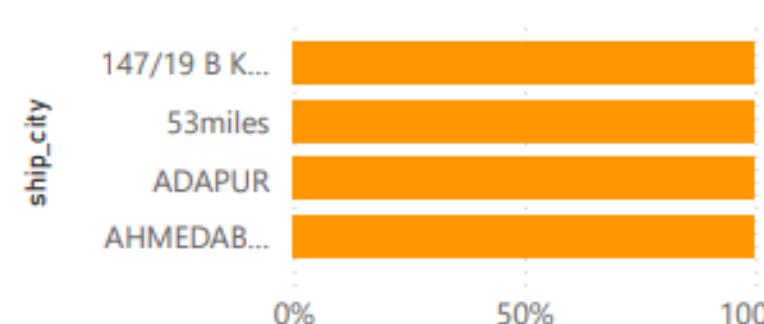
Total Revenue by date



Total Orders by status_clean



Cancellation Rate % by ship_city



Cancellation Rate % by date



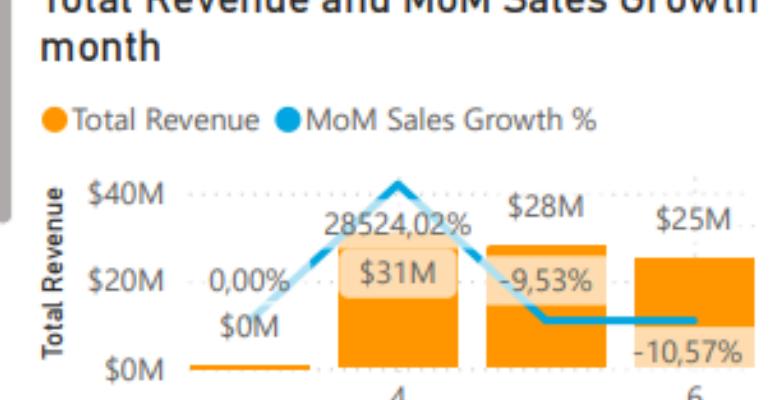
Delivery Rate % by date



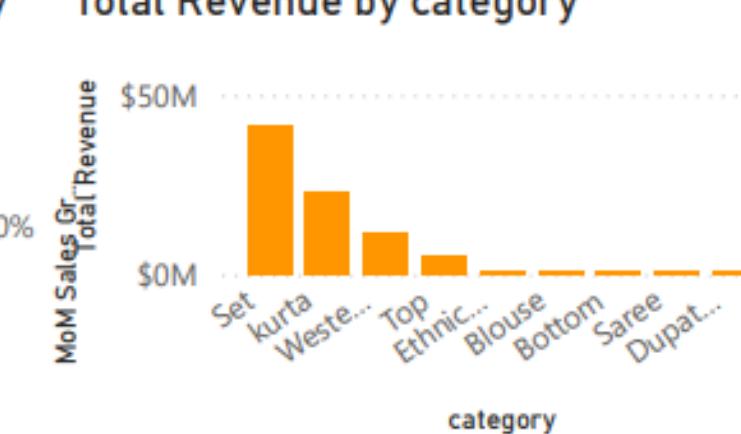
sku

sku	Total Orders
JNE3797-KR-L	773
JNE3797-KR-M	656
JNE3797-KR-S	587
JNE3405-KR-L	535
J0230-SKD-M	506
JNE3797-KR-XL	474
Total	5231

Total Revenue and MoM Sales Growth % by month



Total Revenue by category



ship_city

(Chikmagalur disteri...
(Via Cuncolim)Quep...
.HYDERABAD
.raibarelv road faizab...
.katra
.azamgarh
Gannavaram
1

sku

AN201-RE...
AN201-RE...
AN201-RE...
AN202-OR...
AN202-OR...
AN202-OR...
AN203-MA...
AN204-PLJ...

Key Insights

Category-Level Revenue Performance

Set category dominates revenue (\$41.3M), followed by Kurta (\$23.3M) and Western Dress (\$11.7M).

Top three categories generate nearly 90% of total revenue, highlighting dependency on a narrow product mix.

Lower-performing categories (Dupatta, Saree, Bottom, Blouse) contribute less than 2% of revenue.

SKU-Level Insights

High-performing SKUs include JNE3797-KR-L, J0230-SKD-M, and J0230- SKD-S.

Size and Style Performance

Core demand sizes: M, L, XL; extended sizes (4XL-6XL) have low sales.

Top-selling styles: JNE3797 (3,691 units), JNE3405, SET268, J0230.

SKU fragmentation increases operational complexity without proportional revenue benefit.



Key Insights

Pricing and Revenue Quality

Average Order Value (AOV) is approximately 695. ↗ Revenue leakage due to cancellations (\$3.9M) and unshipped/unknown courier status (\$8.7M).

Fulfillment and Courier Performance

Shipped orders generate the majority of revenue.

Fulfillment efficiency is currently 0%, highlighting poor delivery tracking and SLA measurement.

B2B vs B2C Revenue

B2C revenue: ↗99% of total.

B2B revenue: ↓1%, suggesting untapped bulk sales opportunities.



Limitations

1

Data contains SKUs with zero revenue, potentially skewing KPI calculations.

3

Historical sales data may have gaps or partial reporting affecting trend analysis.



2

Fulfillment efficiency metric is unreliable due to missing courier timestamps.

4

B2B segment is underrepresented, limiting insights into bulk sales potential.



Future Improvements

- Integrate more complete and accurate B2B and fulfillment datasets
- Enhance SKU-level pricing and revenue validation
- Include customer segmentation and behavioral data to support marketing and assortment decisions
- Automate KPI tracking for fulfillment and operational metrics.
- Introduce predictive analytics for demand forecasting and inventory optimization.



THANK YOU