

## AMAZON INDIA SALES DATASET ANALYSIS

### OBJECTIVE - INCREASE REVENUE AND IMPROVE PRODUCT CATEGORY PERFORMANCE

Calculate the percentage of revenue for the top 3 product categories, and aim to increase the percentage of revenue for the lowest of the top 3 categories by 5% by the end of Q3 2022.

#### Preliminary Analysis

Based on the analysis, we can draw some preliminary insights about the Q2 2022 performance of Amazon India:

- The total revenue for Q2 2022 decreased by -18.77% from April to June, with May revenue experiencing a -9.06% decrease from April, and June revenue seeing a -10.68% decrease from May, which is a cause of concern.
- The revenue is dominated by the product category "Set," which accounts for 49.88% of total revenue, followed by kurta with 27.09% and Western Dress with 14.28%.
- The top 5 product categories by average price in dollars are Set (\$9.43), Saree (\$9.14), Western Dress (\$8.75), Ethnic Dress (\$8.26), and Top (\$6.09), indicating that these products are high-value orders.
- The total number of cancelled and returned orders was 49,178, which represents 17.53% of all orders. Of these, 14.22% were cancelled and 1.64% were returned.
- The average order amount by customer type is \$8.21 for business customers and \$7.37 for regular customers.
- The most popular product category varies by state, and it may be worthwhile to analyze the reasons behind these trends and invest in marketing campaigns or promotions accordingly.

### ANALYSIS SUMMARY AND RECOMMENDATIONS

- Use promotions to drive interest in the Western Dress product by targeting the top 50% of states ranked by sales revenue since their revenue is between 10 and 100 times more than the top ranked states by revenue in the lower 50%.

### IMPLEMENTATION AND ANALYSIS OF STRATEGIES

- Work with the client to implement the following promotions:
  - Promotion to drive interest in the Western Dress category
- Monitor the Impact of the Strategies
  - Track sales revenue for Western Dress category after the promotions are implemented
- Analyze the Effectiveness of the Strategies
  - Conduct an analysis after the promotions have been running for some time