

# ANNUAL REPORT



## ANALYZE ON AMAZON SALES REPORT

Analysis Period: [20/08/2025 -02/09/2025]

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The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font, with a curved orange arrow underneath it. The logo is set against a white background with a black and white checkerboard pattern.

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Presented To

INNOBYTE SERVICES

# Introduction

**Objective:** To analyze sales data, identify key issues affecting profitability (like cancellations and returns), and provide data-driven recommendations to increase revenue and efficiency.

**Dataset:** Amazon order data containing Order ID, Date, Status, Product details, Fulfilment method, and Geographic information.

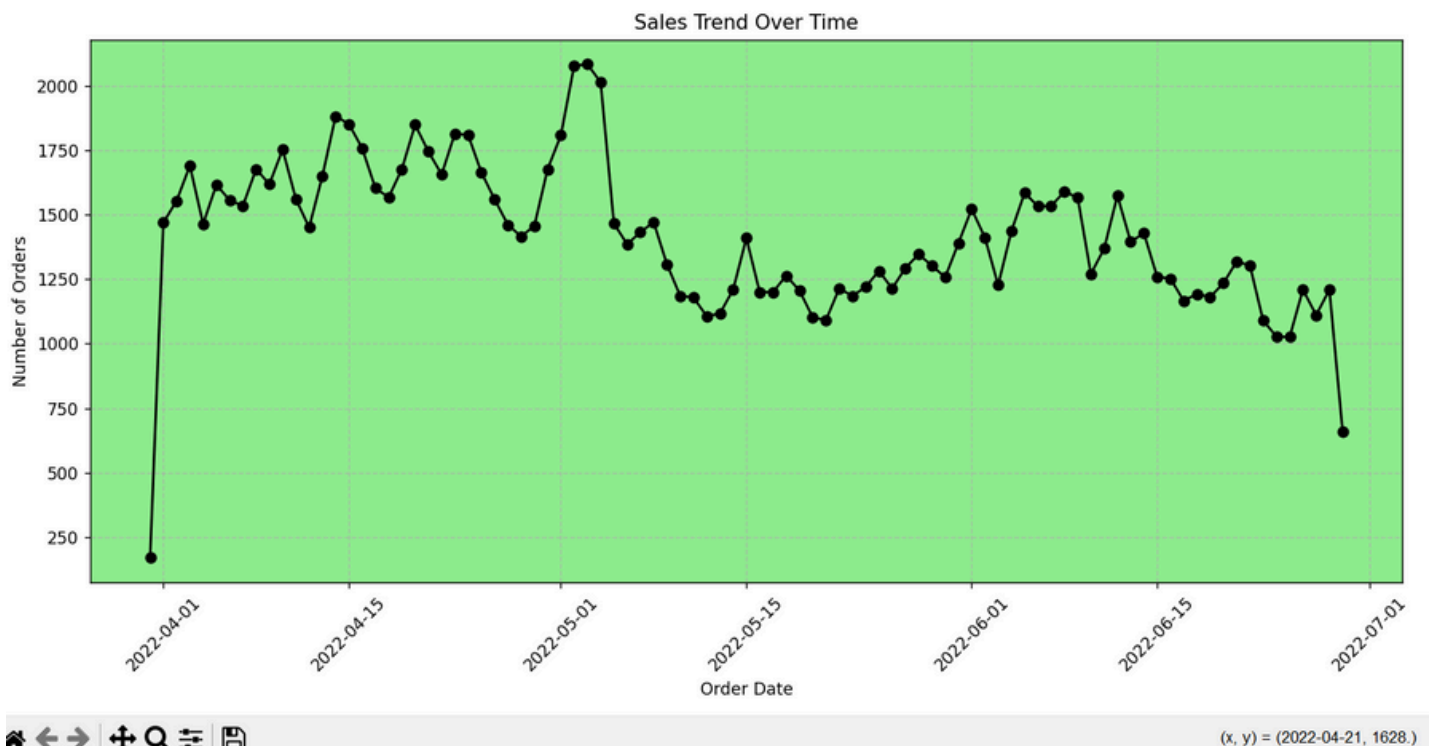
# Data Cleaning

- Removed null values using `dropna()` and interpolation for missing numeric values.
- Converted Amount to numeric (removed ₹, commas).
- Standardized column names and formats (e.g., dates → datetime, cities → uppercase).
- Final dataset size: (128960 rows × 21 columns) after cleaning.

# Exploratory Data Analysis (EDA)

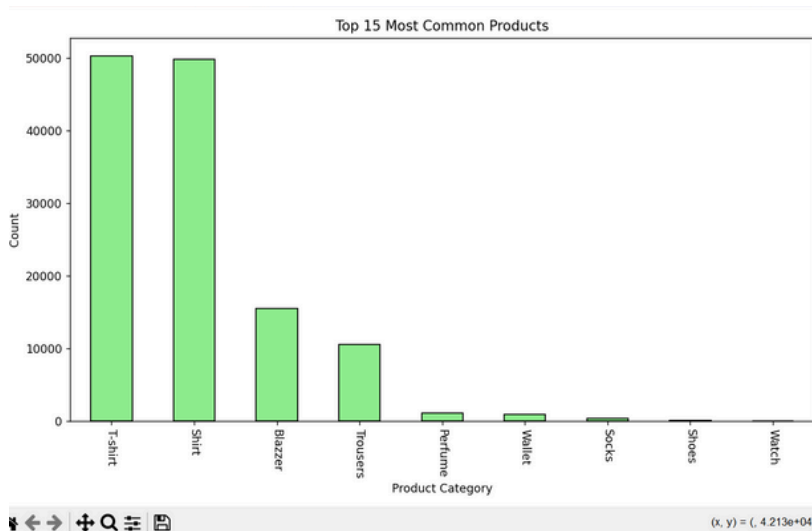
## Sales Overview

- Total sales value: ₹83.65 million
- Total orders: 116646
- Trend: (Sales increasing/decreasing month by month )

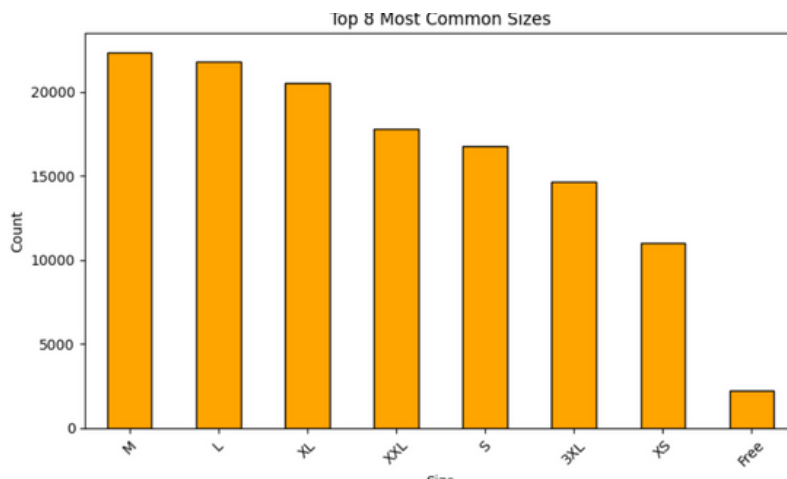


# Product Analysis

- Most sold product category: **T-shirt with 50292 occurrences**



- Popular sizes: **M, L, XL**.



- Average quantity per order: **0.97units**.

Top-Selling Category: **[T-shirt]** contributed **[₹41.32 million]** of total revenue.

# Customer Segmentation

Most common order ID:

403-4984515-8861958	12
171-5057375-2831560	12
404-9932919-6662730	11
403-0173977-3041148	11
408-3317403-1729937	10
171-4310662-2005103	9
406-9002076-4152331	9
408-2964501-8373155	9
171-0706521-2133101	9
404-3701762-8241125	9

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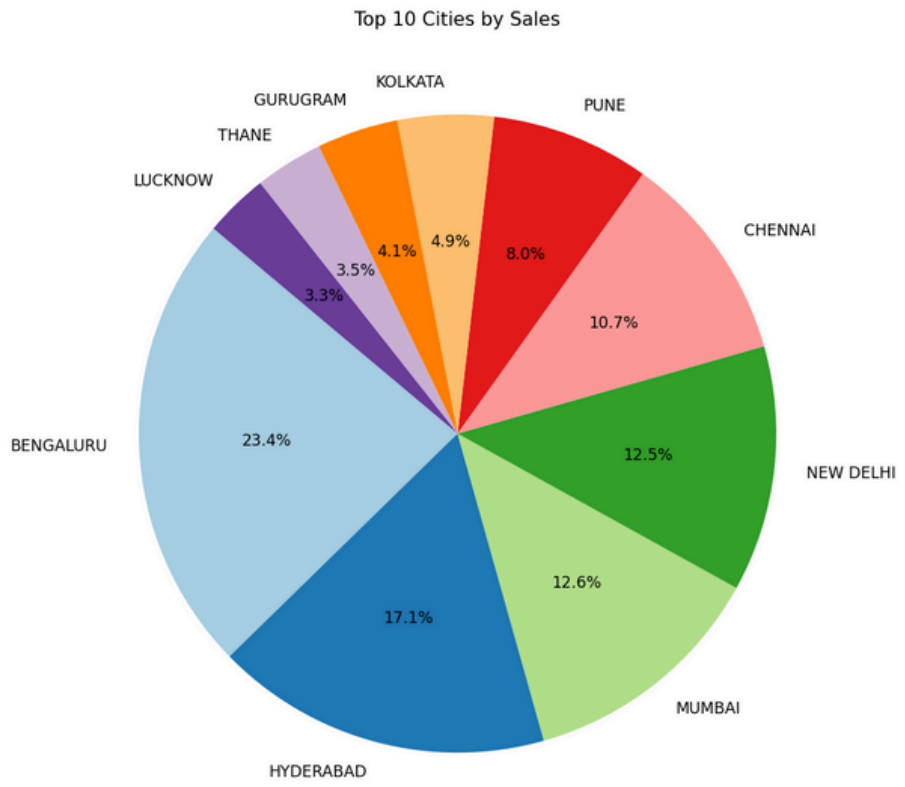
Top 10 customers contribute 0.08% of total sales.

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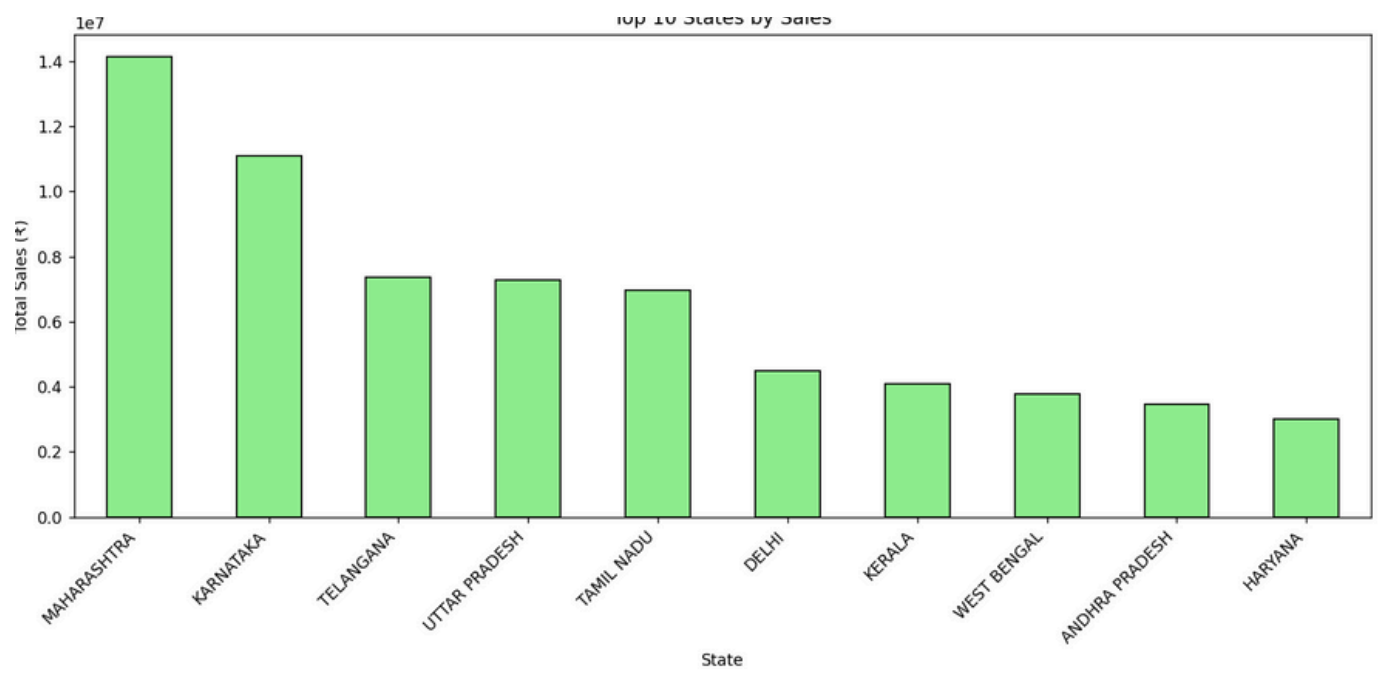
# Geographical Analysis

Top cities: [Bengaluru](#), [Hyderabad](#), [Mumbai](#), [Delhi](#), [Chennai](#).

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Top states: [MAHARASHTRA](#) ,[KARNATAKA](#),[TELANGANA](#) ,[UTTAR PRADESH](#),[TAMIL NADU](#), [DELHI](#)



# Key Insights

**Bengaluru** has the highest number of orders (**10K+ orders**).

The **T-Shirt** category dominates sales, generating a total revenue of **₹41,321,719.77**

Orders mostly placed via **Easy Ship** showing preference for fast delivery.

Certain product sizes (**M, L**) are in higher demand.

Customer concentration is in **metro cities**; **rural areas** show minimal activity.



# Recommendations

1. **Inventory Management:** Keep high stock of popular categories & sizes.
2. **Delivery Optimization:** Focus on Easy Ship since customers prefer faster fulfillment.
3. **Targeted Marketing:** Increase promotions in top 5 cities while improving reach in smaller cities.
4. **Customer Retention:** Offer loyalty benefits to frequent buyers.
5. **Expand Categories:** Push underperforming categories through discounts or bundling.

# Conclusion

The Amazon sales report provides valuable insights into product demand, customer behavior, and fulfillment preferences. By acting on these insights, the business can optimize inventory, improve customer satisfaction, and boost sales growth.