# Amazon Sales Report Analysis and Insights

This report provides a comprehensive analysis of the Amazon sales dataset, focusing on understanding sales performance, customer behavior, and geographical trends. The findings are supported by visualizations and actionable recommendations aimed at optimizing business strategies and enhancing customer satisfaction.
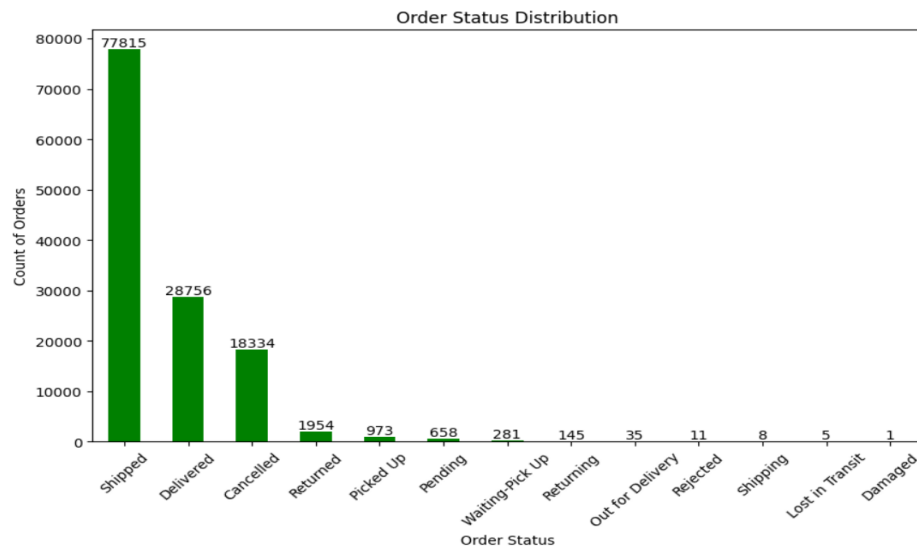
Sales Overview

Insights

- Sales peaked in April with sales of $30653620.27 and started decreasing till June. Started increasing from March.
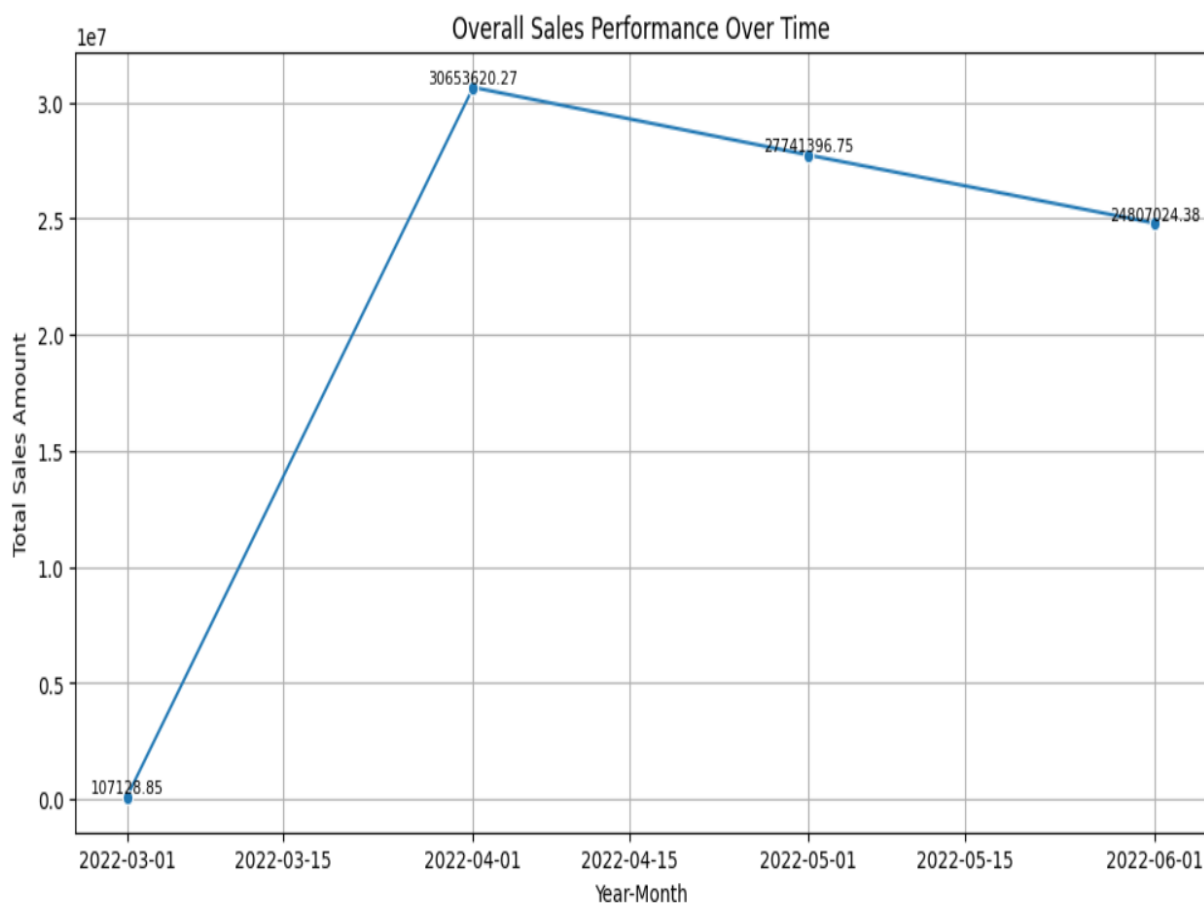
- Sales status categories such as Canceled orders are 14.24% of total orders (128976 orders), Returned orders are 1.52% of total orders, whereas successfully Delivered orders are 22.30% of total orders.
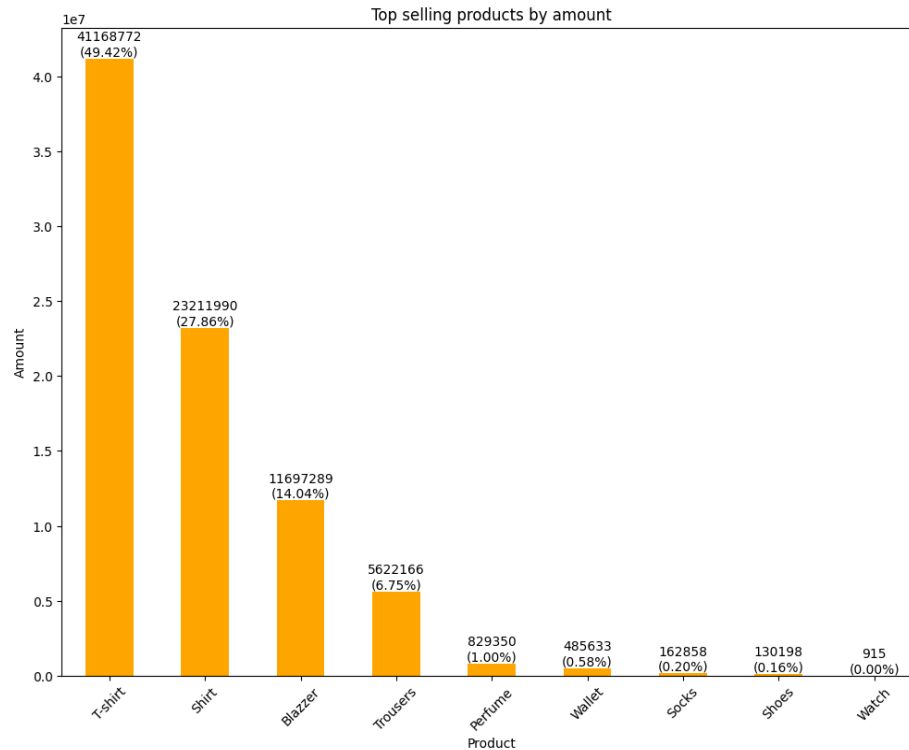

Product Analysis

- Apparel were top -selling products in which T-shirt category was most sold with 35.12% of total orders and Shirt with 34.92% or total orders on second highest.
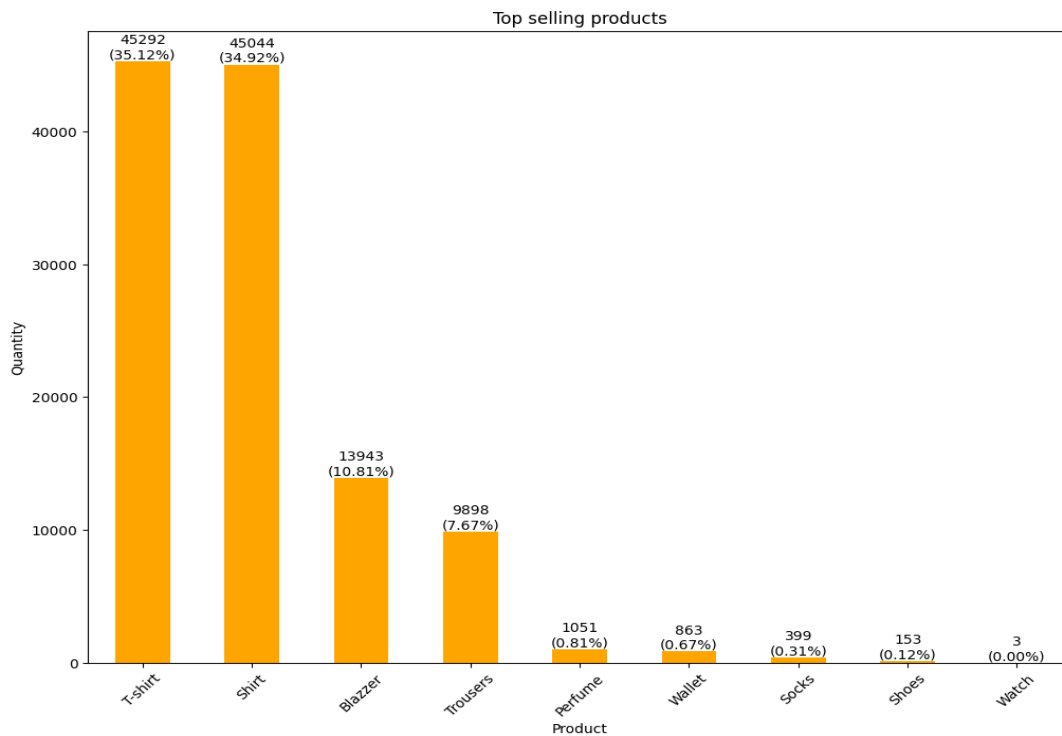
- T-shirt contributes 49.42% of total sales with 41168772 rs.

- Medium sized products were the most preferred with 17.9% of total orders, second most preferred were Large sized products with 17.4 % of total orders.
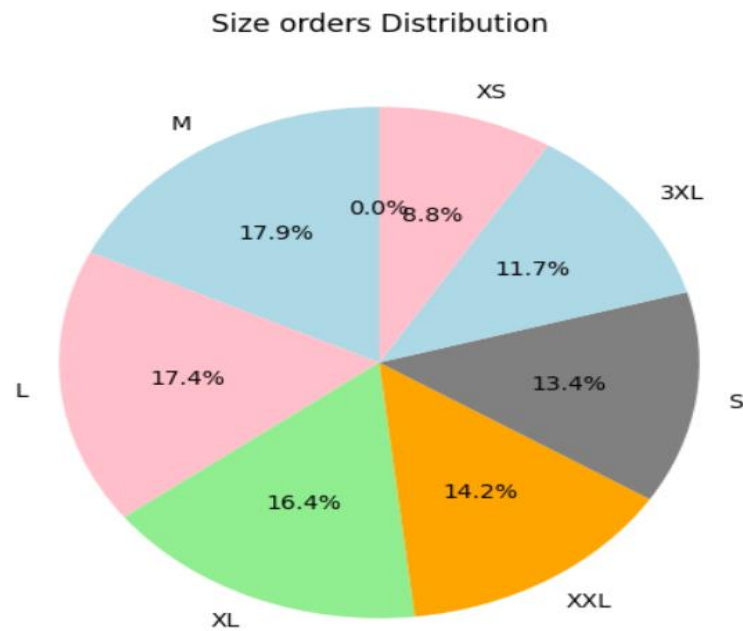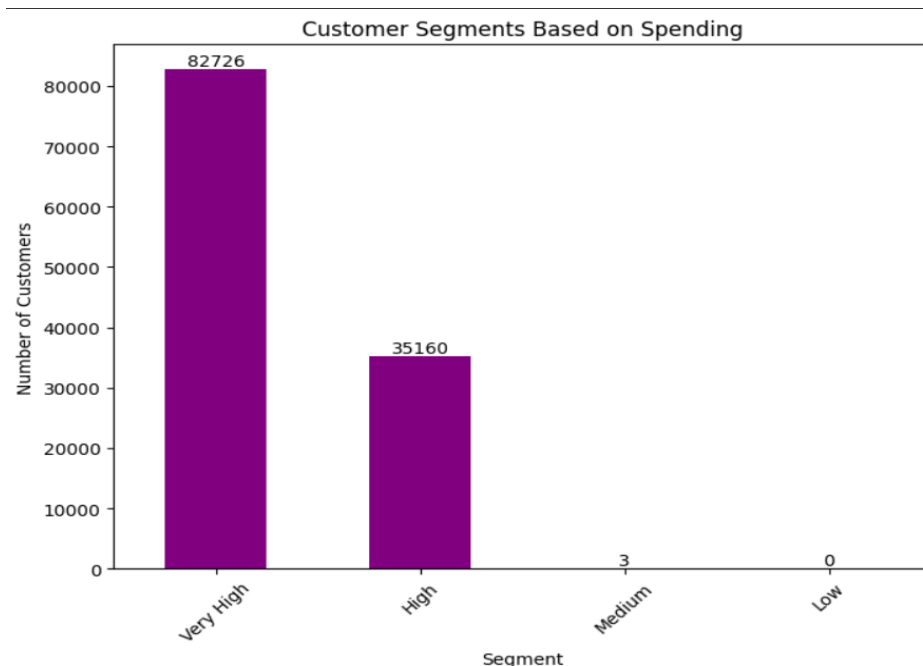
Fulfillment Analysis

- Mostly orders were fulfilled by Amazon (89713) with shipping 69.6% of total orders, while merchant fulfilled orders (39263) were 30.4% of total orders.

**Fulfillment Methods Distribution**
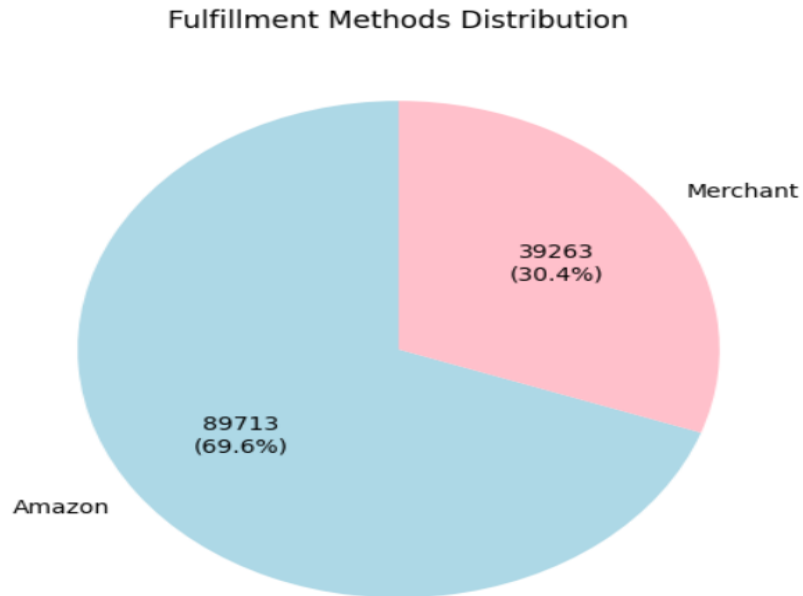
Customer segmentation

- High value customers predominantly purchased most items. Contributing 64.27% orders of the total orders.
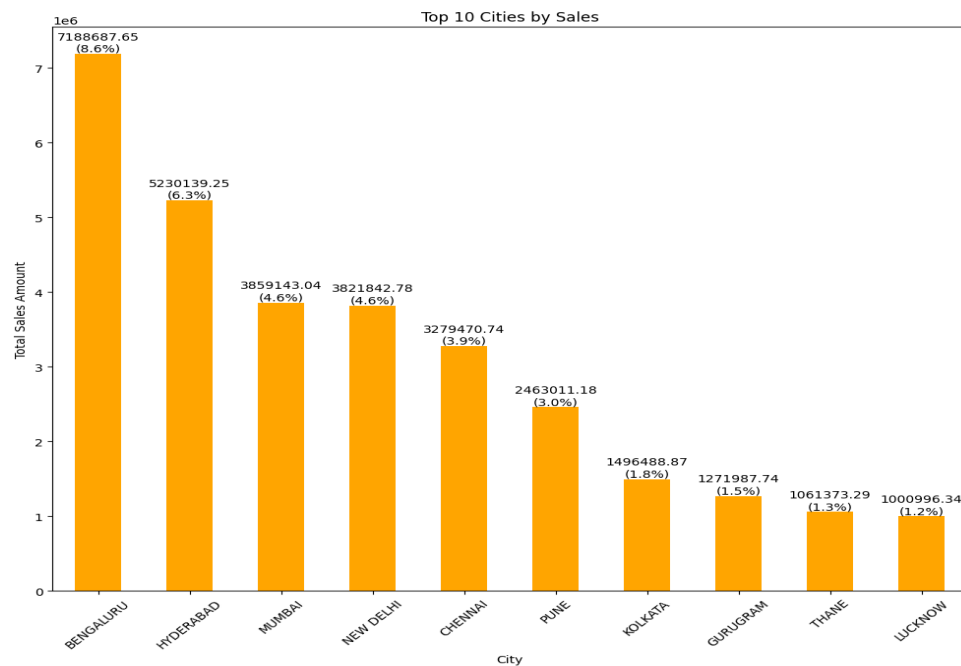
- Total customers who visited multiple times website for purchasing are 40.76% of total customers whereas one time visiting customers are 59.24%.

Geographical Analysis

- Highest sales by Maharastra state of 14079905.05 rupees, contributing 16.9% in the total sales.
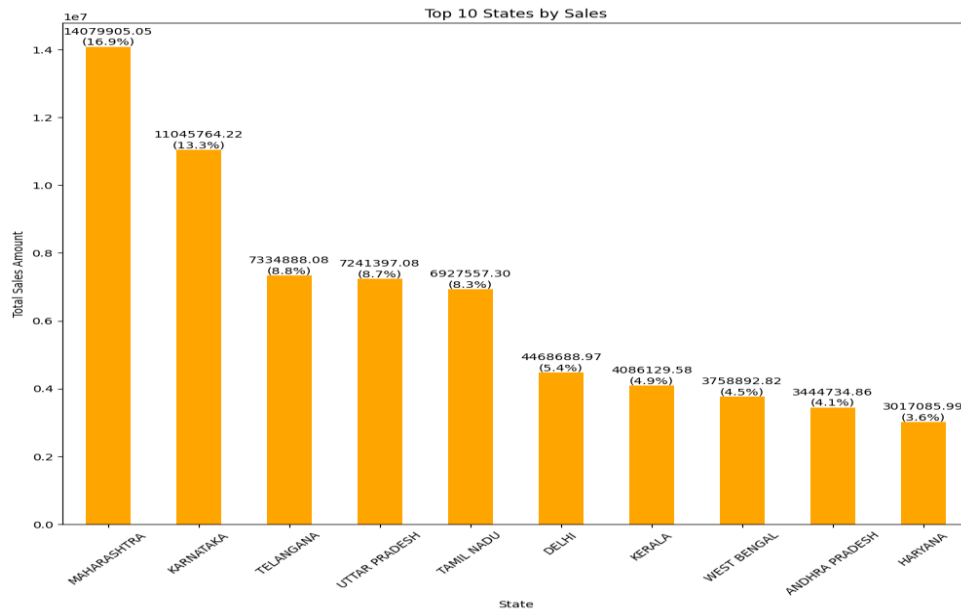
- Highest sales by Bangaluru city of 7188687.65 rs., contributing 8.6% in the total sales.

Business Insights and Recommendations

1. Apparel categories are key revenue drivers, focus marketing efforts on these categories during peak seasons.

2. Amazon Fulfilled method ensures better customer satisfaction, encourage sellers to adopt this method.

3. Urban areas are hotspots for sales, implement targeted advertising in these regions.

4. Launch promotional campaigns around holidays to capitalize on peak sales seasons.

5. Maintain adequate stock of high-demand products, especially apparel.

6. Enhance customer support for returns and cancellations to improve satisfaction.