

Amazon India Sales Analysis

RATIH NUR PUSPITA DEWI
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Outline

- Executive Summary
- Introduction
- Methodology
- Results
- Conclusion

Executive Summary

♥ SUMMARY OF METHODOLOGIES

- Data collection
- Data wrangling
- Exploratory data analysis (EDA)

♥ SUMMARY OF ALL RESULTS

- EDA results



Introduction

- **Project background and context**

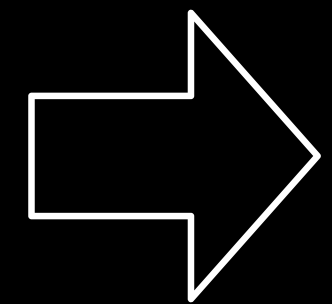
Amazon.com is an e-commerce platform that sells many product lines, including apparel. Amazon websites are country-specific (for example, amazon.in for India) though some offer international shipping. Therefore, if we know what kind of apparel sells well in India, we can determine a strategy to boost our revenue from apparel selling.

- **Problems**

- What is the top-selling products?
- How is sales performance in the 2nd quarter of 2022?

Section 1

Methodology



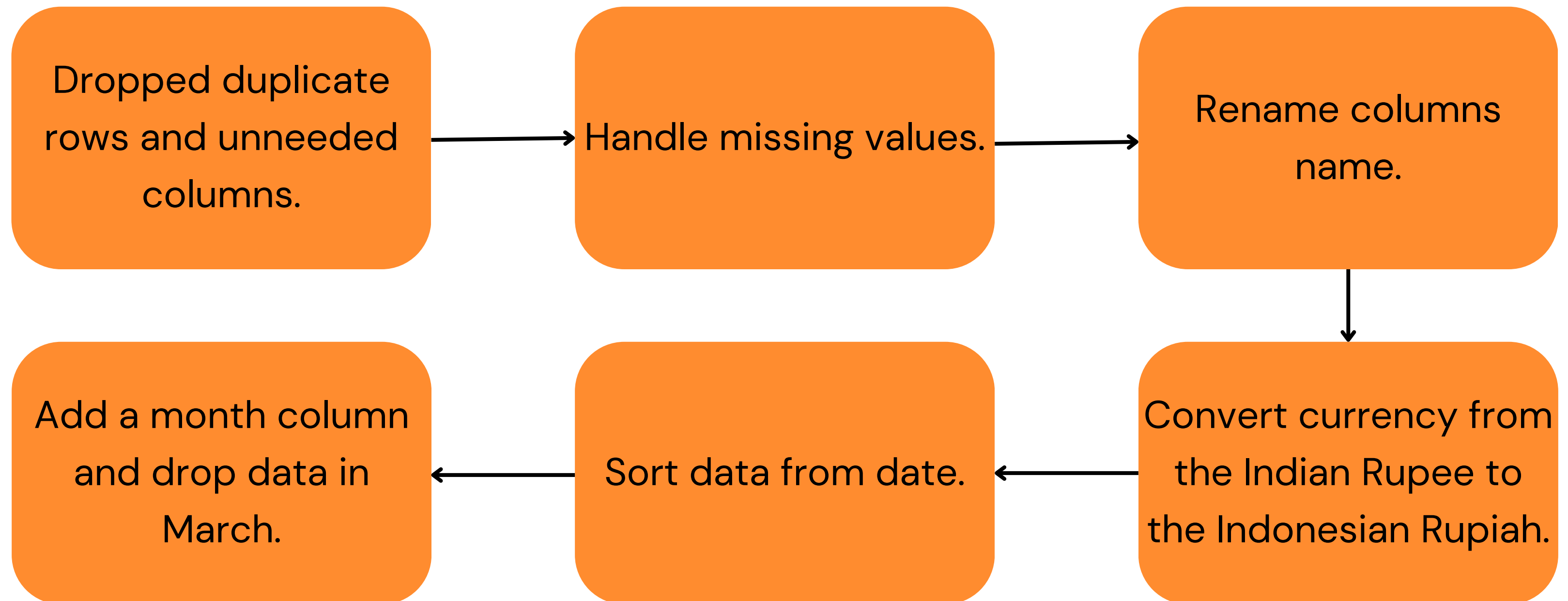


Methodology

- **Data collection**
 - Data obtained from Kaggle.
- **Perform data wrangling**
 - Describe how data was processed.
- **Perform exploratory data analysis (EDA)**



Data Wrangling



EDA

- **We explored the data to see:**

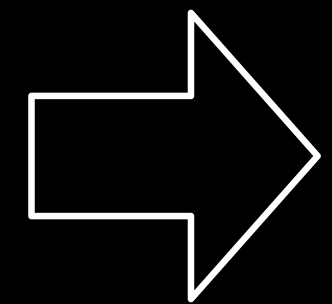
- Revenue by month.
- Revenue by product category.
- Percentage of revenue by product category.
- Monthly average order amount and quantity.

- **We use bar chart to visualize:**

- Monthly sales revenue.
- Average monthly order amount.
- Top product revenue by month
- Sales by product size.

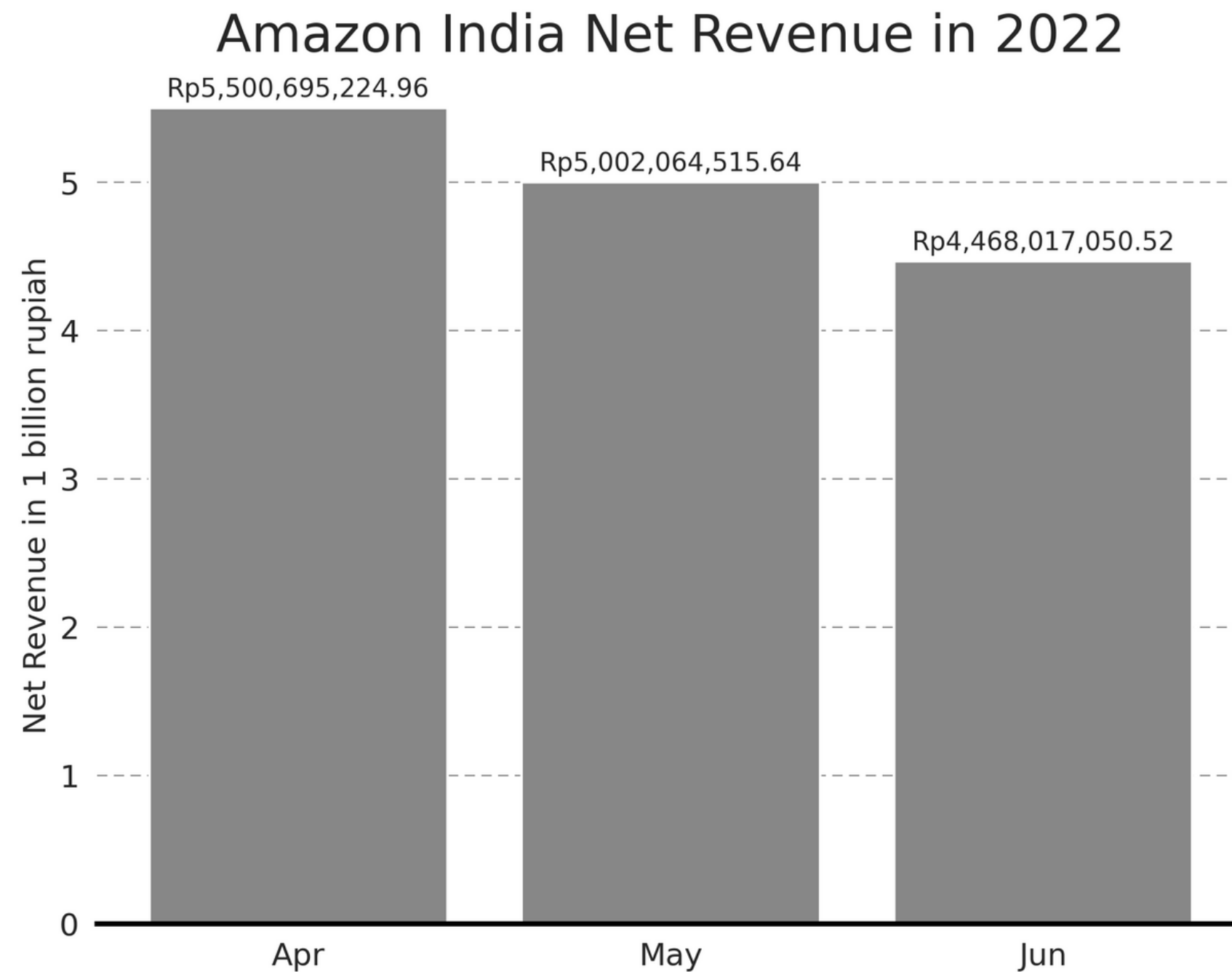
Section 2

Insights Drawn from EDA



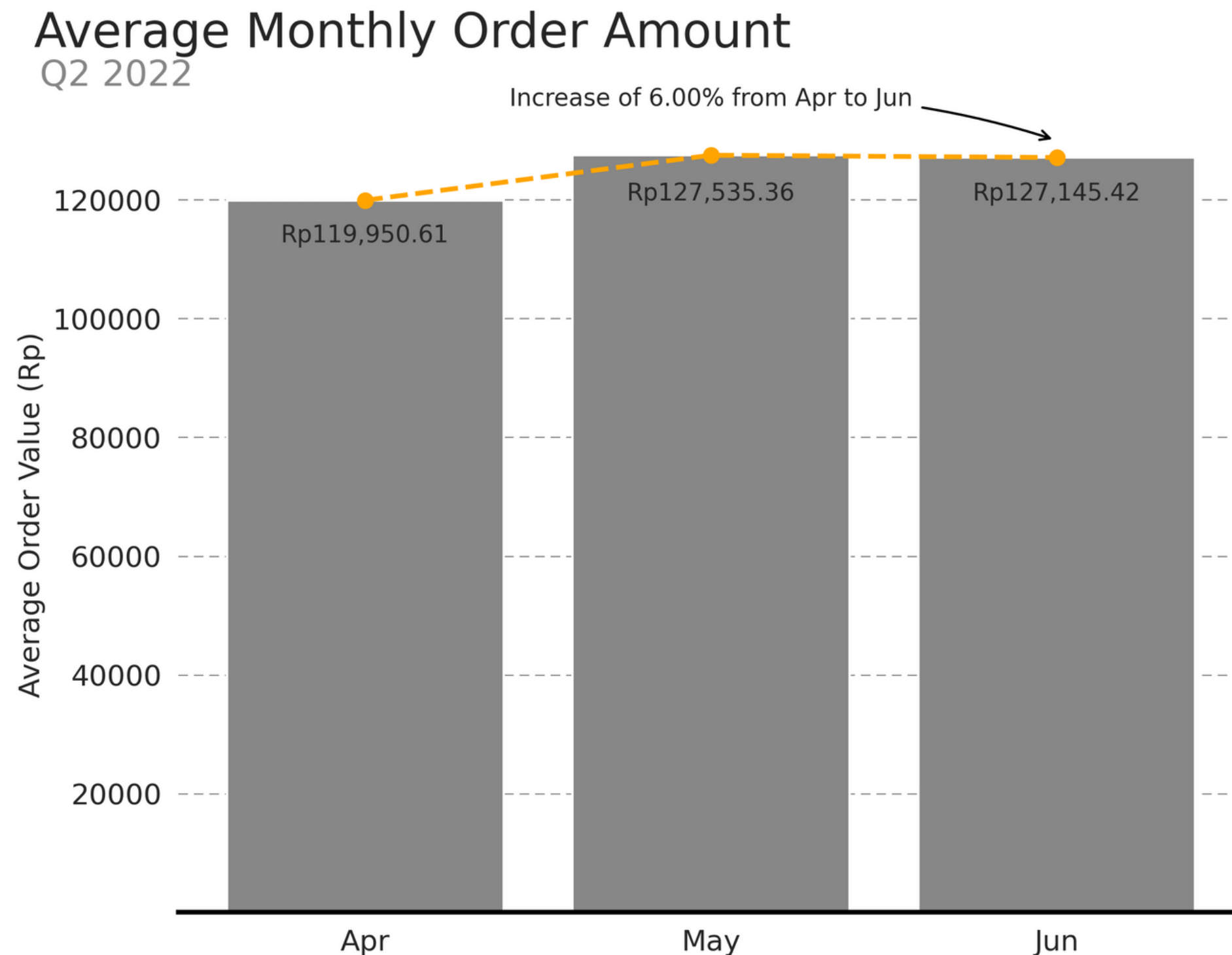


Monthly Sales Revenue



Revenue from April to June continued to decline.

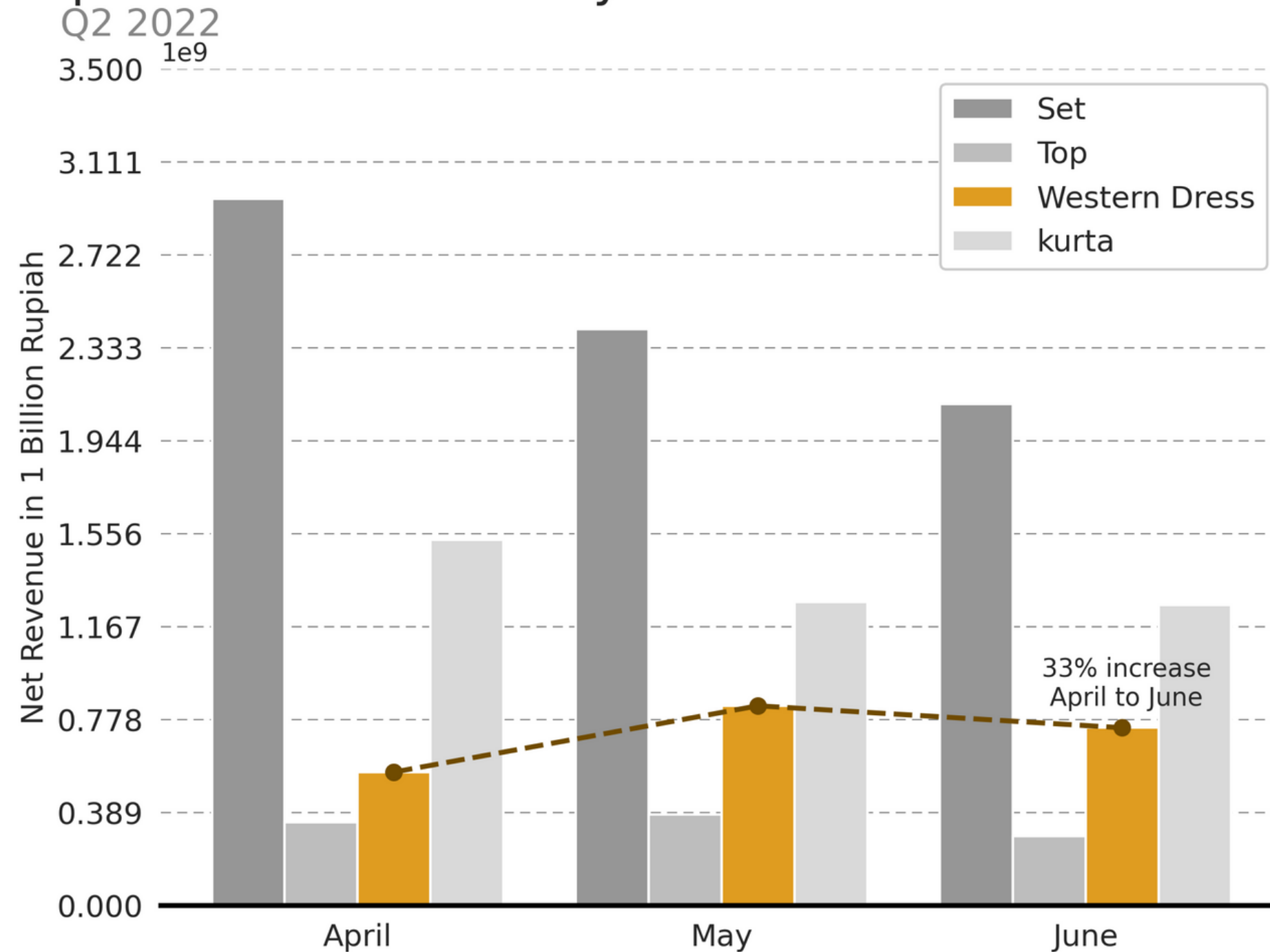
Average Monthly Order Amount



Although there is a decline in revenue, the average monthly order amount per customer has increased by 6%.

Top Product Revenue by Month

Top Product Revenue by Month



From here we know that **Western Dress** sales performed quite well. It increased by 33% from April to June

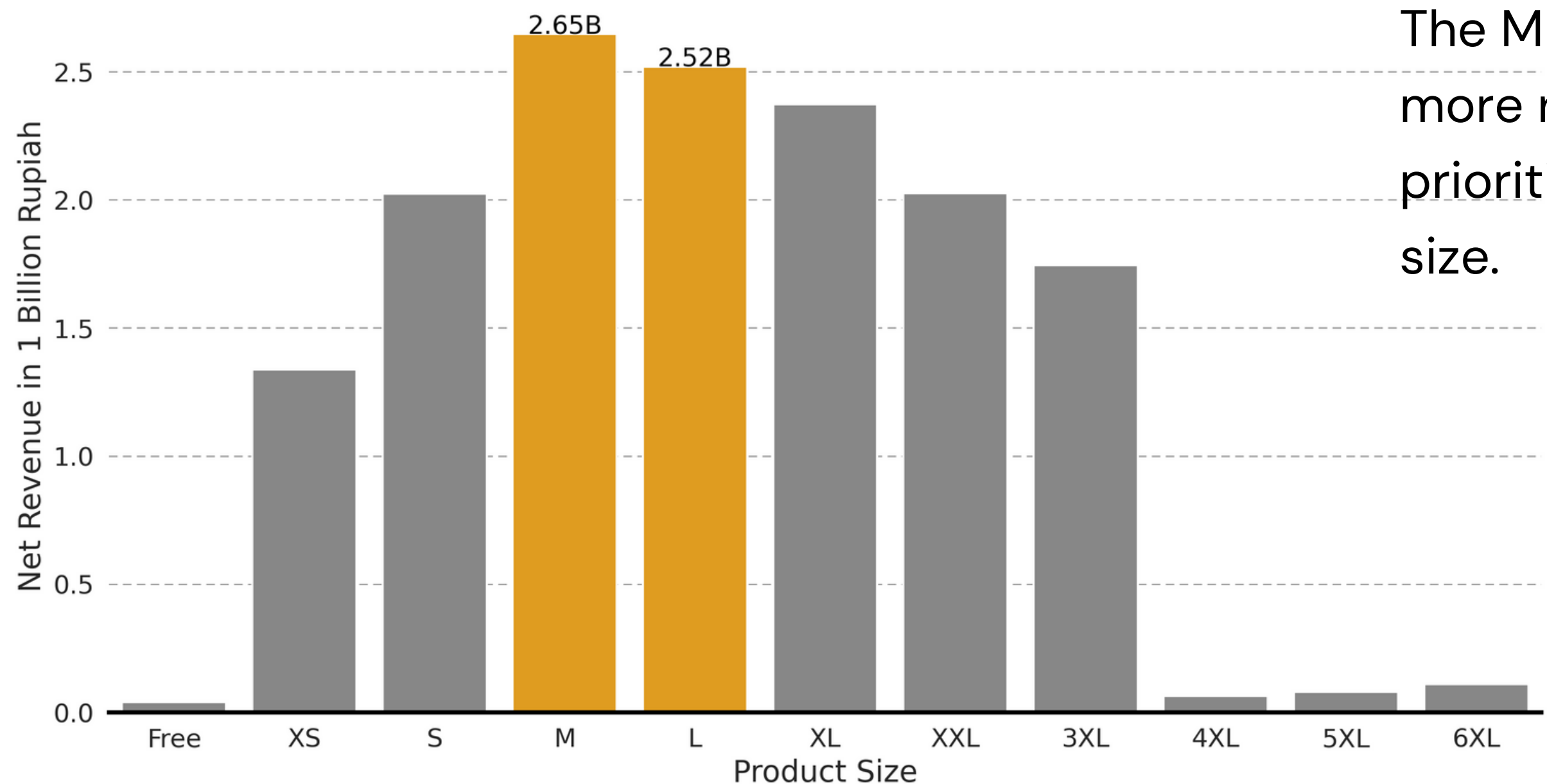
The percentage of revenue by each category is shown below.

Set	49.88%
kurta	27.09%
Western Dress	14.28%
Top	6.81%

Sales by Product Size

Sales by Product Size

Q2 2022
1e9



THANK YOU!