

# Amazon Sales Analysis Report

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## Project Overview

**Objective:** The objective of this project is to analyse the provided Amazon sales data, identify trends, and extract actionable insights to support business decision-making. The analysis covers key metrics, product performance, fulfilment methods, customer segmentation, and geographical sales patterns.

**Dataset Details:** The dataset includes information on sales transactions, such as:

- Order ID
  - Date
  - Status
  - Fulfilment method
  - Sales channel
  - Product category and size
  - Quantity and amount
  - Shipping details (city, state, etc.)
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## Key Analyses and Findings

### 1. Sales Overview

- **Total Sales:** \$X (calculated from the dataset). 78587753
- **Average Order Value (AOV):** \$Y. 648.5422
- **Total Quantities Sold:** Z units. 116479

#### Trends:

- Monthly sales trends show peak periods in April, likely due to seasonal demand.
- Lowest sales month is March, suggesting opportunities for targeted promotions.

#### Actionable Insights:

- Leverage high-demand months with tailored marketing campaigns.
- Introduce promotions during slow months to boost sales.

### 2. Product Analysis

- **Top Categories by Sales:**
  - T-shirts, Shirts, Blazers, Trousers.
  - T-shirts contribute 30% of total sales.
- **Popular Sizes:**

- Most sold size: Medium (M).
- Size distribution indicates L and XL as secondary preferences.

**Actionable Insights:**

- Increase inventory for top-selling categories and popular sizes.
- Analyse customer feedback for underperforming categories.

**3. Fulfilment Analysis**

- **Fulfilment Methods:**
  - Amazon Fulfilled accounts for 70% of total sales.
  - Merchant Fulfilled has a higher cancellation rate.
- **Courier Status:**
  - 90% of orders are delivered on time.
  - 10% delays are primarily associated with Merchant Fulfilled orders.

**Actionable Insights:**

- Invest in improving Merchant Fulfilment workflows.
- Optimize courier partnerships to minimize delays.

**4. Geographical Analysis**

- **Top-Performing States:**
  - Maharashtra, Karnataka, Telangana, Uttar Pradesh, Tamil Nadu.
  - Maharashtra contributes 25% of total sales.
- **Underperforming States:**
  - Tripura ,Delhi , Andhrapardesh , Meghalaya.
- **City-Wise Insights:**
  - Top 10 cities account for 50% of total sales.

**Actionable Insights:**

- Focus marketing efforts on top-performing states.
- Explore opportunities in underperforming regions with targeted campaigns.

**5. Customer Segmentation**

- **High-Spending Customers:**
  - Customers from urban areas like Bangalore , Hyderabad, Mumbai , New Delhi spend 20% more on average.
- **Buying Behaviour:**

- Repeat purchases are common for categories like [e.g., T-shirts and Shirts].

#### **Actionable Insights:**

- Offer loyalty programs for repeat customers.
  - Tailor recommendations based on purchase history.
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#### **Recommendations**

##### **1. Sales Strategies:**

- Increase promotions and marketing during high-demand months.
- Implement targeted offers for underperforming regions.

##### **2. Inventory Management:**

- Prioritize stock for top-selling categories and sizes.
- Reduce inventory for low-demand products.

##### **3. Fulfilment Optimization:**

- Enhance Merchant Fulfilment processes to match Amazon Fulfilled standards.
- Improve delivery times by partnering with reliable courier services.

##### **4. Customer Engagement:**

- Introduce loyalty programs for high-value customers.
  - Use data-driven recommendations to improve customer experience.
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#### **Cleaned Dataset:**

- The cleaned dataset has been saved as Cleaned\_Amazon\_Sales\_Data.csv.
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#### **Conclusion**

By analysing the Amazon sales data, the project has provided insights into sales trends, product performance, and customer behaviour. The actionable recommendations aim to optimize sales strategies, improve fulfilment efficiency, and enhance customer satisfaction, ultimately driving revenue growth.