Amazon Sales Performance Report

Objective

The purpose of this report is to analyze Amazon's sales data to identify trends, assess key performance metrics, and provide actionable recommendations. This includes examining revenue, orders, cancellation rates, and regional performance to drive business optimization.

Key Findings

1. **Total Revenue:** The business generated **$79M** during the analyzed period, with March contributing the highest revenue.
2. **Total Orders:** A total of **129,000 orders** were recorded, reflecting strong customer engagement.
3. **Cancellation Rate:** The cancellation rate stood at **14.21%**, indicating inefficiencies in the fulfillment process that need improvement.
4. **Top State: Maharashtra** was the highest-performing region, contributing **$13.3M** in sales.
5. **Top Product Category:** The **Set** category dominated with **$39M** in sales, driving a significant portion of the total revenue.

Visual Insights with Recommendations

1. KPI Overview

Total Revenue	Total Order	Cancel Rate	Top State
$79M	**129K**	**14.21**	**MAHARASHTRA**

Insights:

- Total Revenue: **$79M** highlights the overall financial performance.
- Total Orders: **129K** demonstrates consistent customer demand.
- Cancellation Rate: **14.21%** suggests a need for operational improvements.
- Top State: **Maharashtra** contributed **$13.3M**, showcasing its importance to overall sales.

Recommendations:

- Focus on reducing the cancellation rate by improving operational efficiencies and customer satisfaction.
- Continue leveraging high-performing regions like Maharashtra for sustained growth.
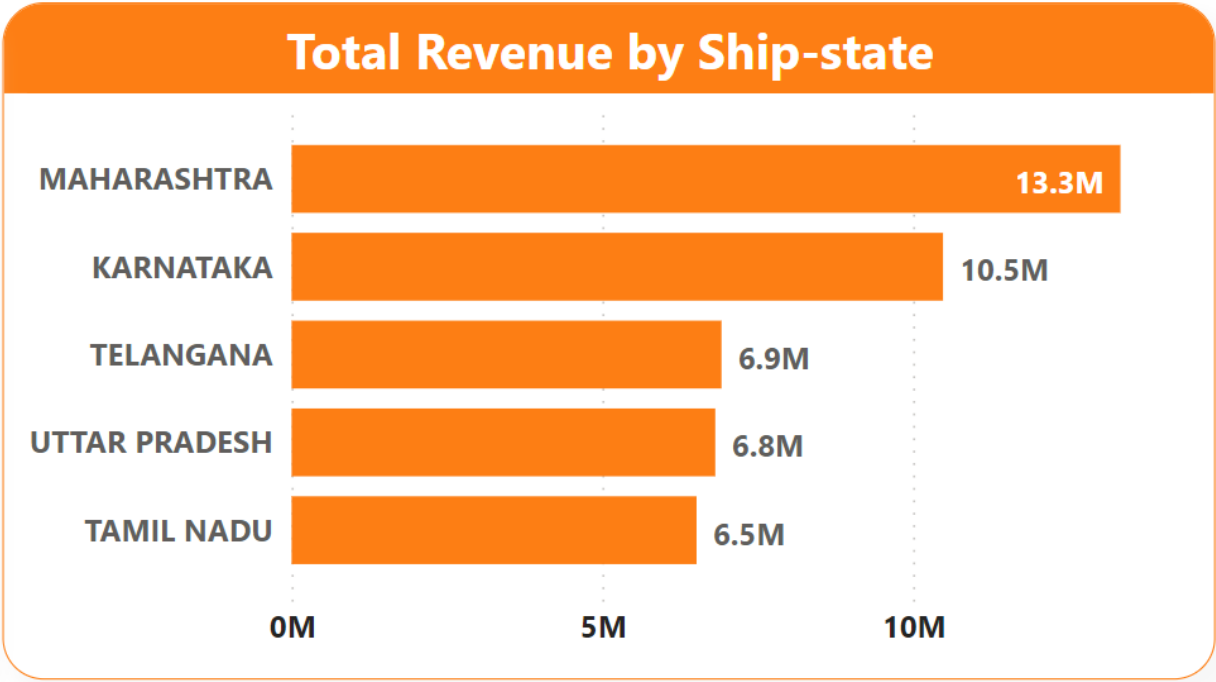
2. Line Chart: Total Revenue by Month

Total Revenue by Month

Chart data:
- March: $0M
- April: $29M
- May: $26M
- June: $23M

Y-axis: $0M, $10M, $20M, $30M
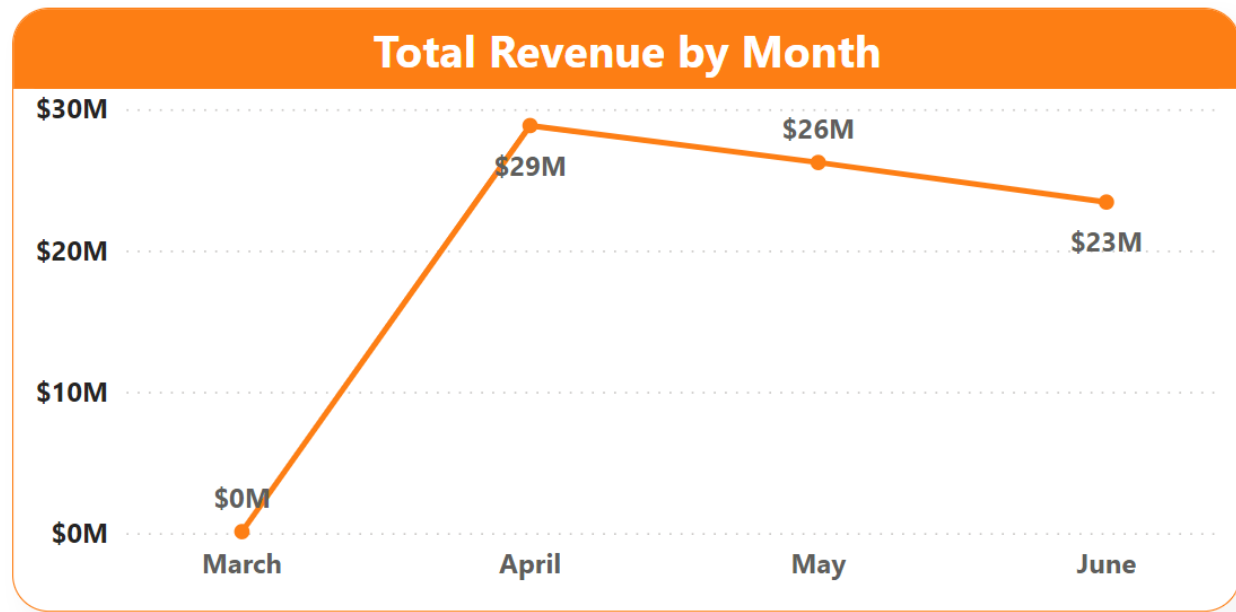
Insights:

- Revenue peaked in **March ($29M)**, likely due to seasonal factors.
- A gradual decline followed in **April ($26M)** and **June ($23M)**.

Recommendations

- Investigate reasons for the revenue decline after March (e.g., stock issues or reduced marketing efforts
- Plan seasonal campaigns to capitalize on high-demand periods like March.

3. Bar Chart: Revenue by State

Total Revenue by Ship-state

State	Revenue
MAHARASHTRA	13.3M
KARNATAKA	10.5M
TELANGANA	6.9M
UTTAR PRADESH	6.8M
TAMIL NADU	6.5M

Insights:

- **Maharashtra** led with **$13.3M**, followed by **Karnataka ($10.5M)** and **Telangana ($6.9M)**.
- Tamil Nadu contributed **$6.5M**, indicating potential for growth.

Recommendations:

- Increase marketing and operational focus in Maharashtra and Karnataka to maintain their strong performance.

- Explore strategies to improve revenue from mid-performing states like Tamil Nadu.

4. Bar Chart: Revenue by City

Total Revenue by ship-city
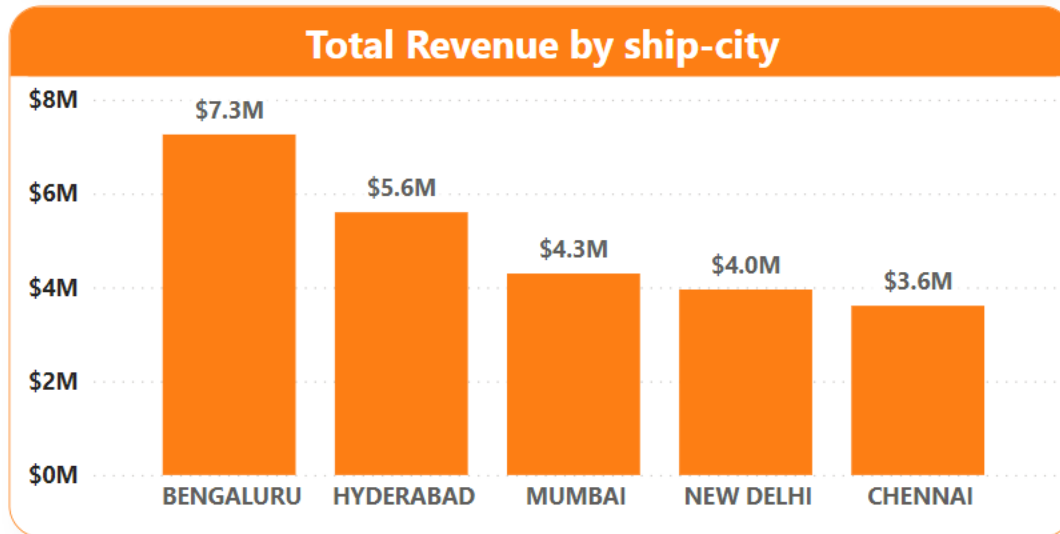
Insights:

- Bengaluru generated **$7.3M**, followed by Hyderabad with **$5.6M** and Mumbai with **$4.3M**.
- Cities like **New Delhi ($4M)** and **Chennai ($3.6M)** showed moderate performance but significant potential.

Recommendations:

- Strengthen marketing strategies in top cities like Bengaluru and Hyderabad to maximize revenue.
- Develop tailored campaigns for mid-performing cities like New Delhi and Chennai to boost their contributions.

5. Bar Chart: Revenue by Product Category
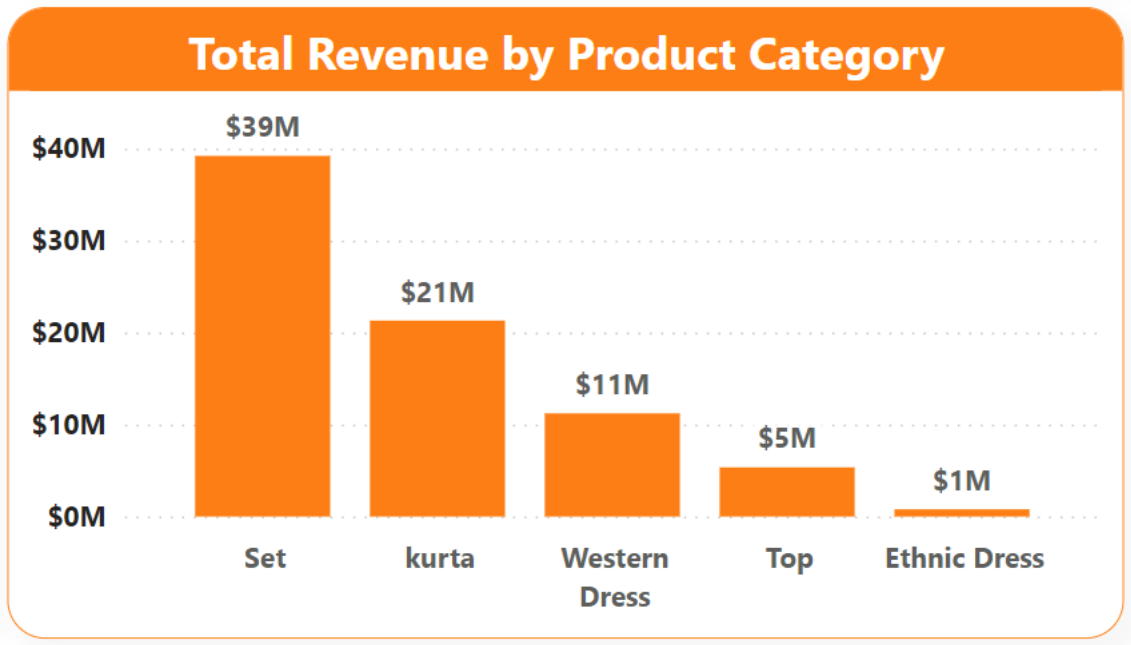
Insights:

- The **Set** category dominated with **$39M**, followed by **Kurta ($21M)** and **Western Dress ($11M)**.
- Ethnic Dress underperformed with only **$1M**, signaling room for improvement.

Recommendations:

- Expand inventory and promotional efforts for high-performing categories like Set and Kurta.

- Implement targeted campaigns to drive demand for underperforming categories such as Ethnic Dress.

Future Recommendations

1. **Reduce Cancellation Rates:**
   a. Investigate the causes of cancellations and implement targeted improvements in customer service and delivery processes.
2. **Leverage Seasonal Trends:**
   a. Use insights from March's strong performance to prepare and execute targeted seasonal campaigns.
3. **Expand Product Categories:**
   a. Continue to build on the success of high-performing categories while revitalizing weaker ones with better promotions and assortment.
4. **Regional Growth Focus:**
   a. Tailor campaigns to increase revenue in mid-performing regions and cities, focusing on Tamil Nadu, New Delhi, and Chennai.
5. **Proactive Monitoring:**
   a. Regularly track and update KPIs to identify performance gaps early and respond effectively.

Conclusion

The analysis highlights several key insights:

- **Maharashtra** and **Bengaluru** are top contributors to overall sales performance.
- The **Set** category significantly outperformed others in revenue generation.

- A declining revenue trend post-March and a high cancellation rate require immediate attention.