

Amazon Sales Analysis

Presented by
Sai Krishna Tandasi

Contents

- ❖ Introduction
- ❖ Problem Statement
- ❖ Key Objectives
- ❖ Tech Stack
- ❖ Dashboards
- ❖ Insights
- ❖ Conclusion

Introduction

Welcome to our Amazon Sales Data Analysis presentation! In this session, we'll delve into the intricacies of our sales performance on Amazon, highlighting key metrics and trends that have shaped our business outcomes. Our goal is to uncover actionable insights that can drive future growth and enhance our market strategy.

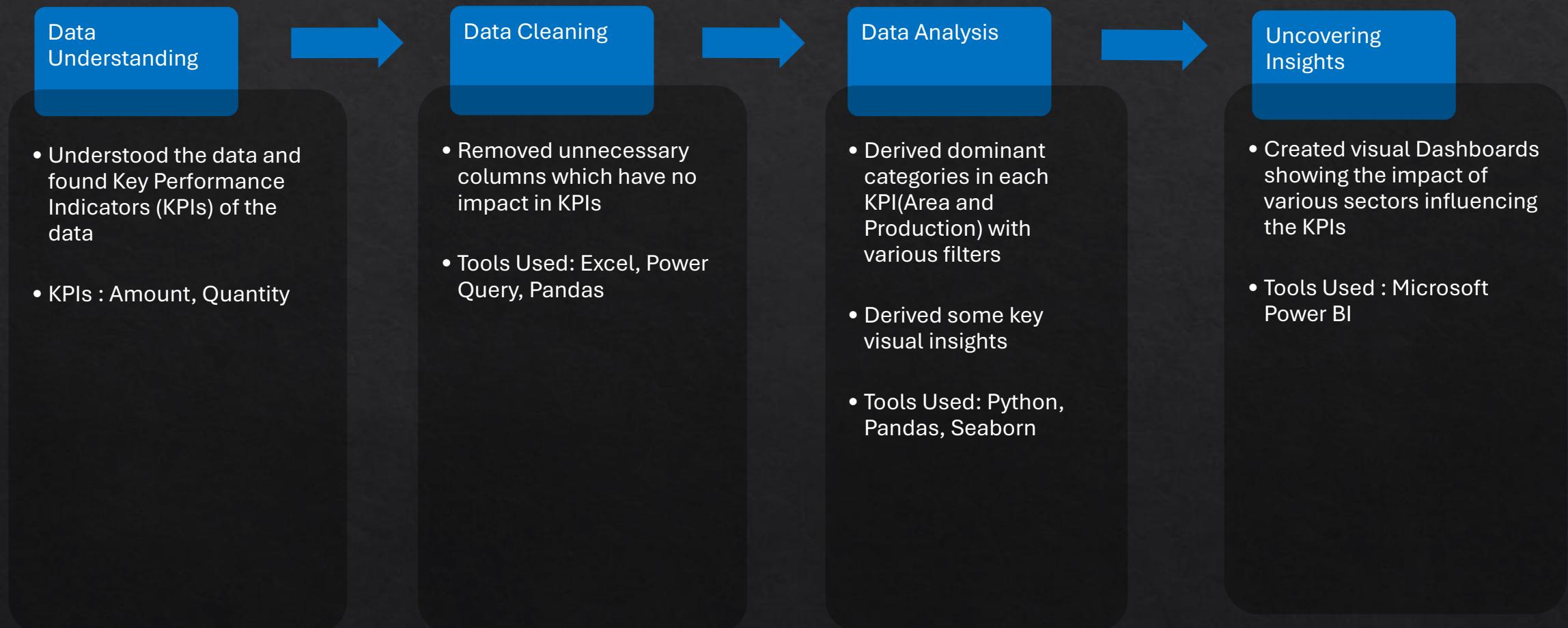
Problem Statement

The provided dataset contains information about sales transactions on Amazon, including details such as order ID, date, status, fulfilment method, sales channel, product category, size, quantity, amount, shipping details and more. The objective is to conduct a comprehensive analysis of the data and extract actionable insights to support business decision-making.

Key Objectives

- ❖ **Sales Overview:** Understand the overall sales performance, trends, and patterns over time.
- ❖ **Product Analysis:** Analyse the distribution of product categories, sizes, and quantities sold to identify popular products.
- ❖ **Fulfilment Analysis:** Investigate the fulfilment methods used and their effectiveness in delivering orders.
- ❖ **Customer Segmentation:** Segment customers based on their buying behaviour, location, and other relevant factors.
- ❖ **Geographical Analysis:** Explore the geographical distribution of sales, focusing on states and cities.
- ❖ **Business Insights:** Provide actionable insights and recommendations based on the analysis to optimize sales strategies, improve customer satisfaction, and enhance overall business performance.

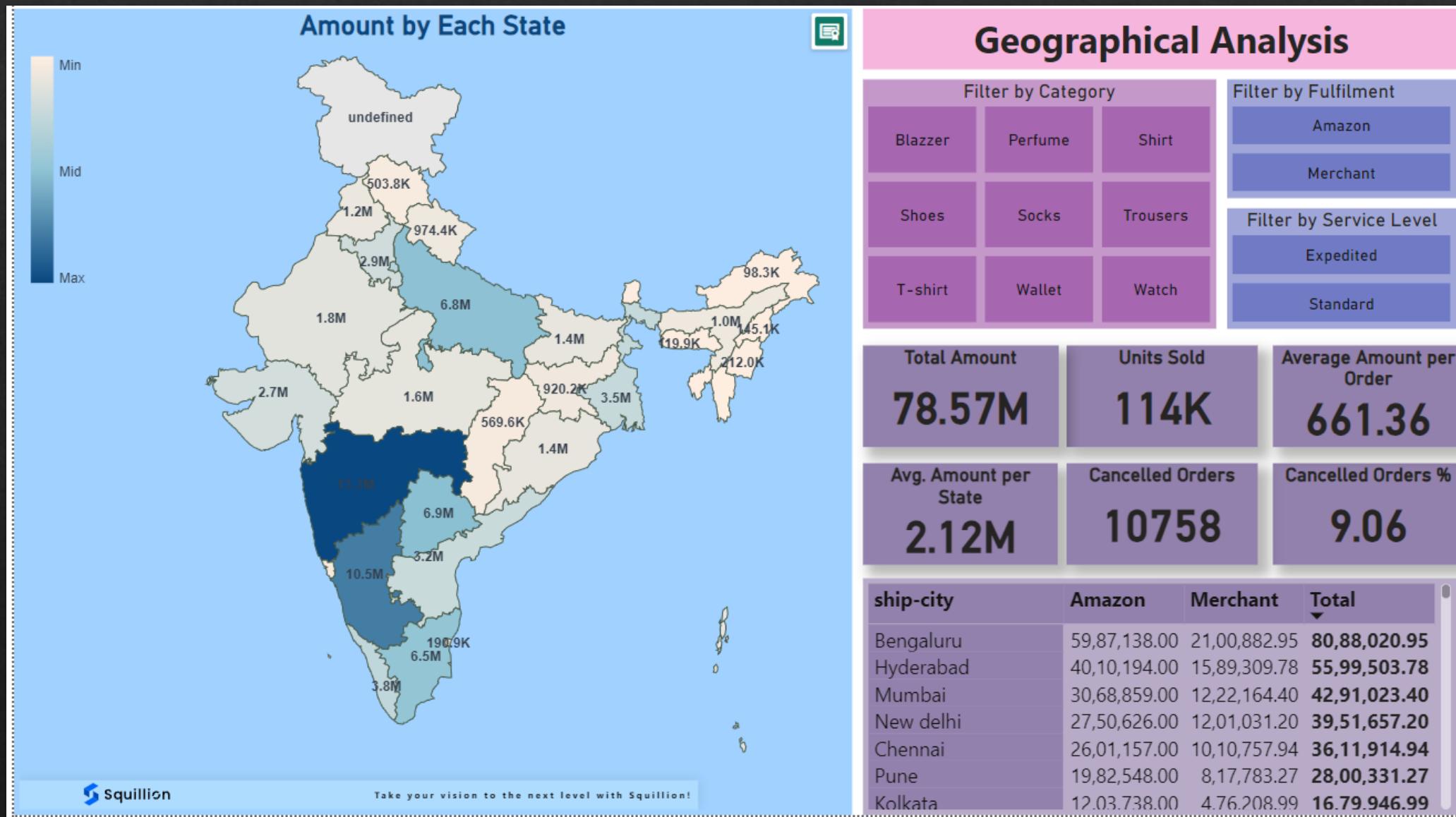
Tech Stack



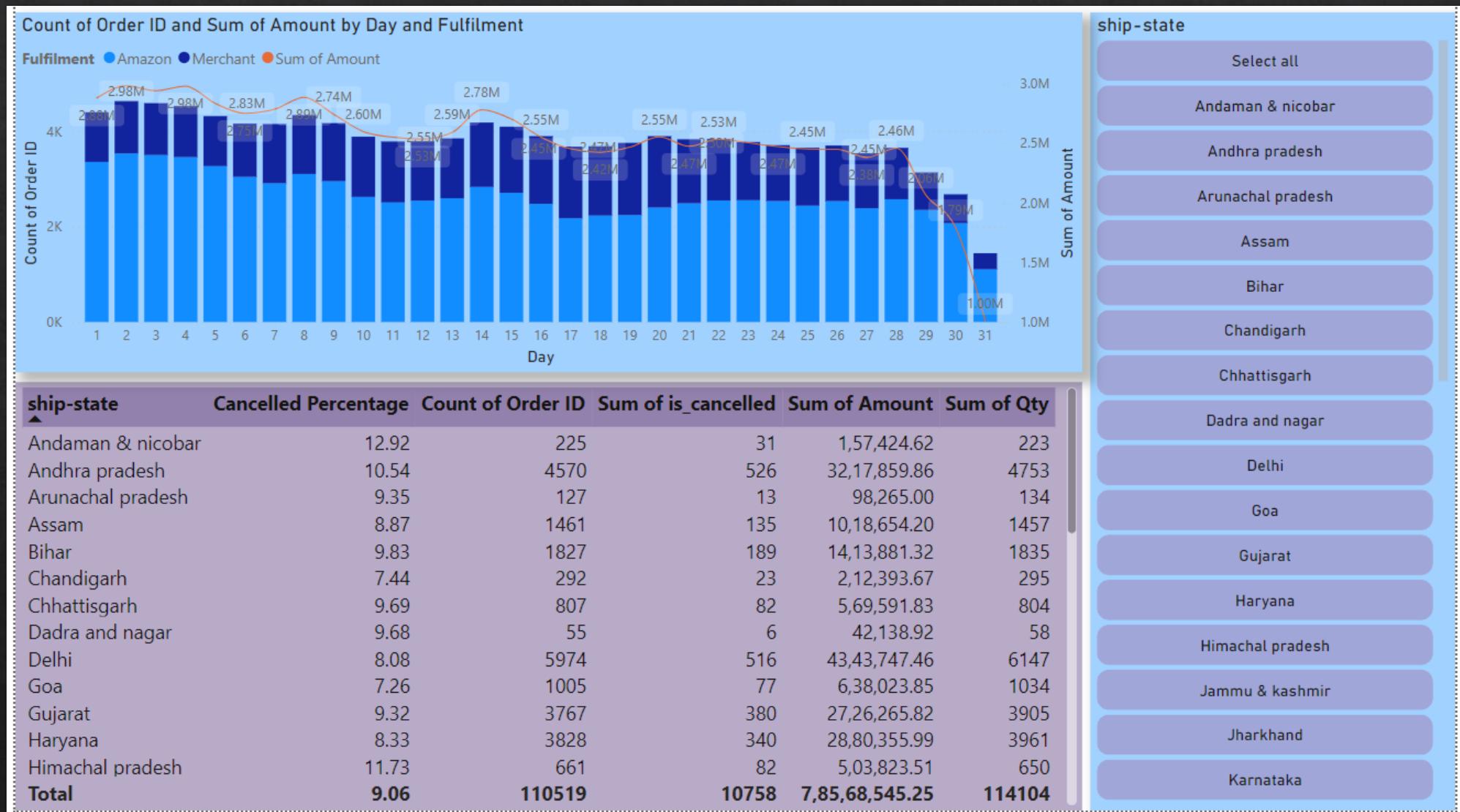
Dashboards



Dashboards



Dashboards



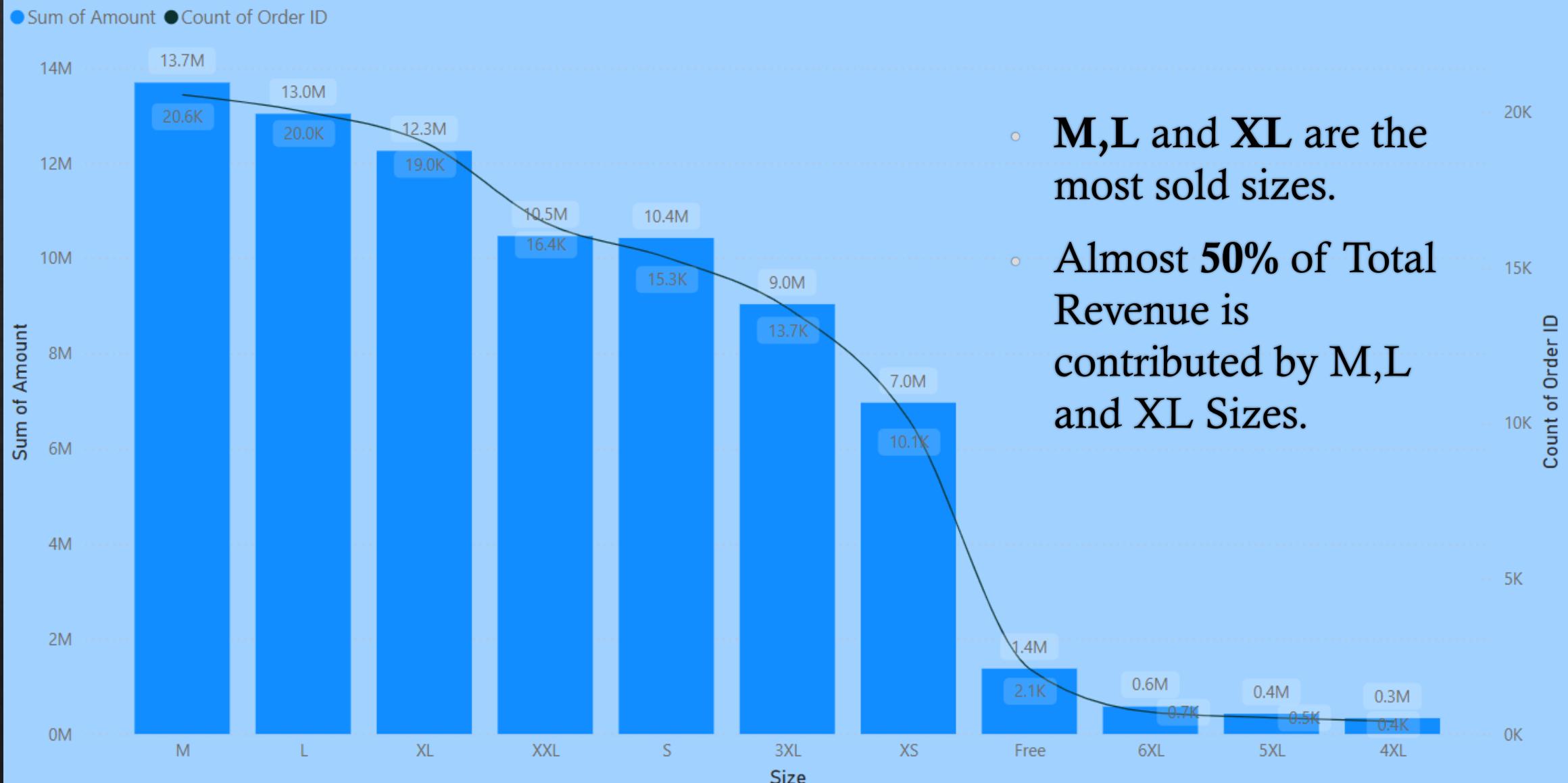
Insights

Sales Overview

- ❖ Around **114K** units are sold out with an amount of **₹78.57 Million** and through **1,10,519** orders.
- ❖ Around **11K** Orders are cancelled, which is around **9%** of whole orders.

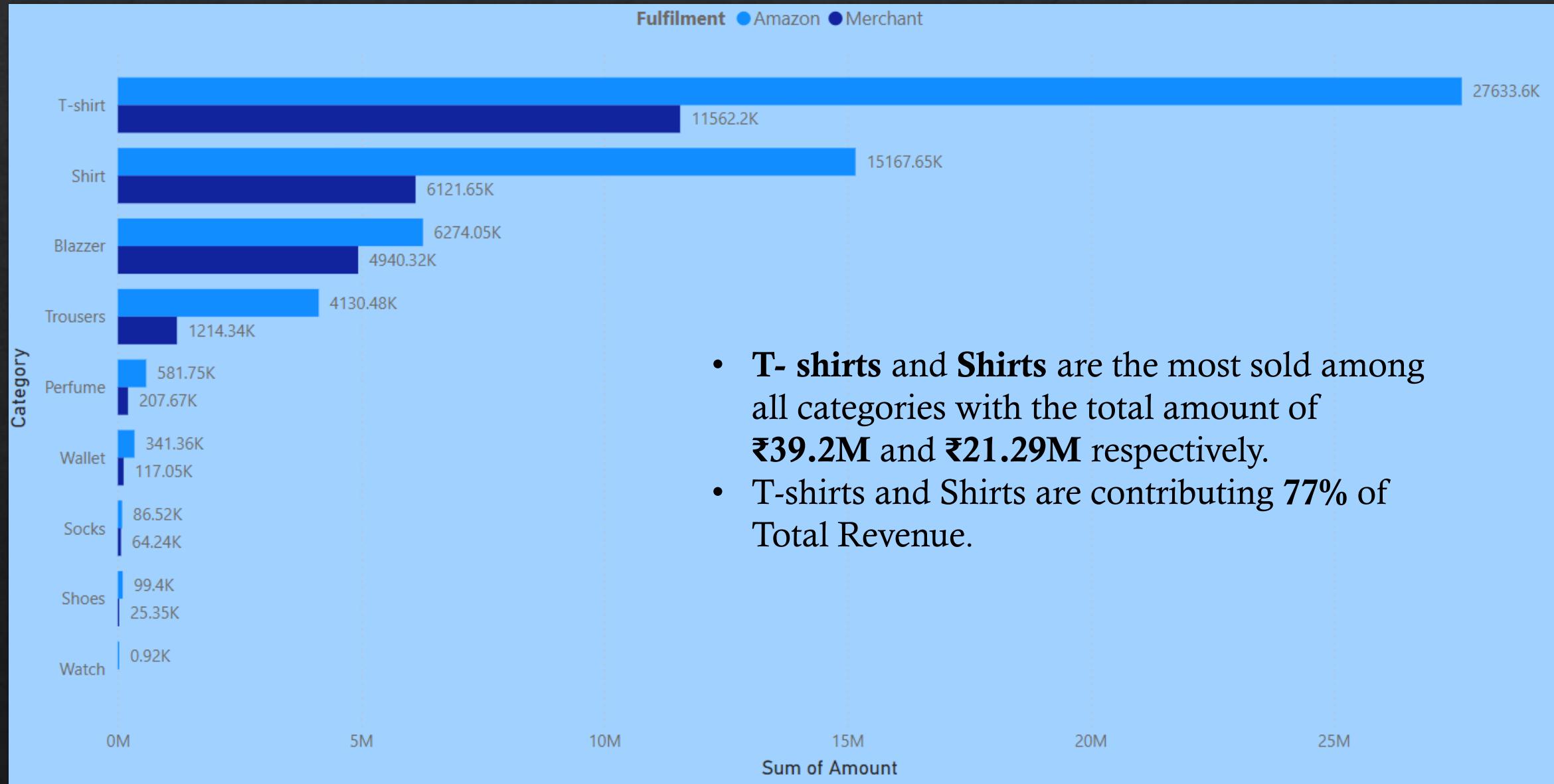
Total Orders 110519	Total Amount 78.57M	Units Sold 114K	Average Amount per Order 661.36
Avg. Amount per State 2.12M	Cancelled Orders 10758	Cancelled Orders % 9.06	

Product Analysis



Product Analysis

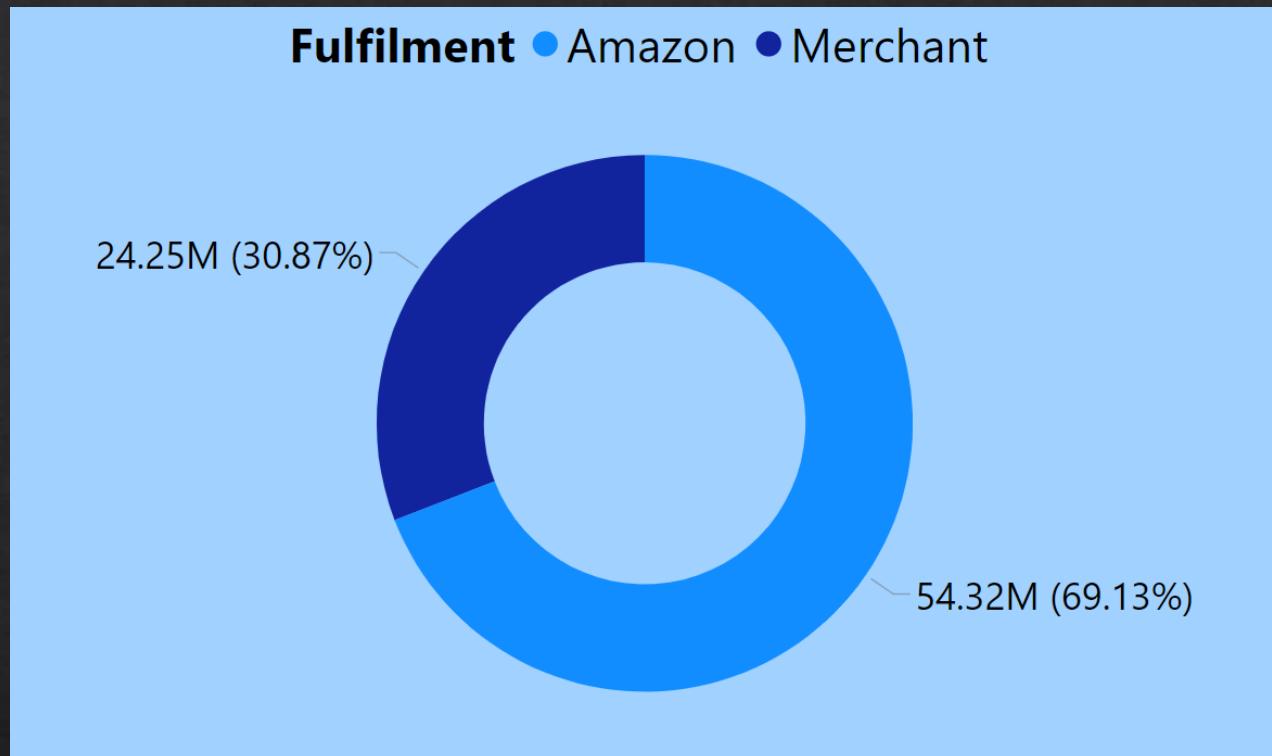
Fulfilment ● Amazon ● Merchant



Fulfillment Analysis

Fulfilled by both Amazon
and Merchants

Total Orders	110519
Units Sold	114K
Total Amount	78.57M



Fulfilled by
Amazon

Total Orders	76670
Units Sold	82K
Total Amount	54.32M

- ◆ **76670** orders (**69%**) are fulfilled by **Amazon** and rest are fulfilled by their merchants.

Fulfilment Analysis

- ❖ Almost 14% of orders are cancelled through the **Merchant** fulfilment which is significantly high.

Total Orders 33849	Total Amount 24.25M	Units Sold 32K	Average Amount per Order 660.89
Avg. Amount per State 655.48K	Cancelled Orders 5131	Cancelled Orders % 13.98	

Cancelled orders by Fulfilment methods

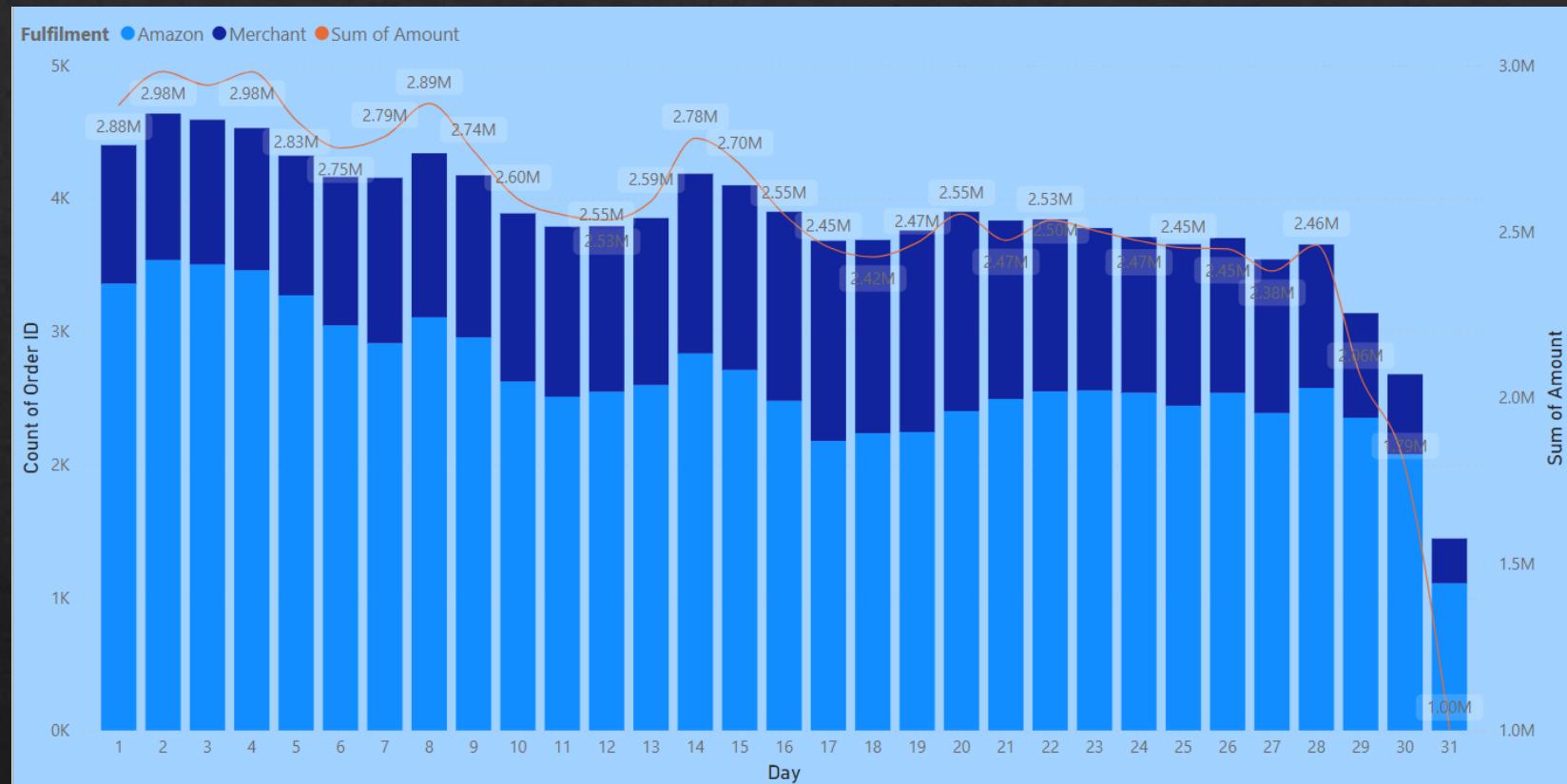
- ❖ **Lakshadweep, Mizoram, Andaman & Nicobar, Ladakh and Dadra Nagar** are getting more orders cancelled through Merchant Fulfilment.
- ❖ **Mizoram, Kerala, Ladakh, Arunachal Pradesh and Meghalaya** are getting more cancelled orders through Amazon Fulfilment.
- ❖ **Hilly Regions and Islands** are getting more cancelled orders.
- ❖ Merchant Fulfilment had more cancelled percentage than Amazon Fulfilment.

Merchant	ship-state	Cancelled Percentage
	Lakshadweep	33.33
	Mizoram	23.08
	Andaman & nicobar	22.22
	Ladakh	20.00
	Dadra and nagar	19.05

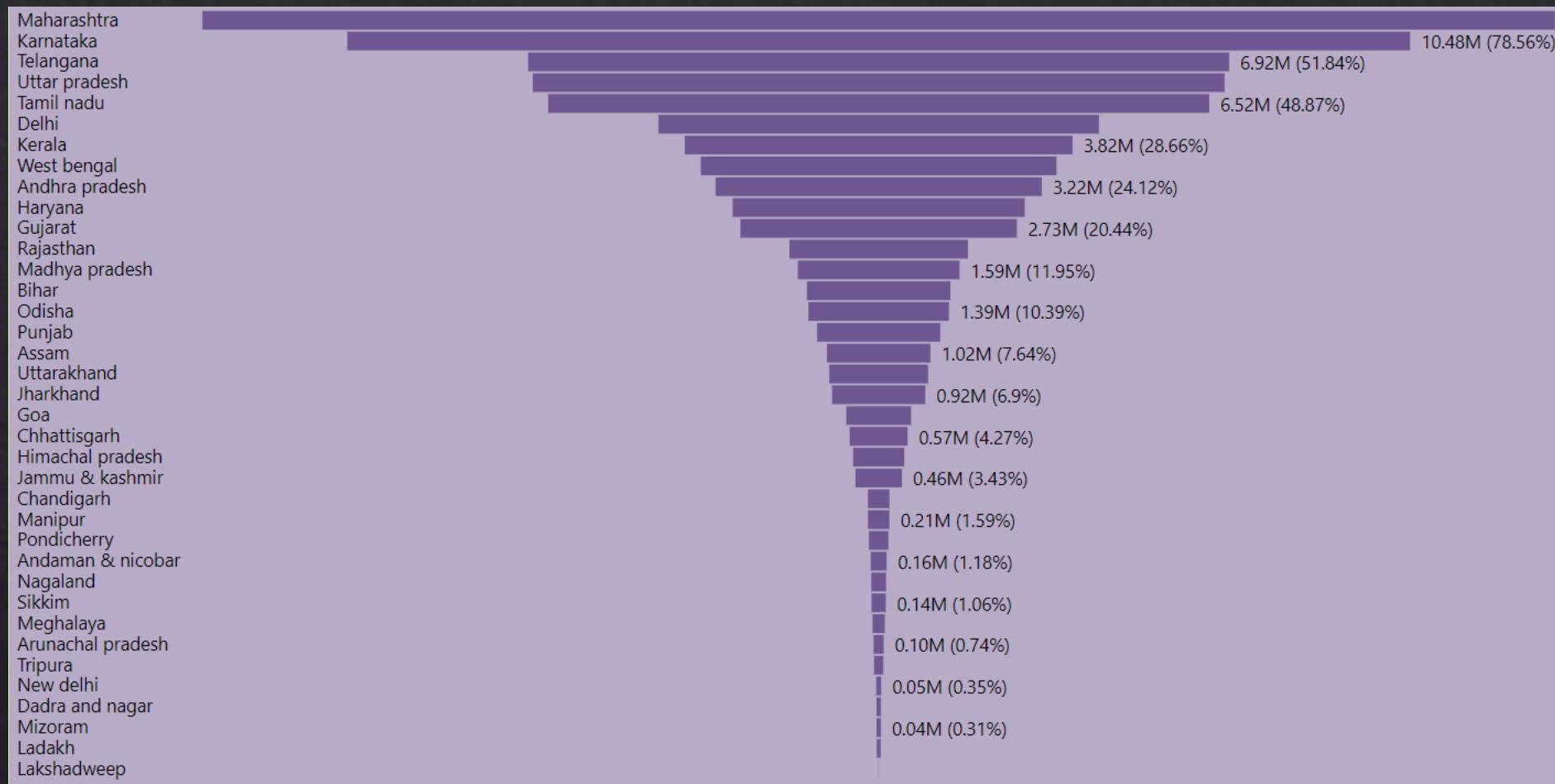
Amazon	ship-state	Cancelled Percentage
	Mizoram	10.64
	Kerala	9.92
	Ladakh	9.68
	Arunachal pradesh	9.52
	Meghalaya	8.73

Customer Segmentation

- ❖ Customers are mostly Preferring the clothes over accessories.
- ❖ Majority of the accessories are ordered from the Major Cities – **Bangalore, Mumbai, Chennai, New Delhi, Hyderabad** which is around 90%.
- ❖ Customers are placing more orders in the first week of every month.



Geographical Analysis



- ❖ **Maharashtra, Karnataka, Telangana, Tamil Nadu** and Uttar Pradesh are **top 5** states having the most no of orders and Amount.
- ❖ The above 5 states cover **56%** of the total revenue.

Geographical Analysis

- ❖ Bengaluru, Hyderabad, Mumbai, New Delhi and Chennai are the top 5 cities having the most no of orders and Amount.
- ❖ These 5 cities cover 32% of the total revenue.

ship-city	Amazon	Merchant	Total
Bengaluru	59,87,138.00	21,00,882.95	80,88,020.95
Hyderabad	40,10,194.00	15,89,309.78	55,99,503.78
Mumbai	30,68,859.00	12,22,164.40	42,91,023.40
New delhi	27,50,626.00	12,01,031.20	39,51,657.20
Chennai	26,01,157.00	10,10,757.94	36,11,914.94

Business Insights

- ❖ Customers are mostly ordering the Clothes.
- ❖ Business is more active in Urban Areas than Rural Areas.
- ❖ Most no of cancelled orders observed in Hilly regions and Islands.
- ❖ Fulfillment through Merchant had more no. of shipping issues and cancelled orders.
- ❖ Customers are mostly ordering in the first week rather than month end.
- ❖ Accessories had registered less sales which are par below the average.
- ❖ M, L and XL are mostly selling in size categories.
- ❖ Urban areas are registering more orders than Rural Areas.
- ❖ Power BI Link: https://app.powerbi.com/links/2fIelQqwSa?ctid=ce2cf43b-263b-4598-b84d-ed105bc3ebcc&pbi_source=linkShare

Conclusion

- ❖ Since clothes are ordering mostly, its better to increase the varieties in clothing.
- ❖ Accessories need to get more stock and offers to increase the sales.
- ❖ Fulfilment through the merchant need to increase their end user services to decrease the cancelled orders.
- ❖ Need to redefine the delivery terms and conditions in the hilly areas due to their infrastructure issues, so that we can receive less complaints in shipping issues.
- ❖ Need to increase the EMI options in all categories, customers are mostly ordering in the starting week of the month.
- ❖ It is recommended to make sure that all sizes are available before the product is getting into sale, because mostly M, L, XL have more orders.
- ❖ Rural areas are getting less orders, needed fast delivery and more advertisement.

Thank You