

Amazon Sales Report

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Executive Summary:

The **Amazon Sales Report Analysis** provides an in-depth exploration of sales data, offering valuable insights and actionable recommendations to optimize Amazon's sales strategy, improve customer experience, and enhance operational efficiency. The analysis covers various aspects of the dataset, including sales trends, product categories, fulfilment methods, geographical performance, and customer segmentation.

Data Overview:

Index	Unique identifier for each record.
Order ID	Unique identifier for each order.
Date	Date when the order was placed.
Status	Current status of the order.
Fulfilment	Method by which the order is fulfilled.
Sales Channel	Platform through which the order was made.
Ship-Service-Level	Level of shipping service chosen for the order.
Category	Product category of the ordered item.
Size	Size of the ordered item, if applicable.
Courier Status	Current status of the order with the courier.
Currency	Currency in which the order was placed.
Amount	Total amount of the order.
Ship-City	City to which the order is shipped.
Ship-State	State to which the order is shipped.
Ship-Postal-Code	Postal code to which the order is shipped.
Ship-Country	Country to which the order is shipped.
B2B	Indicates if the order is a Business-to-Business order.
Fulfilled-By	Entity responsible for fulfilling the order.

Sales Overview:

overall sales performance, trends, and patterns over time

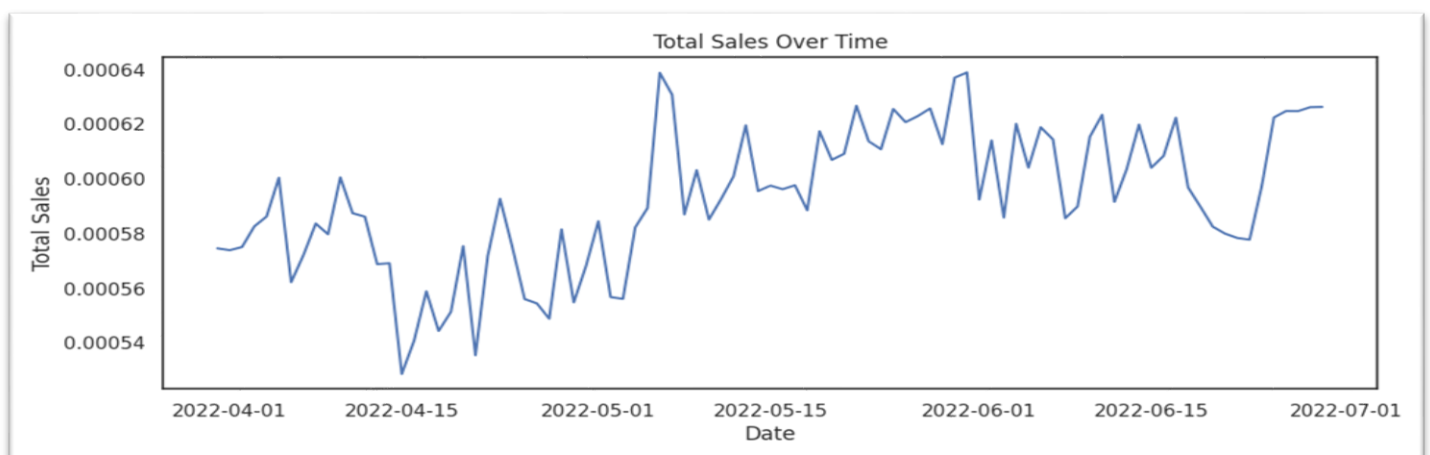


Fig 1

Findings

- The highest sales peak is observed around early and late May.
- Sudden drop down from the period from second week of April to early May so, the least sales are observed during early May.
- Sales performance was volatile during the month of June, with a sharp increase being observed in the last part of the month, followed by significant drops being recorded.

Recommendations

- Launch seasonal or time-sensitive promotions leading up to and during this period (early and late May) to boost the sales again.
- Implement a targeted promotional strategy to stimulate demand during the quieter period, such as early-bird offers or exclusive online deals.
- Consider product bundling or loyalty programs to incentivize repeat customers.

Monthly sales performance

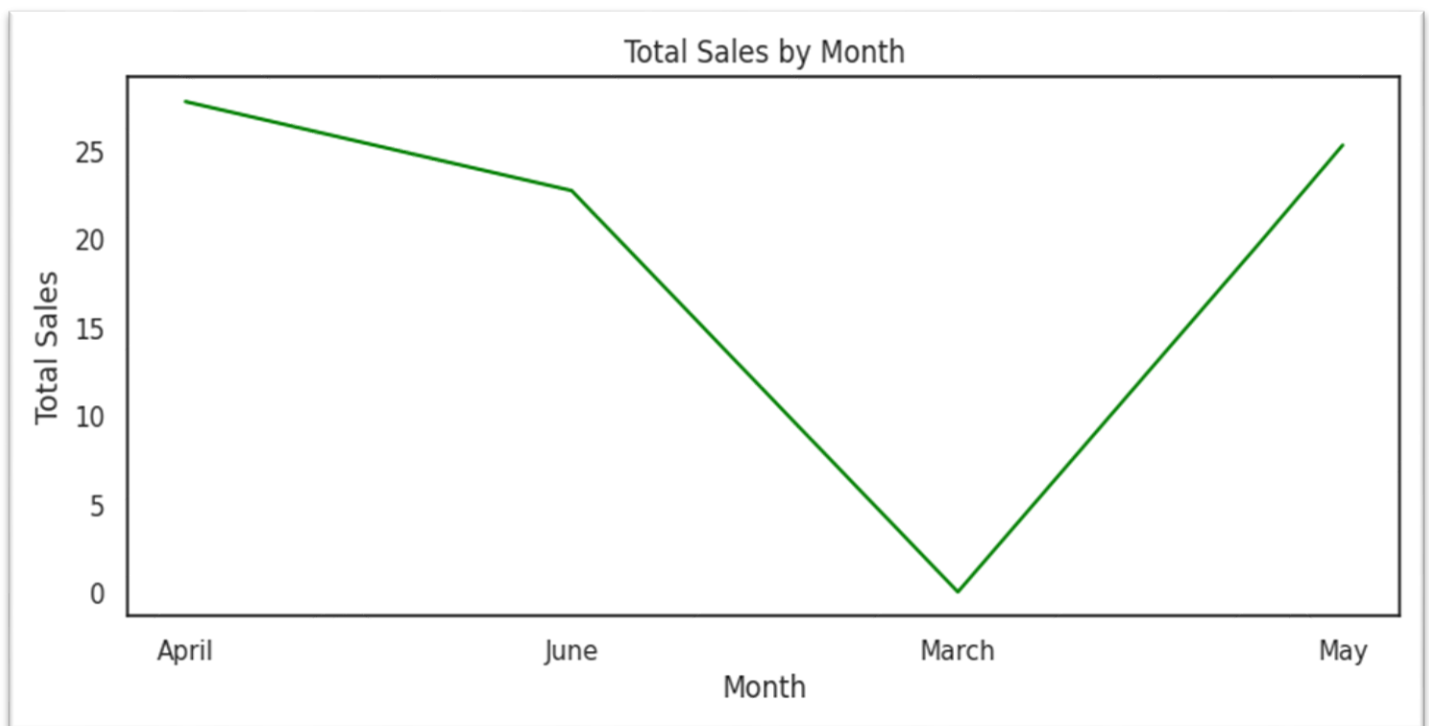


Fig 2

Findings

- Least sales performance occurred in March while April shows higher.
- The order of performance is: April > May > June > March

Recommendations

- Check if there were fewer promotions, discounts, or marketing campaigns in March compared to April, May, or June.
- Introduce limited-time offers or flash sales in March to increase customer urgency and boost purchases.
- Since April showed higher performance, analyse what strategies or tactics worked well in April and replicate those for March.

Total Sales by Week

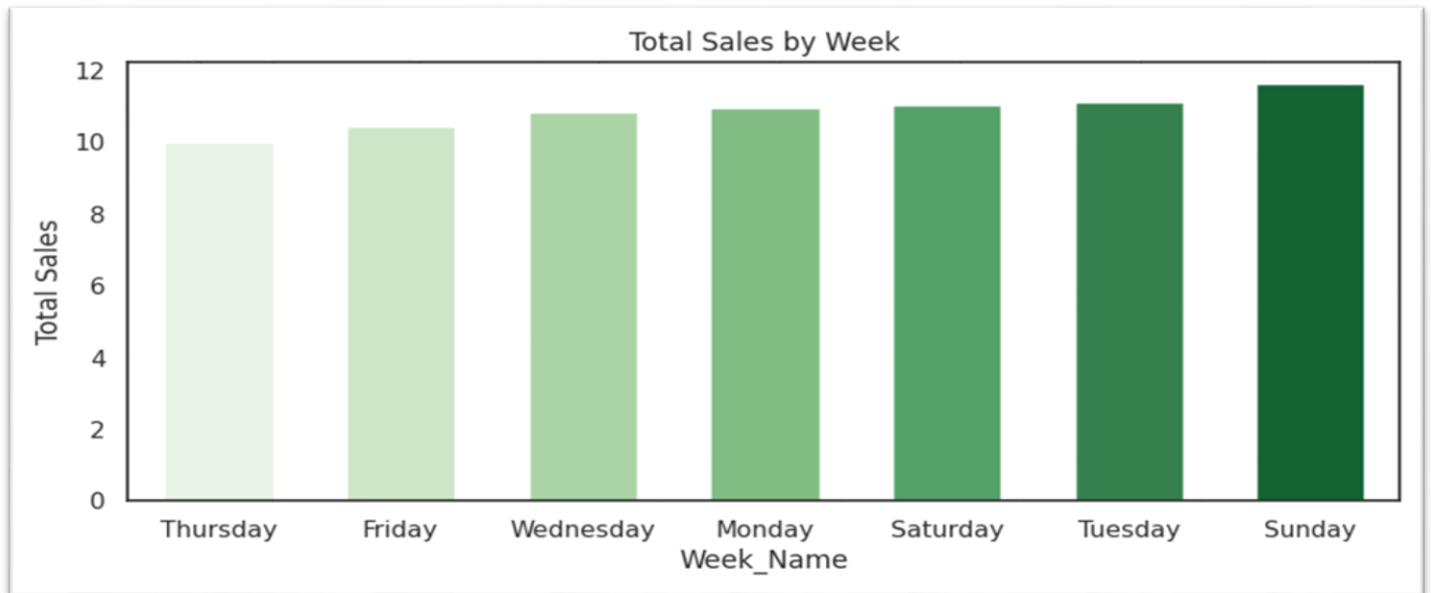


Fig 3

Findings

- Sales are highest on Sundays and lowest on Thursdays.

Recommendations

- Run special promotions or discounts specifically for Sundays, such as “Sunday Only” deals or “Weekend Finale” promotions to drive more traffic.
- Consider offering bundle discounts or “Buy One, Get One” offers on Sunday to encourage higher sales volumes.
- Use email marketing to offer exclusive Thursday-only deals or early access to weekend sales for subscribers or loyalty program members.
- Introduce new products or collections towards the beginning of the week to generate excitement and drive customers to make purchases on lower-sales days.

Product Analysis:

Distribution of categories count & Distribution of Sizes count

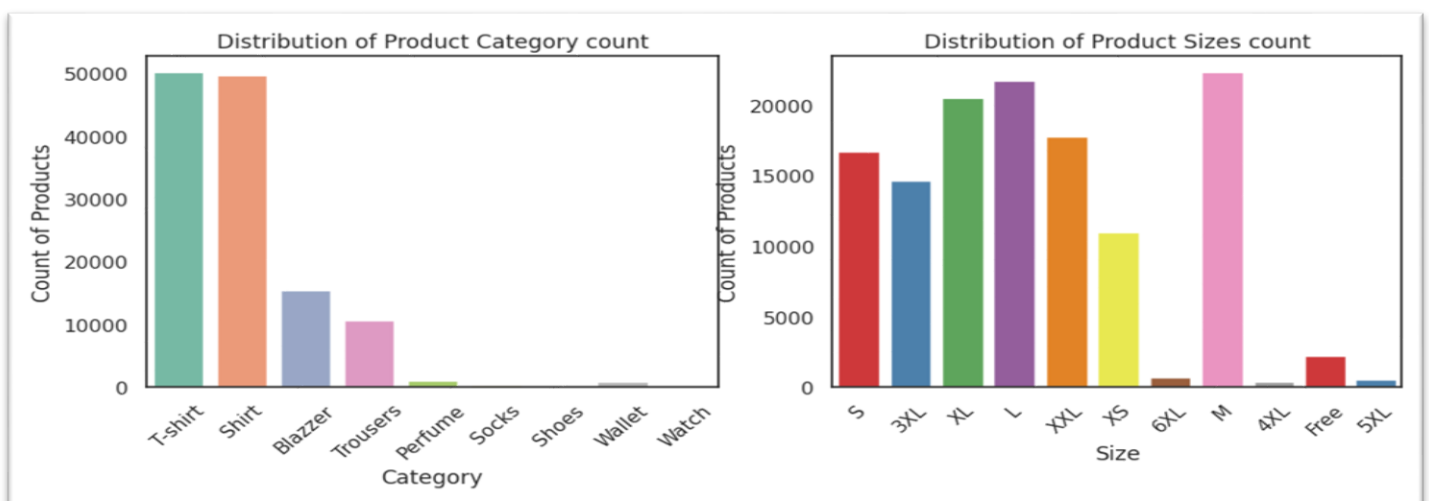


Fig 4

Findings

Distribution of categories count: Most popular - T-shirts and Shirt

Least popular - Wallet, Perfume, Socks, Shoes, Watch

Distribution of Size count:

Most popular - M, L, XL

Least popular - Free, 6XL, 4XL, 5XL

Total sales by category and size

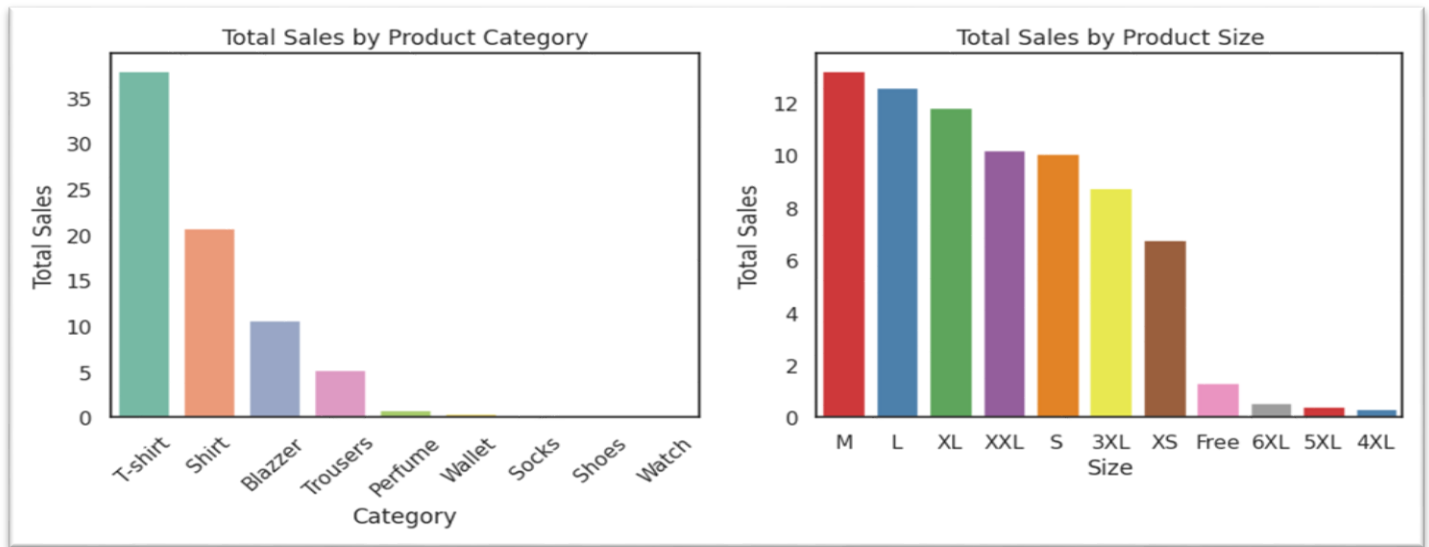


Fig 5

Findings

Total sales by Category: Most popular - T-shirts

Total sales by Size : Most popular - M, L, XL

Least popular - Free, 6XL, 4XL, 5XL

Total quantity sold by category and size

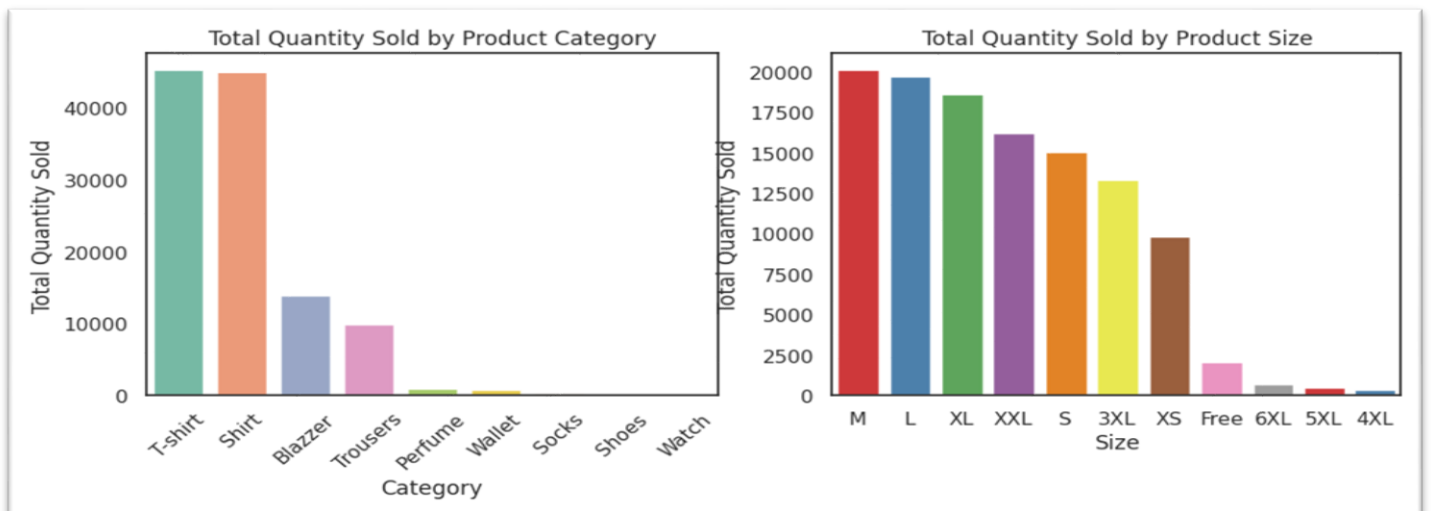


Fig 6

Findings

Total quantity sold by Category: Most popular - T-shirt, Shirt

Least popular - Perfume, Wallet, Socks, Shoes, Watch

Total quantity sold by Size:

Most popular - M, L, XL

Least popular - Free, 6XL, 4XL, 5XL

Insights on product Analysis

- Expand T-shirts and Shirts: Focus on more designs and sizes M, L, XL.
- Revamp Underperforming Categories: Rethink marketing and promotions for perfumes, wallets, socks, shoes, and watches.
- Target Niche Markets: Promote larger sizes (6XL, 5XL) through inclusive marketing.
- Optimize Stock: Adjust inventory based on demand trends for popular and underperforming products.

Fulfilment Analysis

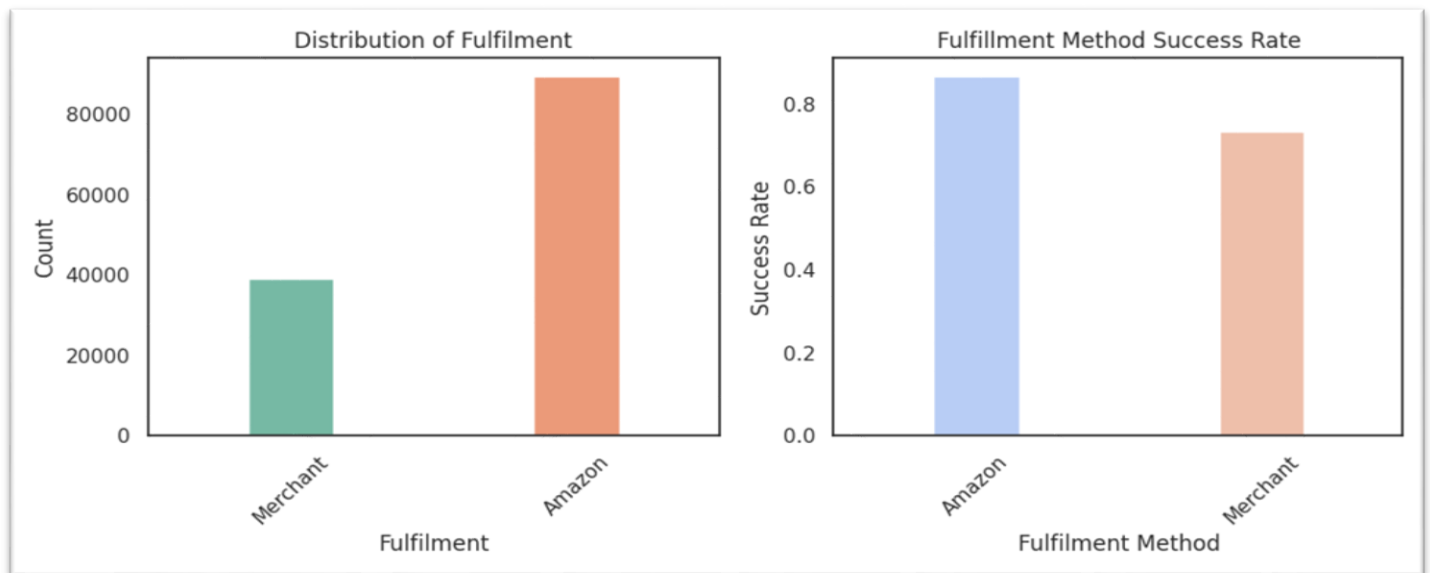


Fig 7

Findings

- Amazon has a success rate of above 80% for fulfilling orders.
- Merchant has a success rate of above 70% for fulfilling orders

Recommendations

- Ensure that the products are properly inspected before shipping to minimize returns or complaints.
- Improving packaging to avoid damage during transit can reduce failures in fulfilment.
- Regularly track fulfilment performance (e.g., on-time delivery, order accuracy) to identify and address issues quickly.
- Leverage FBA to take advantage of Amazon's superior logistics and high success rates.

Customer Segmentation

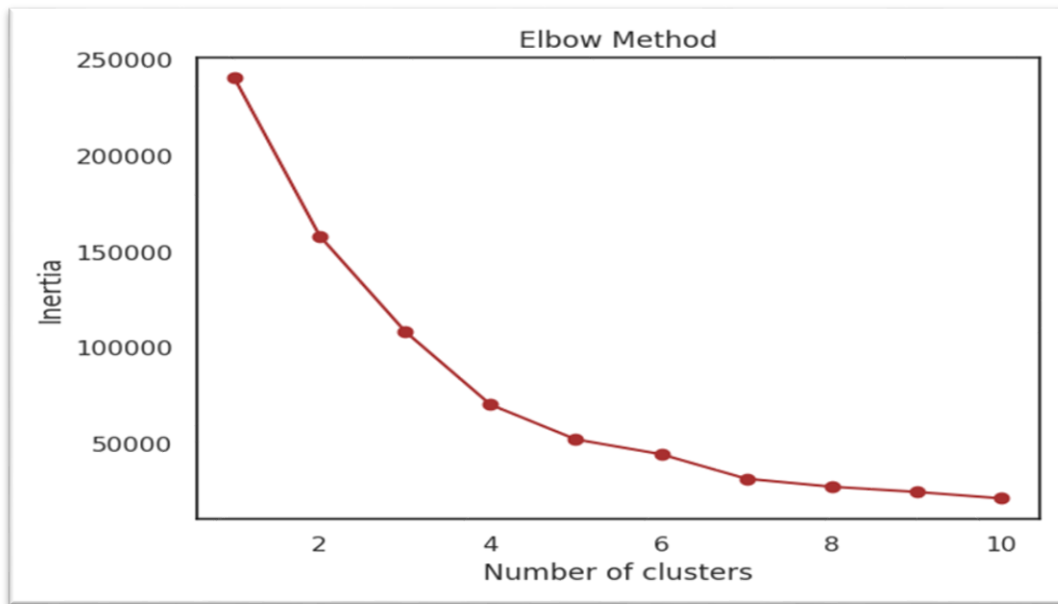


Fig 8

The elbow in the plot is around 3 clusters. This suggests that using 3 clusters is a reasonable choice for segmenting the customers.

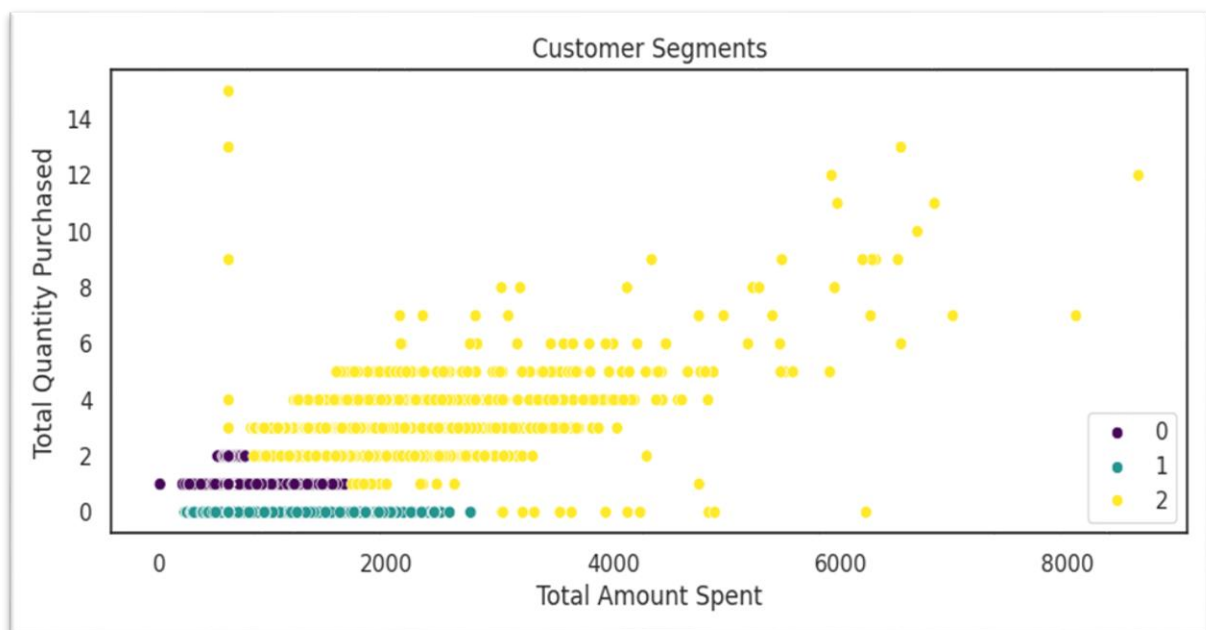


Fig 9

Findings

Cluster 0 - Low spenders with infrequent buyers.

Cluster 1 - Moderate spenders and low frequent buyers. Better than Cluster 0 groups.

Cluster 2 - High amount spenders and frequent buyers and buy more quantity.

Recommendations

- Cluster 0:
Offer discounts for first purchases and bundle deals to encourage more frequent buys.
Introduce rewards for repeat purchases to boost frequency.
- Cluster 1:
Offer discounts on future purchases and introduce subscription models.
Run seasonal promotions and personalized email offers to increase purchase frequency.
- Cluster 2:
Provide exclusive rewards, early access to products, and personalized offers. Cross-sell premium products and bulk deals.
Offer dedicated customer service for a better experience.

Geographical Analysis

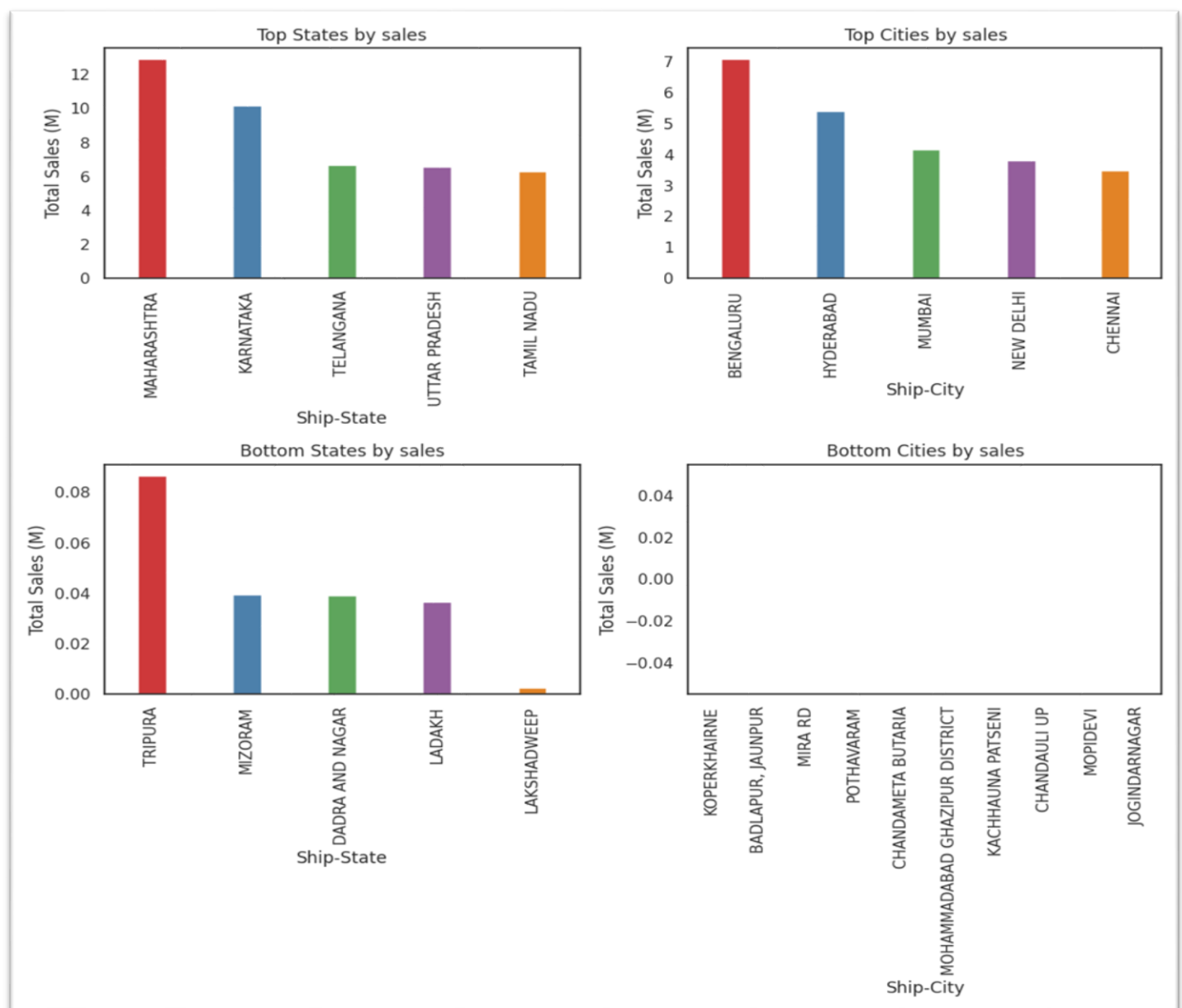


Fig 10

Findings

Top States by Sales: Maharashtra exhibits the highest sales performance among the states, i.e., above 12M, followed by Karnataka

(about 10M). Telangana, Uttar Pradesh, and Tamil Nadu show approximately the same sales figures. Tamil Nadu, with sales around 7M, demonstrates the lowest performance among these states.

<i>Top</i>	<i>Cities</i>	<i>by</i>	<i>Sales:</i>
	Bengaluru leads the cities with sales above 7M, showing it as a key market for the business, followed by Hyderabad, Mumbai, New Delhi, and Chennai.		

<i>Bottom</i>	<i>States</i>	<i>by</i>	<i>Sales:</i>
	Lakshadweep shows the lowest sales performance among all states. Mizoram, Dadra and Nagar Haveli, and Ladakh exhibit similar sales figures.		

<i>Bottom</i>	<i>Cities</i>	<i>by</i>	<i>Sales:</i>
	Koperkhairne, Badlapur, Jaunpur exhibit the lowest sales performance, followed by Mira Road, Pothavaram, Chandameta Butaria, Mohammadabad Ghazipur District, Kachhauna Patseni, Chandauli UP, Mopidevi, and Jogindarnagar. These cities show negligible sales performance.		

Recommendations

- Continue targeting Maharashtra and Bengaluru with exclusive offers or product launches to strengthen market presence.
- Research regions like Lakshadweep to identify barriers such as economic factors or competition.
- Use community engagement programs like local events and product demos to boost brand awareness in underperforming regions.
- Improve customer support in areas with low sales to address potential service gaps.
- Strengthen delivery networks and reduce delivery times in underperforming regions to boost customer satisfaction and sales.