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|  | | Amazon Sales Analysis Report | | | | |  | |
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|  | | | | Saniya Qureshi |  | | | |
|  | | | | November 13, 2024—Inno Bytes Internship Project |  | | | |
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|  | INTRODUCTION | | | | | | |  |
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|  |  |  | This report presents an in-depth analysis of Amazon sales data to identify trends, understand category performance, and evaluate fulfillment methods. The goal of this analysis is to derive actionable insights that can help drive strategic decisions and improve operational efficiency. OBJECTIVE: The objective of this analysis is to analyze historical sales data, identify profitable categories, examine fulfillment issues, and explore cancellation and return trends, ultimately aiming to enhance business outcomes. | | |  |  |  |
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|  | | DATA CLEANING AND PREPARATION | | |  | |
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|  | The raw data provided consisted of various inconsistencies and missing values that required a thorough cleaning process to ensure accuracy. The following steps were undertaken to prepare the data for analysis:   * Handling Missing Values: Blank cells in key columns (like Amount and Fulfilled By) were identified and filled appropriately. For instance, missing Amount values were replaced with 0. * Removing Duplicates: Duplicate entries were removed to maintain data integrity. * Formatting Dates: The Order Date column was split into separate Day, Month, and Year columns, allowing for detailed trend analysis. Date formatting was standardized for   consistency.   * Normalizing Status Labels: Status values such as "Shipped," "Cancelled," and other stages were standardized to ensure accurate grouping and filtering in pivot tables. | | | | |  |
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|  | | KEY ANALYSIS AREAS | | |  | |
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|  | MONTHLY SALES TRENDSMethodology: Pivot tables were used to aggregate monthly sales to observe revenue trends over time. Findings:  * Monthly Trends: The sales data revealed peaks during certain months, potentially due to seasonal events or promotions. The analysis highlighted April as a high – sales month followed by May. | | | | |  | |
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|  | CATEGORY PERFORMANCE ANALYSISMethodology:A pivot table analysis by product category and sizes was performed to evaluate popular product and revenue contribution from each category.Findings:  * Top Performing Categories: Categories such as T-shirts and Shirts generated the highest revenue, accounting for 77.16% of total sales. * Low Performing Categories: Conversely, categories like Socks, Shoes, Watches, Wallets & Perfumes had significantly lower sales, indicating potential areas for improvement. | | |  |
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|  | FULFILLMENT ANALYSISMethodology:An analysis was conducted on the Fulfilled By column to determine performance differences between Amazon and Merchant-fulfilled orders.Findings:  * Fulfilment by Amazon vs. Merchant: Orders fulfilled by Amazon had higher successful delivery rate and fewer cancellations compared to merchant-fulfilled orders. * Cancellation and Return Rates: Pivot tables were used to calculate cancellation and return rates for both fulfillment methods. | | |  |
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|  | GEOGRAPHICAL ANALYSISMethodology:The goal of the geographical analysis is to understand the distribution of sales across different locations (states or countries) to identify high-performing regions, discover regional sales trends, and explore opportunities for targeted strategies.Findings:  * **High-Sales States:** Certain states Like Maharashtra & Kerala stood out as major contributors to revenue. These states accounted for More of total sales, indicating strong demand in these regions. * **Low-Sales States:** A few regions showed minimal sales. These areas might represent untapped markets or areas where outreach is limited. | | |  |
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|  | CANCELLATIONS AND RETURNSMethodology:The cancellation and return rates were calculated by counting the number of orders with a status of "Cancelled" or "Returned" and comparing these rates to overall sales.Findings:  * High Cancellation Rates: Certain categories, such as Tshirts and Shirts had a high cancellation rate of 79% possibly due to product quality or mismatch issues. * Return Analysis: Return rates were also analyzed, with all the categories such as shirts, T-shirts showing higher return percentages, indicating potential product quality issues or mismatch in customer expectations. | | |  |
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|  | INSIGHTS AND RECOMMENDATIONS | | | | | | | | | | |  |
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|  |  |  | Based on the analysis, several insights and actionable recommendations have been identified to help enhance Amazon’s operational efficiency and profitability.   * Optimize Inventory for High-Demand Periods: Given the identified peak months, increase stock levels and optimize promotional efforts around these periods. * Focus on Top Performing Categories: Invest more in marketing and inventory for high-revenue categories to maximize profitability. * Improve Merchant Fulfilment Standards: Encourage merchant fulfilment partners to maintain higher standards, reducing cancellation and return rates. * Address High Return Rates: Implement quality checks or provide better product descriptions for categories with high return rates to align with customer expectations. | | | | |  |  | |  | | | |
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|  | CONCLUSION This analysis provides a clear picture of Amazon's sales trends, category performance, and fulfillment efficiency. By addressing the recommendations outlined, Amazon can improve both customer satisfaction and overall business performance. |  | |
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