

AMAZON SALES IMPROVEMENT STRATEGY

REPORT

INTRODUCTION:

This document outlines a strategy to improve Amazon sales using data insights from the **Amazon Sales Report(2) .xlsx** Excel file. The report includes an analysis of key metrics and visualizations to identify trends and provide actionable recommendations for boosting sales in the upcoming days.

DATA ANALYSIS:

Overview of the Sales Report Dashboard:

The dashboard provides a comprehensive view of the sales data, including key metrics and visualizations such as:

- 1) **Sum of Amount:** ₹7,10,57,017
- 2) **Count of Status:** 49,877
- 3) **Sales by Shipping Status:** Analysis of shipped, on the way, cancelled, and unshipped orders.
- 4) **Sales by Region:** Breakdown of sales by different states in India.
- 5) **Sales by Category:** Performance of different product categories.
- 6) **Sales Channel Analysis:** Comparison between Amazon and Merchant sales channels

1.REVIEWING THE SALES DATA:

1. Sum of Amount

- The total sales amount is ₹7,10,57,017. This is a key performance indicator that shows overall revenue.

2. Count of Status

- The total number of order statuses is 49,877, indicating the volume of transactions.

2.IDENTIFYING KEY TRENDS:

Shipping Status:

- 1) **Shipped Orders:** ₹1,09,486
- 2) **On the Way:** ₹6,870
- 3) **Cancelled:** ₹5,940
- 4) **Unshipped:** ₹6,680
- 5) **Action:** Focus on reducing the number of unshipped and cancelled orders by improving inventory management and order fulfillment processes.

Sales by Region:

- 1) States like Karnataka, Maharashtra, and Tamil Nadu show higher sales.
- 2) **Action:** Increase marketing efforts in regions with lower sales and investigate the reasons for high sales in top-performing states to replicate success in other regions.

Sales by Category:

- 1) Categories such as T-shirts, Watches, and Blazers are top performers.
- 2) **Action:** Expand the product line in these high-performing categories and consider promotions for underperforming categories like Perfumes and Wallets.

Sales Channel Analysis:

- 1) **Amazon Sales:** ₹5,43,27,540
- 2) **Merchant Sales:** ₹1,42,62,630
- 3) **Action:** Strengthen partnerships with merchants and explore ways to boost merchant sales to diversify revenue streams.

3. INTERACTIVE DATA FILTERING WITH SLICERS

Slicers are used in the dashboard to filter data interactively and gain deeper insight

The slicers available include:

- 1) **Category Slicer:**
 - Filters data by product categories such as Perfume, Shirt, Shoes, Socks, Trousers, and T-shirts.
 - **Usage:** Select different categories to view sales performance and trends for specific product types.
- 2) **Size Slicer:**
 - Filters data by product sizes including S, M, L, XL, and others.
 - **Usage:** Analyze sales data based on size to identify which sizes are most popular and ensure adequate stock.

3) Shipping Status Slicer:

- Filters data by shipping status options like Expedited and Standard.
- **Usage:** Compare sales performance based on different shipping methods and identify opportunities to optimize shipping processes.

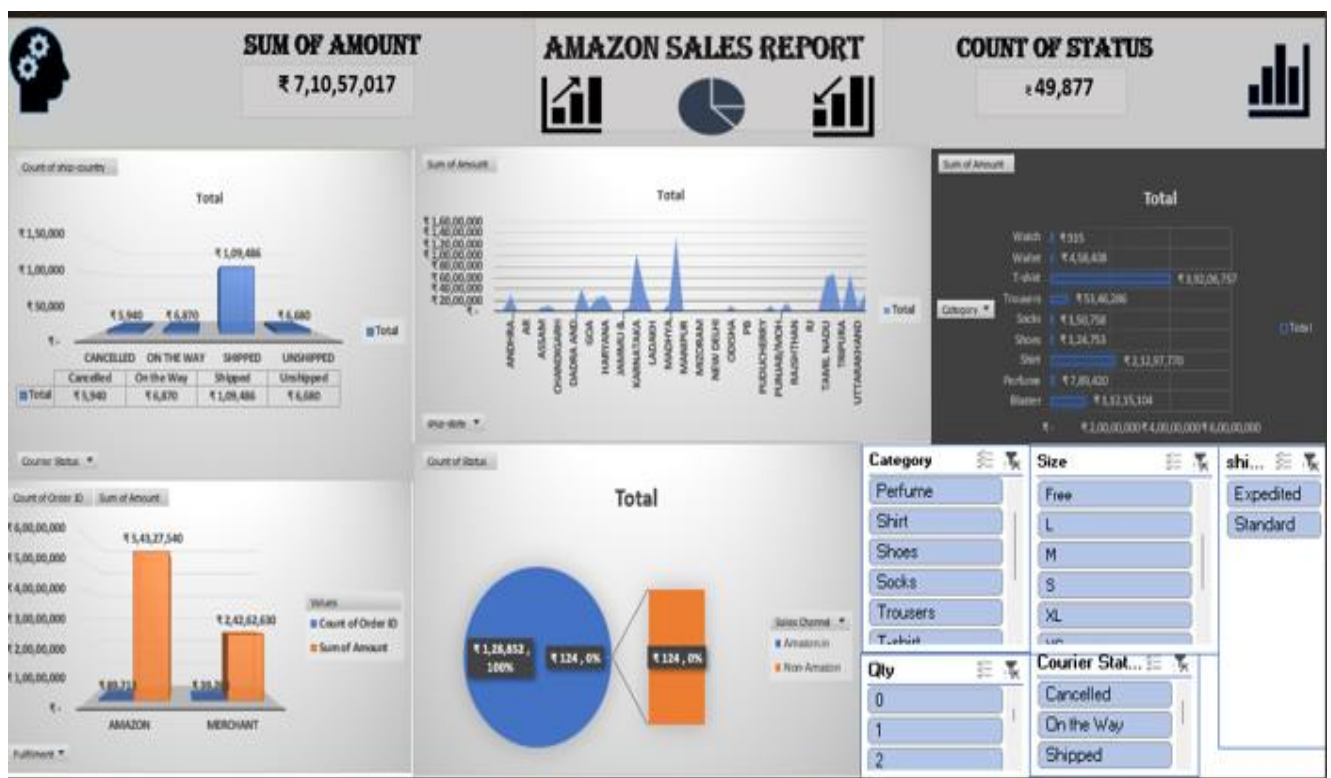
4) Quantity Slicer:

- Filters data by the quantity of products sold.
- **Usage:** Segment sales data based on different quantities sold to understand bulk purchasing trends.

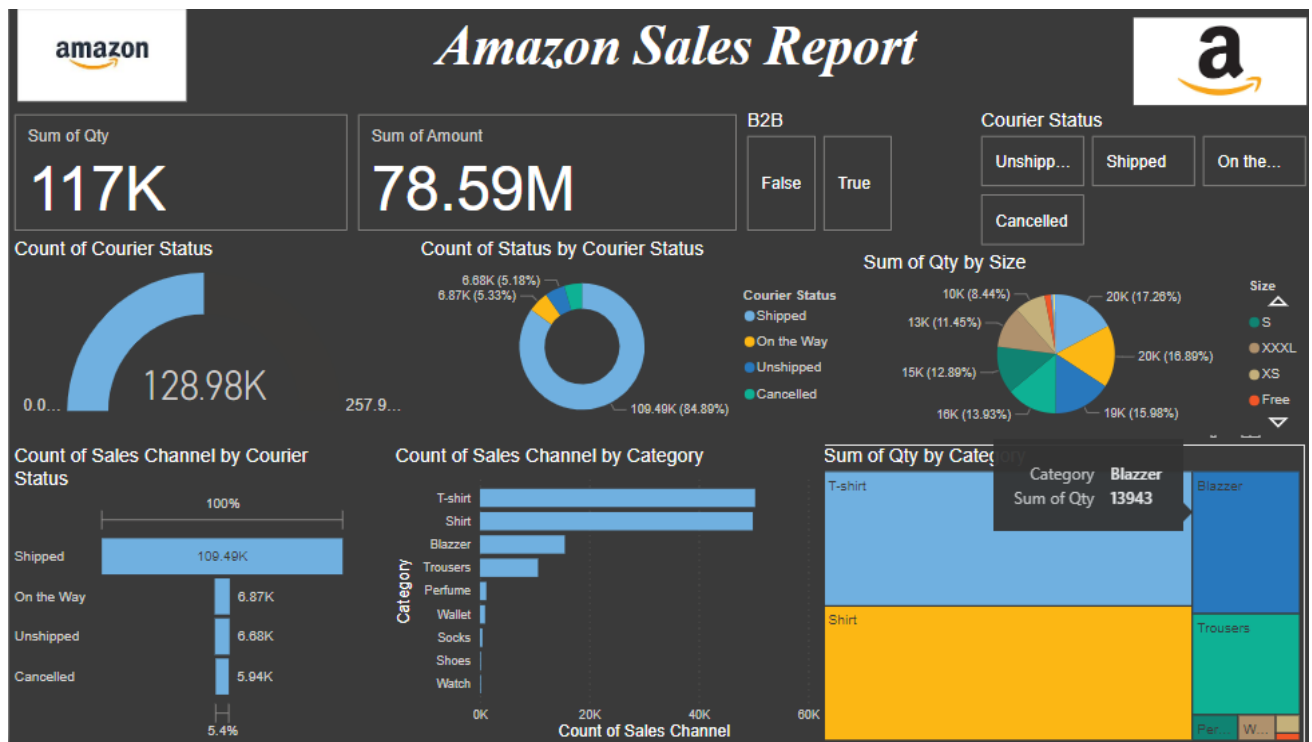
5) Courier Status Slicer:

- Filters data by courier statuses such as Cancelled, On the Way, and Shipped.
- **Usage:** Examine the impact of courier status on overall sales and identify areas for improving shipping efficiency.

4. VISUALIZATION IN EXCEL:



5.VISUALIZATION IN POWERBI:



6.CONCLUSION:

By leveraging the insights from the Amazon Sales Report (2) .xlsx Excel file, the visualizations in the Power BI dashboard, and the interactive capabilities of slicers, we can enhance our sales performance and achieve better customer satisfaction. Strategies based on data will ensure sustained growth in sales.