Amazon Sales – Business Insights & Recommendations
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End-to-End Analysis (SQL & Python)

Business Context:

This project analyzes Amazon sales data to understand where revenue is actually coming from, what is holding growth back, and which actions would have the fastest business impact.The objective is not to showcase SQL or Python skills, but to translate analysis into clear business-level insights that a business team could act on.

Data Overview and Scope:

Orders analysed: 1,20,227

Total quantity sold: 1,16,455

Total revenue: 71.6 million

Average Order Value: 596 rs

Time period: 4 Months

This limited time window is sufficient for identifying structural patterns and operational issues, but not long term seasonality All conclusions should therefore be treated as directional, not permanent

Revenue Drivers and Category Dependency

One category (Sets) contributes **45.6% of total revenue**, making overall performance highly dependent on its stability. Breaking it down by category shows that the business is **exposed to single category risk**. With growth **primarily volume driven**, not pricing.

Customer Order Value Behavior:

More than **50% of orders fall in the mid-value range**, indicating price sensitive customer base with limited premium buying behavior. While a few categories generate lower order volumes, they deliver significantly higher revenue pet transaction and appear underutilized, presenting a clear opportunity to improve average order value through targeted upselling or bundles

Operational Failures and Revenue Leakage:

Shipping failures account for **15.5% of total orders**, representing one of the most immediate and fixable revenue leaks, with faster impact than chasing additional sales volume.

- returns and cancellations
- lost revenue
- reduced customer trust

Sales Trends and Short-Term Patterns:

Sales increased steadily through March and peaked in May, followed by a decline in June. Given the four-month window, this pattern is more likely driven by **short-term demand spikes** rather than true seasonality.With a longer historical dataset, this trend should be revalidated before making inventory, staffing, or marketing spend decisions.

Key Business Takeaways:

◆ Revenue concentration in one category increases business risk.

◆Growth is driven more by order volume than pricing power.

◆A low average order value shows revenue is driven by mid-priced purchases, with clear scope to lift AOV through upselling or bundled offers.

◆Shipping failures are a direct and measurable drag on revenue.

◆Average order value presents a clear optimization opportunity.

Actionable Recommendations:

1) Reduce dependency on the Sets category by promoting adjacent categories with higher order value potential.

2) Prioritize investigation into standard shipping failures and evaluate alternative logistics partners or service levels.

3) Improve quality control and sizing consistency in categories with high return rates, particularly Western Dress.

4) Introduce targeted premium bundles or upselling strategies to increase the share of high-value orders.

5) Track cancellations, returns, and delivery failures as **core business KPIs**, not secondary operational metrics

Conclusion:

Revenue is strong, but current growth depends heavily on single category and is impacted by avoidable delivery and return issues.Reducing logistics failures and improving category mix would protect revenue and support more stable growth,without depending only on increasing order volume.