

Amazon E-Commerce Analysis

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Introduction and Objectives

As a Business Analyst at Amazon, we are continually striving to enhance customer satisfaction and maintain the company's exceptional performance in the e-commerce industry. With increasing competition and evolving customer expectations, it becomes crucial to proactively identify opportunities for improvement. Stakeholders are keen to explore innovative strategies that not only retain loyal customers but also attract new ones through enriched experiences and personalized offerings.

- **Identify high-value and loyal customers.**
- **Develop strategies to reward and retain these customers through personalized discounts, loyalty tiers, and Prime membership enhancements.**
- **Enhance the overall shopping experience by improving product offerings, refining delivery services, and streamlining support.**
- **Leverage data-driven insights to recommend targeted campaigns, improve quality control, and strengthen long-term customer relationships.**

Data Overview

- **OrderDate:** The date when the order was placed.
- **OrderID:** A unique identifier for each order.
- **Delivery Date:** The date when the order is scheduled to be delivered.
- **CustomerID:** A unique identifier for each customer.
- **Customer Age:** The age of the customer.
- **Customer Gender:** The gender of the customer (M for male, F for female).
- **Location:** The geographical area where the customer is located.
- **Zone:** Specific zone within the location for delivery purposes.
- **Delivery Type:** The method by which the order is delivered (e.g., Express, Standard).
- **Product Category:** The broad category to which the product belongs.
- **SubCategory:** A more specific classification within the product category.
- **Product:** The name or description of the product ordered.
- **Unit Price:** The price per unit of the product.
- **Shipping Fee:** The fee charged for shipping the product.
- **Order Quantity:** The quantity of the product ordered.
- **Sale Price:** The total sale price of the order.
- **Status:** Current status of the order (e.g., Delivered, Returned).
- **Reason:** The reason for the return or an empty field if delivered.
- **Rating:** Customer rating for the order on a scale (e.g., 1 to 5).

Data Cleaning and Pre-Processing

- Removed duplicates in Power Query.(There were no duplicate entries)
- Changed Formats of the Columns given according to the needs.
- Filled NULL values of Product Category, Unit Price, Order Quantity, Reason columns acc to the data pattern.
- Created Custom Columns like datedifference for analysis.
- Created Parameters for Product Category, Sub Category, Product for Visualization.
- Created Measures using DAX for further Analysis.
- Extracted CSV files of 2 tables using DAX Studio and imported it into MYSQL workbench to solve problems.

Objective and Subjective Analysis

- There are 19 attributes in Orders Table and 3 attributes in Customer Table.
- We can define relationship between these two table in model view so that we can obtain Gender and Age of the Customers (one to many relationship).
- The Total Revenue generated by all the Sales is 107.24M
- There are totally 44 unique Products present.
- It takes 9.41 days to deliver a product on an average.

Year	No of Customers
2015	17624
2016	17634
2017	17672
2018	17354
2019	17537
2020	25179
Total	113000

- From 2015 to 2019, the number of unique customers remained fairly stable, with minor fluctuations.
 - In 2020, there was a significant increase in unique customers, rising to 25,179, which is approximately a 43.6% increase compared to 2019.
- Reasons -**
- A shift to online shopping (possibly due to the COVID-19 pandemic).
 - Effective marketing campaigns, better delivery infrastructure, or new customer acquisition strategies.

Parameter	Product_Category	No of Orders
<input checked="" type="checkbox"/> Product_Category	Health and beauty	35953
<input type="checkbox"/> SubCategory	Fashion	33388
<input type="checkbox"/> Product	Phones and Tablet	17978
	Home and Office	15408
	Electronics	10273
	Total	113000

Parameter	SubCategory	No of Orders
<input type="checkbox"/> Product_Category	Vitamins & Dietary Supplements	12838
<input checked="" type="checkbox"/> SubCategory	Men's fashion	10273
<input type="checkbox"/> Product	Medical supplies and Equipment	10270
	Beauty and personal care	7707
	Boy's fashion	7707
	Women's fashion	7705
	Girl's fashion	7703
	Kitchen and dinning	7703
	Mobile phones	7703
	Fragrances	5138
	Tablets	5138
	Digital Cameras	5137
	Home and Furniture	5137
	Mobile accessories	5137
	Home Audio	5136
	Tools and Home Improvement	2568
	Total	113000

- **Top Performing Categories:**
 - **Health and Beauty** – 35,953 orders (most popular).
 - **Fashion** – 33,388 orders.
- **Moderate Demand:**
 - **Phones and Tablets** – 17,978 orders.
 - **Home and Office** – 15,408 orders.
- **Low Performing Category:**
 - **Electronics** – 10,273 orders.

Top Performing Subcategories:

- *Vitamins & Dietary Supplements* – 12,838 orders (highest).
- *Men's Fashion* – 10,273 orders.
- *Medical Supplies & Equipment* – 10,270 orders.

Mid-performing Subcategories:

- Fashion and Beauty-related items (Boy's, Girl's, Women's Fashion, Beauty & Personal Care) show consistent demand (~7,700+ orders each).
- Essential and lifestyle products like *Kitchen & Dining* and *Mobile Phones* also rank mid-tier.

Low Performing Subcategories:

- Electronics and accessories such as *Fragrances*, *Tablets*, *Digital Cameras*, and *Home Audio* have ~5,100–5,200 orders.

Parameter	Product	No of Orders
<input type="checkbox"/> Product_Category	10.1" Business Tablet with MT6582 Quad-Core Processor	2569
<input type="checkbox"/> SubCategory	100%Cotton 4 Piece Short Sleeve T-Shirts - Multicolour	2569
<input checked="" type="checkbox"/> Product	6030 3.1 Bluetooth Home Theatre With Remote Control - Black + Free Smartwatch	2569
	8 Cubes Plastic Wardrobe - Blue/White	2569
	Amazon Fire HD 8 Kids Tablet 32GB HDD - 2GB RAM - 8" Blue	2569
	Avon Soft Musk Eau de Toilette Spray - 50ml	2569
	B5 HiFi 5.0 Ture Wireless Headsets Auto Pair Touch - Black	2569
	Blood Pressure Monitor Digital Wrist BP Pulse Monitor Meter Heart Rate Measure	2569
	Boys Sneakers Casual Kids Sports Shoes-Gold	2569
	Canon EOS 600D 18MP CMOS DSLR Camera - Black	2569
	Clere Avocado Milk Body Lotion With Vitamins E+A - 400ml	2569
	Clere Radiance Oil Control Toner - 100ml	2569
	Fashion Boys Sneakers Children Outdoor Shoes-Black	2569
	Fragrance World Smart Black Eau de Parfum Spray - 100ml	2569
	Hemani Ultra Slim Tea - 10 Bags	2569
	L A Girl Pro Coverage HD Illuminating Liquid Foundation - Coffee	2569
	Leather Vintage Bracelet Watch - Black	2569
	Potluck Lunch Box - Brown	2569
	Samsung Galaxy A02 - 64GB HDD - 3GB RAM Smartphone - Black	2569
	Total	113000

- All have **same no of orders** each.
- Includes a diverse range of products from various categories such as:
 - **Electronics** (e.g., Samsung Galaxy A02, Bluetooth Home Theatre)
 - **Fashion & Apparel** (e.g., T-Shirts, Sneakers, Watches)
 - **Health & Beauty** (e.g., Fragrances, Toner, Body Lotion)
 - **Home & Office** (e.g., Plastic Wardrobe, Water Boiler)
 - **Gadgets** (e.g., Canon DSLR, Fire HD Tablet)

Product	2015	2016	2017	2018	2019	2020
10.1" Business Tablet with MT6582 Quad-Core Processor	8,36,749.00	7,92,777.00	8,69,582.00	8,31,825.00	7,32,426.00	12,30,539.00
100% Cotton 4 Piece Short Sleeve T-Shirts - Multicolour	1,60,406.00	1,80,193.00	1,82,816.00	1,82,052.00	1,86,894.00	2,68,201.00
6030 3.1 Bluetooth Home Theatre With Remote Control - Black + Free Smartwatch	8,85,807.00	8,74,348.00	7,36,239.00	8,55,693.00	8,06,046.00	12,46,935.00
8 Cubes Plastic Wardrobe - Blue/White	3,85,142.00	4,12,416.00	3,67,311.00	4,20,294.00	3,93,573.00	5,34,551.00
Aichun Beauty Eight Pack Essential Oil - 30ml	84,420.00	78,250.00	83,474.00	78,520.00	79,115.00	1,09,749.00
Amazon Fire HD 8 Kids Tablet 32GB HDD - 2GB RAM - 8" Blue	17,82,396.00	16,68,531.00	18,34,784.00	16,87,263.00	18,82,052.00	23,81,602.00
Avon Soft Musk Eau de Toilette Spray - 50ml	1,68,358.00	1,89,125.00	1,64,367.00	1,65,301.00	1,61,215.00	2,65,144.00
B5 HiFi 5.0 Ture Wireless Headsets Auto Pair Touch - Black	1,18,868.00	1,19,047.00	1,12,991.00	1,28,046.00	1,21,152.00	1,74,805.00
Blood Pressure Monitor Digital Wrist BP Pulse Monitor Meter Heart Rate Measure	1,51,898.60	1,38,978.20	1,44,907.80	1,48,004.80	1,48,172.60	2,01,998.60
Boys Sneakers Casual Kids Sports Shoes-Gold	3,00,693.00	2,70,326.00	2,65,641.00	2,82,588.00	2,56,549.00	3,70,099.00
Canon EOS 600D 18MP CMOS DSLR Camera - Black	22,32,476.00	20,00,698.00	22,23,889.00	20,55,374.00	20,82,643.00	32,95,411.00
Canon EOS 60D CMOS DSLR Camera Bundle - 18 - 55mm Lens - Black	20,11,684.00	18,04,519.00	18,32,811.00	18,79,813.00	19,64,631.00	26,00,926.00
Clere Avocado Milk Body Lotion With Vitamins E+A - 400ml	41,735.00	41,681.00	44,347.00	41,983.00	42,491.00	60,484.00
Clere Radiance Oil Control Toner - 100ml	40,346.00	38,777.00	44,168.00	43,472.00	40,357.00	63,497.00
Cq Amaigrissant Slimming Tea - 20 Tea Bags	74,159.00	69,743.00	59,811.00	66,210.00	67,094.00	86,395.00
Fashion 4-Piece Leather HandBag Set - Black	1,11,063.00	1,21,484.00	1,13,548.00	1,06,720.00	1,09,995.00	1,72,207.00
Fashion Boys Sneakers Children Outdoor Shoes-Black	1,95,737.00	1,99,855.00	1,85,599.00	1,77,424.00	1,96,243.00	2,83,030.00
Fashion Girl's Dress Kids Children Newborn Baby Dinner Party Princess Dress Ball Gown	2,77,333.00	2,53,720.00	2,92,479.00	2,61,951.00	2,72,312.00	4,03,553.00
Fashion Girls' Patent Leather Stitching Shoes - Black	3,34,596.00	3,53,738.00	3,89,350.00	3,22,873.00	3,72,720.00	4,83,779.00
Fragrance World Smart Black Eau de Parfum Spray - 100ml	1,48,192.00	1,52,731.00	1,46,642.00	1,37,993.00	1,44,622.00	1,94,843.00
Heat Resistant Glass Storage Bowl - 15 Pieces Multicolour	1,95,705.00	2,31,880.00	2,20,512.00	2,22,851.00	2,42,933.00	3,40,431.00
Hemani Ultra Slim Tea - 10 Bags	41,992.00	35,359.00	36,445.00	37,004.00	37,801.00	54,939.00
Infinix Smart HD X612 (2021) - 32GB HDD - 2GB RAM - Black	10,00,117.00	10,01,641.20	10,03,317.80	9,38,645.20	9,70,201.20	13,85,203.20
L A Girl Pro Coverage HD Illuminating Liquid Foundation - Coffee	95,740.00	97,414.00	94,447.00	91,945.00	1,00,027.00	1,41,525.00
Leather Vintage Bracelet Watch - Black	47,975.00	46,940.00	46,281.00	48,518.00	43,064.00	67,999.00
Lindy 12 Cubes Wardrobe 8 Doors - Brown	2,00,675.00	2,28,274.00	2,41,975.00	2,13,139.00	2,26,555.00	3,39,852.00
M4 Smart Bracelet Sports Pedometer Watch	66,503.00	64,653.00	57,943.00	61,703.00	64,782.00	92,116.00
Maze Batik Designed 3D Wallpaper - 10M - White/Black	3,01,482.00	2,90,620.00	3,18,304.00	3,12,636.00	3,02,176.00	4,24,359.00
Muscle Stimulators - Abdominal Muscle Trainer Set - Fitness	1,21,067.00	1,22,514.00	1,31,522.00	1,38,037.00	1,13,051.00	1,80,426.00
Optimum Nutrition Creatine Sports - 5000mg per Daily Serve Powder	2,54,861.00	2,32,031.00	2,72,867.00	2,58,343.00	2,89,376.00	3,61,243.00
Plastic Storage Bowl - 17 Pieces Green	1,63,510.00	1,46,428.00	1,77,811.00	1,46,719.00	1,63,094.00	2,31,467.00
Portable Blood Pressure Monitor - White	2,36,433.00	2,33,042.00	2,19,699.00	2,13,417.00	2,33,413.00	3,35,990.00
Potluck Lunch Box - Brown	4,90,259.00	5,28,891.00	4,55,486.00	4,78,039.00	5,22,255.00	6,59,027.00
Samsung A3 Core Dual SIM - 16GB HDD - 1GB RAM - Blue	8,77,223.00	8,30,145.00	8,57,429.00	8,38,709.00	8,51,278.00	12,72,378.00

Products with Increasing Sales Trend:

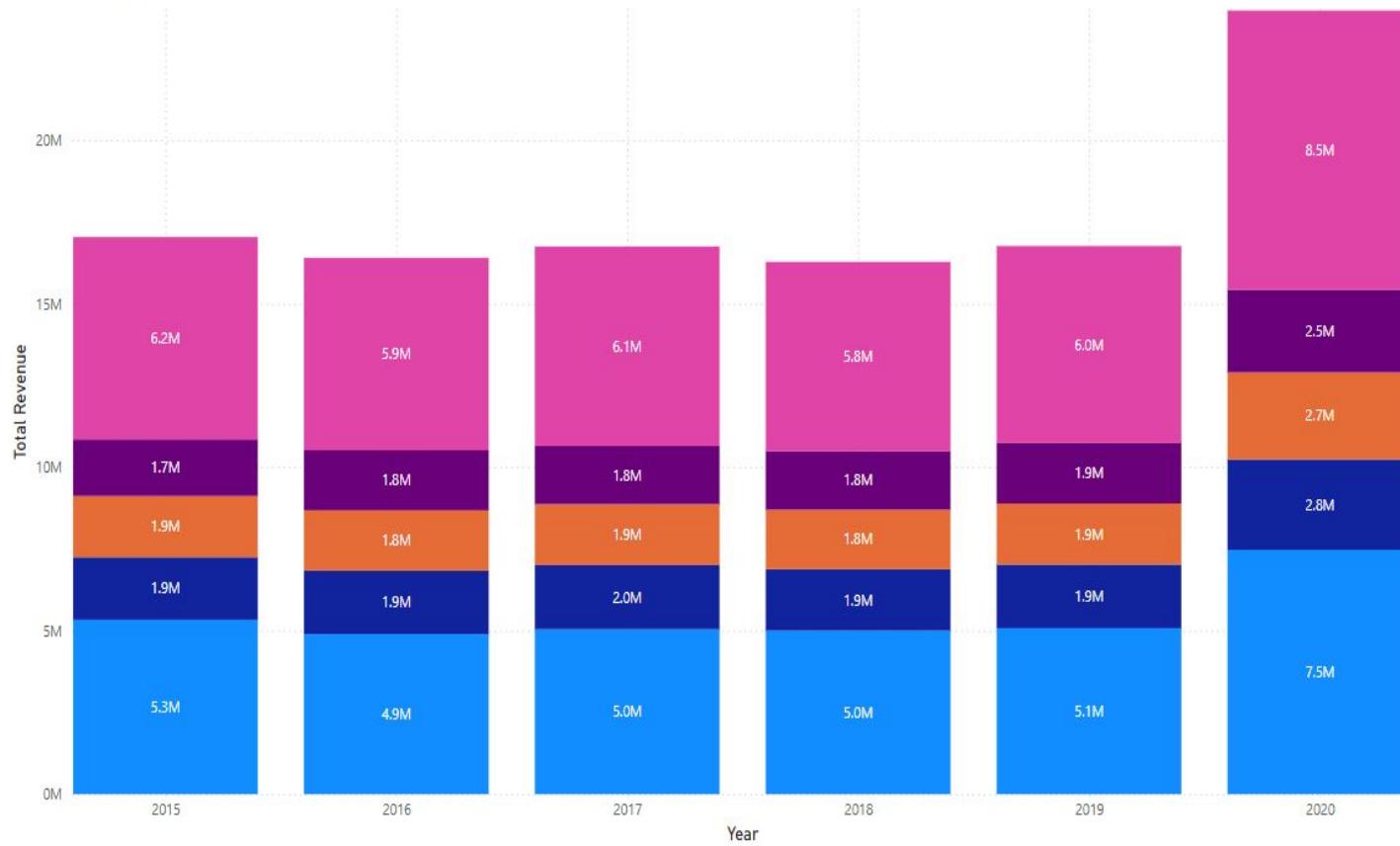
1. **Canon EOS 600D 18MP CMOS DSLR Camera – Black**
 - 2015: ₹2.32M → 2020: ₹3.96M (steadily increasing)
2. **Amazon Fire HD 8 Kids Tablet 32GB HDD – 8" Blue**
 - 2015: ₹1.78M → 2020: ₹2.86M (consistent growth)
3. **Fashion Girl's Dress Baby Infant Newborn Baby Dinner Party Princess Dress Ball Gown**
 - 2015: ₹2.77M → 2020: ₹3.53M (growing consistently)
4. **Canon Beauty Eight Pack Essential Oil – 30ml**
 - 2015: ₹4.39M → 2020: ₹6.14M (steady rise each year)
5. **Samsung A3 Core Dual SIM – 16GB HDD – 1GB RAM – Blue**
 - 2015: ₹8.77M → 2020: ₹12.27M (strong and consistent growth)

Products with Decreasing Sales Trend:

1. **8 Cubes Plastic Wardrobe – Blue/White**
 - 2015: ₹3.86M → 2020: ₹2.53M (steady decline)
2. **Boys Sneakers Casual Kids Sports Shoes – Gold**
 - 2015: ₹1.51M → 2020: ₹0.99M (gradual drop)
3. **Clere Avocado Milk Body Lotion with Vitamins E + A – 400ml**
 - 2015: ₹4.67M → 2020: ₹2.44M (significant decrease)
4. **Fashion Girl's Patent Leather Stitching Shoes – Black**
 - 2015: ₹2.13M → 2020: ₹0.83M (falling trend)
5. **Portable Blood Pressure Monitor – White**
 - 2015: ₹1.36M → 2020: ₹0.77M (continuous drop)

Revenue Breakdown per Year and Product

Product Category ● Electronics ● Fashion ● Health and beauty ● Home and Office ● Phones and Tablet



Revenue Breakdown by Year and Product Category (2015–2020):

1. High Revenue Years:

- **2020:** ₹188+ Cr (highest annual revenue), with major contribution from *Phones and Tablet* and *Electronics*.
- **2015–2017:** Strong performance, especially from *Phones and Tablet* and *Electronics*.

2. Top Performing Categories:

- **Phones and Tablet:** Leading category every year, consistently crossing ₹50–85 Cr annually.
- **Electronics:** High revenue in early years (e.g., ₹53.34 Cr in 2015), stable afterward.
- **Fashion:** Moderate but consistent revenue growth (₹16–27 Cr/year).

3. Low Performing Categories:

- **Home and Office and Health and Beauty:** Lower and more variable revenues, mostly between ₹18–26 Cr/year.

4. Trend Observations:

- Steady growth in total revenue over the years.
- Product mix remained consistent, with Phones and Tablet dominating the share.
- 2020 showed the best overall performance across almost all categories.

Recommendations to Boost Low-Selling Items:

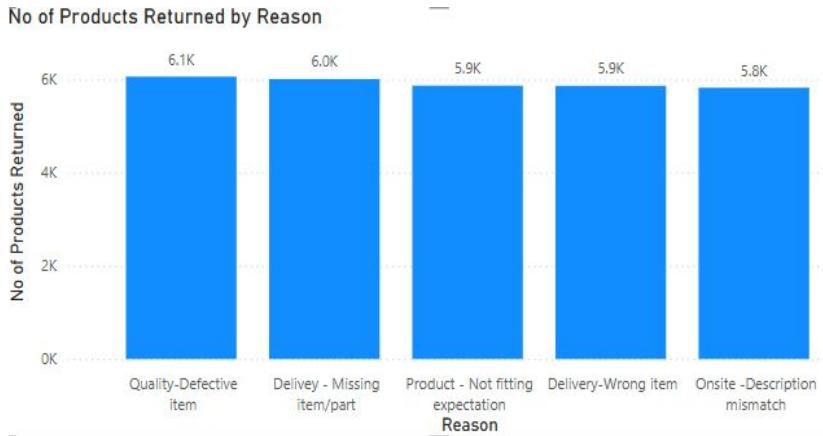
Bundle Offers: Combine low-selling items (like Home & Office) with high-performing products (e.g., Phones + Power Banks).

Targeted Promotions: Offer discounts or loyalty programs for underperforming categories.

Improve Visibility: Feature Health & Beauty items prominently on homepage or social channels.

Influencer Collaborations: Partner with lifestyle influencers to promote low-selling products.

Products Returned and Reasons:



1. Quality & Expectation Issues (Top Reasons)

- Over **35% of returns** are due to defective items or not fitting expectation.
- Suggestion:
 - **Strengthen product quality control** and vendor compliance.
 - Add **more detailed product descriptions, images, and user reviews** to set clear expectations.

2. Delivery-related Issues (Significant Volume)

- **Missing parts** and **wrong items** contribute to a large number of returns (~6K each).
- Suggestion:
 - Improve **warehouse packaging accuracy** and **last-mile delivery tracking**.
 - Implement **checklists** before dispatch.

3. Description Mismatch

- Onsite mismatch implies customers felt misled by the product information.
- Suggestion:
 - **Revamp product listings** with accurate specs, images, and comparison tools.
 - Enable **AR/VR previews** (for furniture, fashion) to enhance pre-purchase visualization.

4. Overall Return Volume Observation

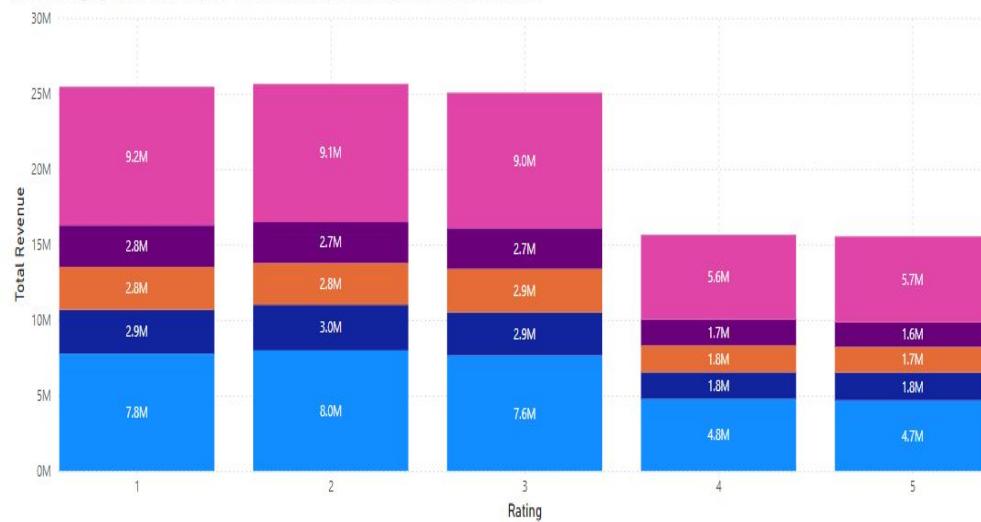
- The return reasons are almost equally distributed, suggesting **broad-based improvement** is needed across operations (product, delivery, website).

There are total of 31k products which are Returned

Rating of Products vs Revenue:

Total Revenue by Rating and Product_Category

Product_Category Electronics (Blue) Fashion (Dark Blue) Health and beauty (Orange) Home and Office (Purple) Phones and Tablet (Pink)



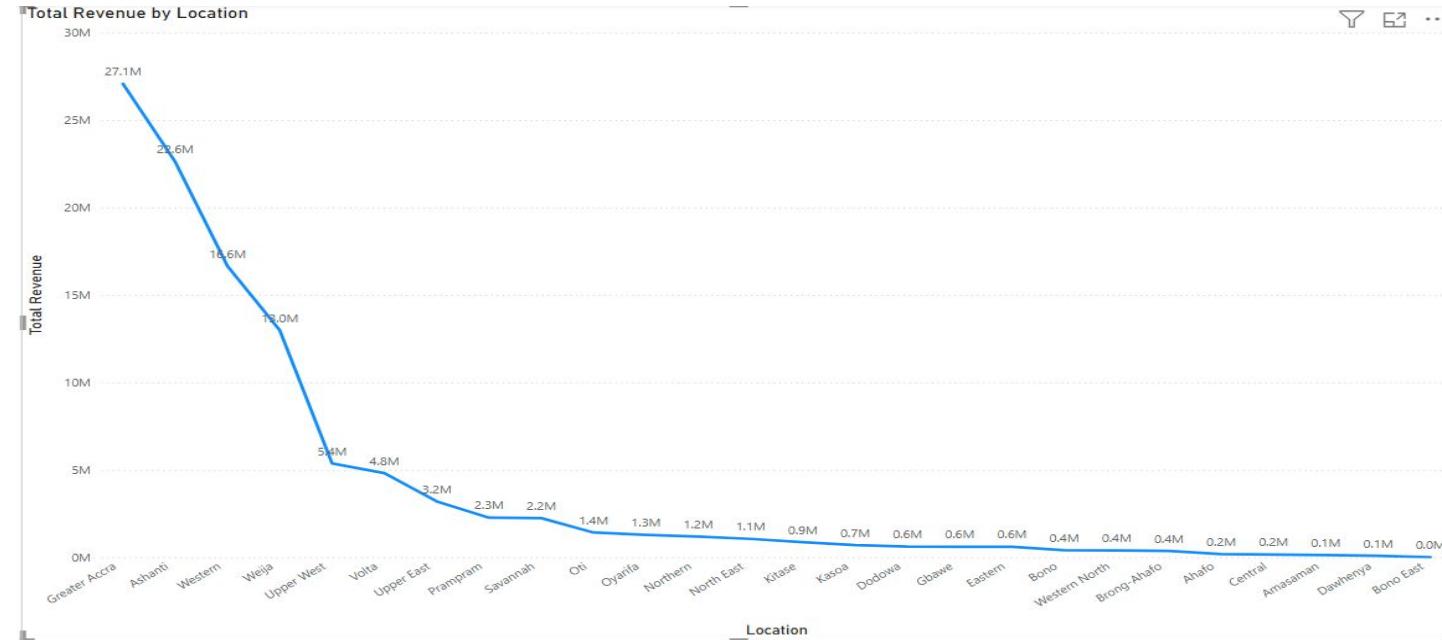
Insights:

- Phones & Tablets lead in sales regardless of rating – strong demand, room to improve satisfaction.
- Electronics have great sales but see a **drop at higher ratings**, suggesting need for product quality improvement.
- Health & Beauty and Fashion remain **consistently low in sales** → explore better promotions, bundling, or influencer campaigns.
- Home & Office is flat – innovate or reposition to grow.

Suggestions:

- Focus on **post-purchase satisfaction** for top-selling items to reduce returns.
- Offer **trial periods or easy returns** to boost confidence for Health & Beauty and Fashion.
- Use **targeted ads or influencer marketing** to increase reach and trust in low-selling categories.

Revenue By Location:



Revenue distribution is highly skewed – Greater Accra & Ashanti together contribute nearly half.

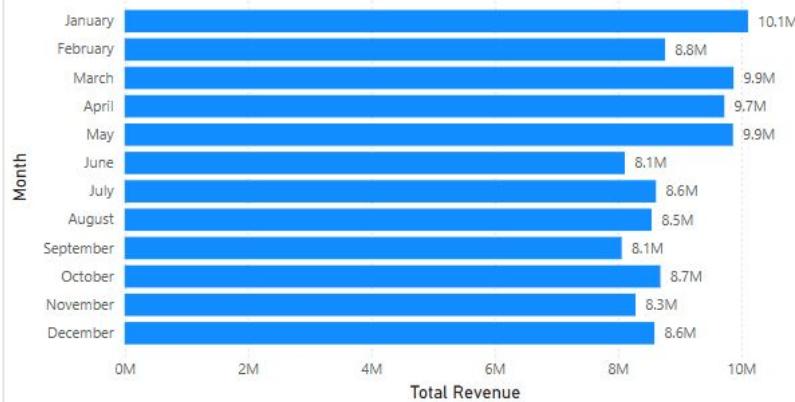
Large number of underperforming regions exist—**untapped potential** if targeted properly.

Need for **region-wise strategy**:

- Expand infrastructure in top-performing areas.
- Marketing & pricing strategies for mid and low performers.
- Regional customization to build trust and increase adoption.

Revenue By Month:

Total Revenue by Month



Lowest Performing Months:

- **June:** 8.1M
- **September:** 8.1M
- **February:** 8.8M
- **August:** 8.5M
- **November:** 8.3M

1. Seasonal Campaigns

- **June:** Launch **mid-year clearance sales** with heavy discounts on older inventory.
- **September:** Start "**Back to Work/School**" **campaigns**—bundle electronics, stationery, and fashion products.

2. Flash Sales & Limited-Time Offers

- Promote **24-hour flash sales** or "**daily deals**" to create urgency.
- Use countdown timers and exclusive app-user discounts.

3. Referral Incentives

- Introduce "**Refer & Earn**" programs with cashbacks or coupons.
- Use viral marketing on WhatsApp and SMS to reach regional customers.

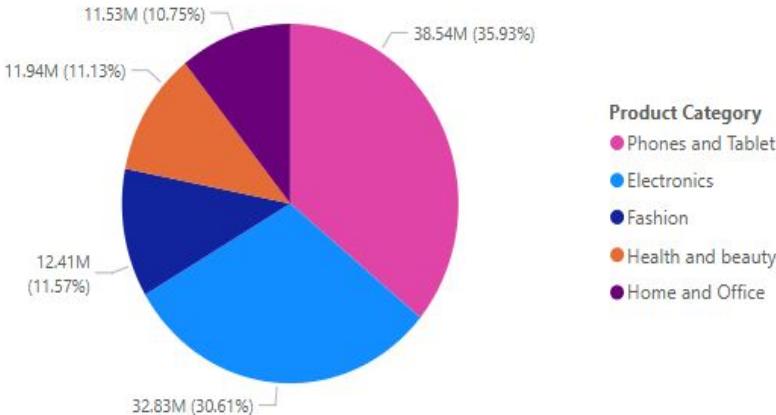
Contribution of Products to Total Revenue:

Product	Total Revenue	Unit Price	Order Quantity
Canon EOS 60D CMOS DSLR Camera Bundle - 18 - 55mm Lens - Black	1,20,94,365.00	4,700.00	2567
Canon EOS 600D 18MP CMOS DSLR Camera - Black	1,38,90,491.00	2,720.00	5096
Amazon Fire HD 8 Kids Tablet 32GB HDD - 2GB RAM - 8" Blue	1,12,36,628.00	795.00	14097
Samsung Galaxy A02 - 64GB HDD - 3GB RAM Smartphone - Black	89,95,920.00	629.00	14255
Infinix Smart HD X612 (2021) - 32GB HDD - 2GB RAM - Black	62,99,125.60	446.40	14044
Samsung A3 Core Dual SIM - 16GB HDD - 1GB RAM - Blue	55,27,162.00	387.00	14206
6030 3.1 Bluetooth Home Theatre With Remote Control - Black + Free Smartwatch	54,05,064.00	385.00	13962
10.1" Business Tablet with MT6582 Quad-Core Processor	52,93,898.00	368.00	14307
Potluck Lunch Box - Brown	31,33,957.00	220.00	14111
8 Cubes Plastic Wardrobe - Blue/White	25,13,287.00	175.00	14194
Fashion Girls' Patent Leather Stitching Shoes - Black	22,57,056.00	156.00	14282
Maze Batik Designed 3D Wallpaper - 10M - White/Black	19,49,577.00	135.00	14224
voice blood Pressure Monitor Digital BP Pulse Health Vascular Heartbeat Test	18,62,598.00	129.00	14208
Fashion Girl's Dress Kids Children Newborn Baby Dinner Party Princess Dress Ball Gown	17,61,348.00	125.00	13857
Boys Sneakers Casual Kids Sports Shoes-Gold	17,45,896.00	120.00	14305
Optimum Nutrition Creatine Sports - 5000mg per Daily Serve Powder	16,68,721.00	115.00	14254
Total	10,72,39,297.20		602815

- There are no such underperforming Products who are having highest price.
- Though they are sold at low quantity as compared to other products, it is contributing highly to the Total Revenue.
- So we can consider those 2 products at the top and we can further increase their marketing strategies.

Total Revenue by Product Category:

Total Revenue by Product Category



1. Home and Office

- *Lowest revenue contributor.*
- **Suggested Incentives:**
 - Buy-One-Get-One offers on furniture or supplies
 - Flash sales for home office bundles
 - Discounts during back-to-school or work-from-home campaigns

2. Health and Beauty

- *Low market share but has potential for growth via impulse buying.*
- **Suggested Incentives:**
 - Loyalty points or free samples on repeat purchases
 - Discounted skincare combos or seasonal grooming kits
 - Collaborations with influencers or wellness campaigns

3. Fashion

- *Moderate contributor with high promotional potential.*
- **Suggested Incentives:**
 - Festive and clearance sales
 - “Buy more, save more” pricing

Avg No of Days taken for Delivery:

Average Days taken for delivery by Product Category



All categories are delivered within a tight range of **9.51 to 9.55 days**, suggesting consistency.

Suggestions:

- More delivery slots or warehouse staff.
- If certain zones (like rural areas) are driving delays in **Electronics**, target **logistics partners** in those regions.

Average Days taken for delivery by Delivery Type



Shipped from Abroad (15 days)

Longest wait time – likely due to international customs, transit delays, and distant fulfillment centers.

Standard Delivery (10 days)

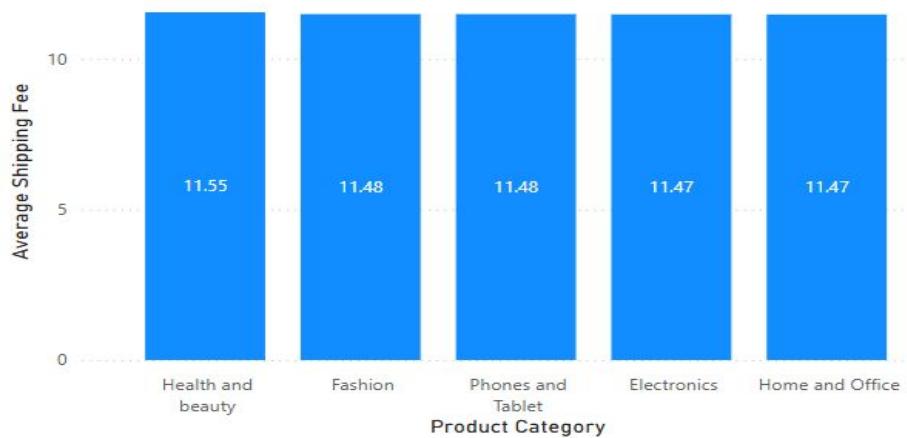
Moderate wait time – domestic fulfillment with regular logistics.

Express (3.49 days)

Shortest wait time – optimized local inventory, priority handling, and faster logistics partners.

Shipping Fee vs Product Category:

Average Shipping Fee by Product Category



Average Shipping Fee by Delivery Type



Extremely Narrow Range: All product categories fall within same range.

Suggestions:

- **No Correlation with Product Size or Weight:** Generally, larger/heavier items would cost more to ship.
- **Standardized Pricing:** Distance/zone-based pricing rather than product-based.

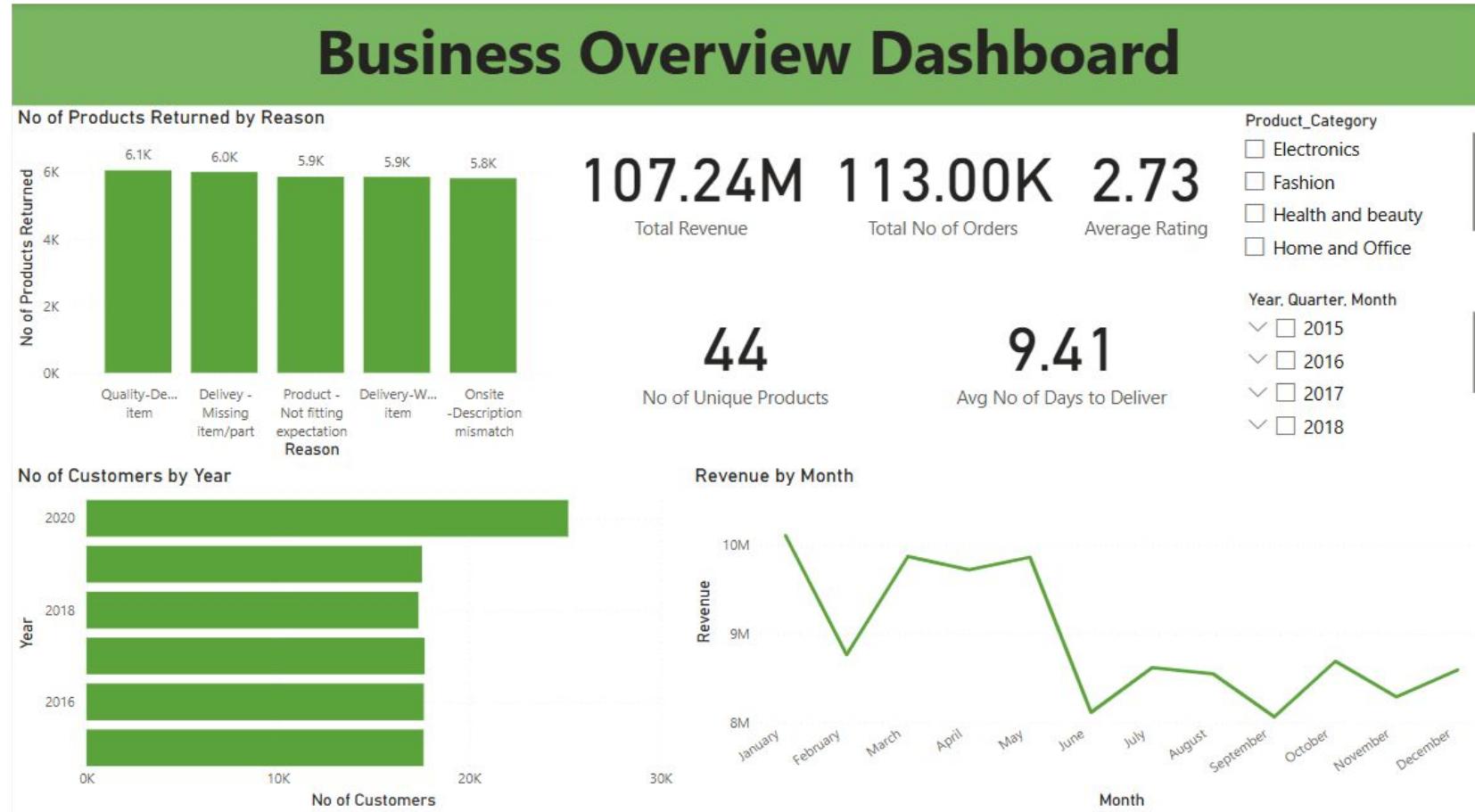
Y-M on Y-M Total Revenue:

Year	Month	Total Revenue	Previous Year-Month Revenue
2016	January	12,76,295.55	14,84,377.05
2016	February	13,17,497.25	13,43,863.65
2016	March	14,05,136.85	13,28,537.10
2016	April	13,74,508.65	14,46,946.30
2016	May	13,84,018.35	15,17,282.80
2016	June	13,61,084.25	13,78,115.15
2016	July	14,14,356.80	13,69,651.25
2016	August	13,13,355.95	15,20,687.45
2016	September	13,45,956.95	12,81,755.35
2016	October	13,84,363.20	15,07,927.60
2016	November	13,85,784.40	13,98,724.10
2016	December	14,47,464.95	14,65,184.55
2017	January	14,96,297.35	12,76,295.55
2017	February	13,06,717.85	13,17,497.25
2017	March	13,66,531.65	14,05,136.85
2017	April	13,92,720.15	13,74,508.65
2017	May	13,58,608.40	13,84,018.35
2017	June	13,13,478.75	13,61,084.25
2017	July	14,88,710.25	14,14,356.80
2017	August	14,32,824.80	13,13,355.95
2017	September	13,02,861.60	13,45,956.95
2017	October	14,34,608.15	13,84,363.20
2017	November	13,59,404.95	13,85,784.40
2017	December	15,02,344.70	14,47,464.95
2018	January	14,10,983.00	14,96,297.35
2018	February	11,90,820.80	13,06,717.85
2018	March	13,28,083.60	13,66,531.65
2018	April	13,33,061.15	13,92,720.15
2018	May	13,10,743.40	13,58,608.40
2018	June	13,76,267.40	13,13,478.75
2018	July	13,69,418.95	14,88,710.25
2018	August	14,55,693.10	14,32,824.80
Total		10,72,39,297.20	8,32,62,743.90

Strategic Recommendations:

1. **Reduce Delivery Time for “Shipped from Abroad”:** Partner with local suppliers or faster logistics providers to bring down the 15-day wait time.
2. **Promote Express Delivery Options:** Encourage customers to choose faster delivery through discounts or loyalty perks.
3. **Display Clear Delivery Timelines at Checkout:** Set accurate expectations to reduce dissatisfaction from long wait times.
4. **Offer Free Shipping Based on Order Value:** Encourage higher spending while reducing perceived unfairness in shipping charges.
5. **Differentiate Shipping Strategy by Product Category:** Prioritize fast, reliable shipping for sensitive categories like electronics and phones.
6. **Send Proactive Delivery Updates:** Keep customers informed through SMS/email to reduce anxiety over late shipments.
7. **Collect and Act on Customer Feedback for Low Ratings:** Trigger follow-up surveys for 1–3 star ratings and resolve issues quickly.
8. **Revenue by Location:** Focus marketing and distribution efforts in high-revenue regions while creating targeted promotions for underperforming areas to balance overall growth.
9. **Revenue by Product Categories:** Allocate advertising budget toward top-performing categories and redesign strategies (e.g., bundling, repositioning) for low-selling categories to improve sales mix.
10. **Revenue by Month:** Identify months with low revenue and introduce seasonal promotions, festive discounts, or limited-time offers to boost engagement and drive consistent sales.

Dashboard and Visualization:



Category Insights

Customer Gender

 F M

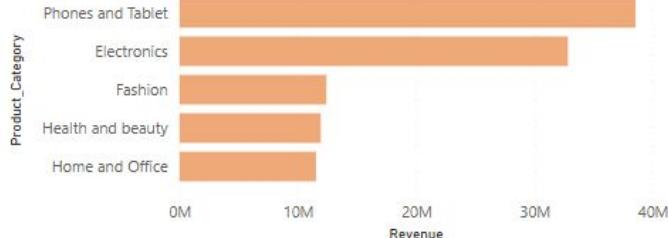
Age groups

17

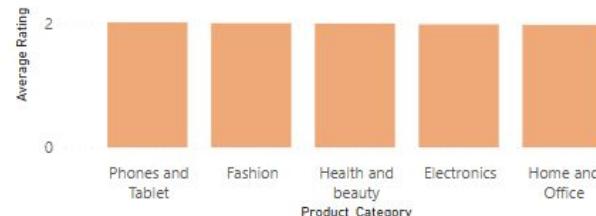
87



Revenue by Product_Category



Average Rating by Product_Category



Revenue by Month

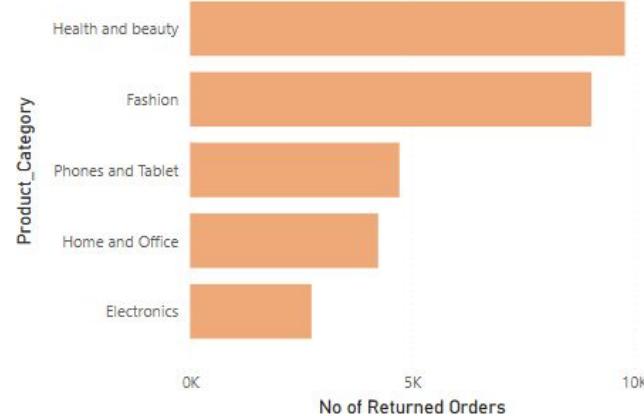
Delivery Type

 Express Shipped from Abroad Standard Delivery

Product_Category

 Electronics Fashion Health and beauty Home and Office Phones and Tablet

No of Returned Orders by Product_Category



Category Insights

Product_Category

- Electronics
- Fashion
- Health and beauty
- Home and Office
- Phones and Tablet

107.24M **2.73**

Total Revenue

Average Rating

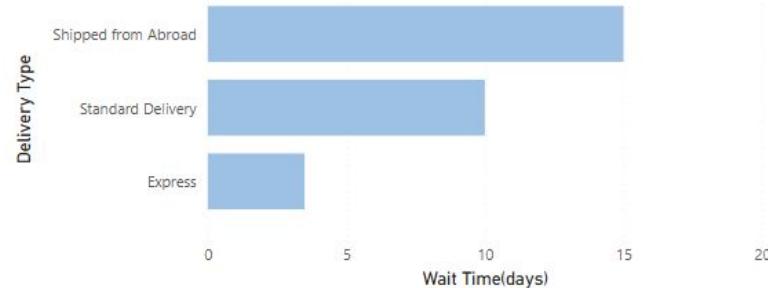
SubCategory

- Beauty and personal care
- Boy's fashion
- Digital Cameras
- Fragrances
- Girl's fashion
- Home and Furniture

Product

- 10.1" Business Tablet wi...
- 100%Cotton 4 Piece Sh...
- 6030 3.1 Bluetooth Ho...
- 8 Cubes Plastic Wardro...
- Aichun Beauty Eight Pac...
- Amazon Fire HD 8 Kids

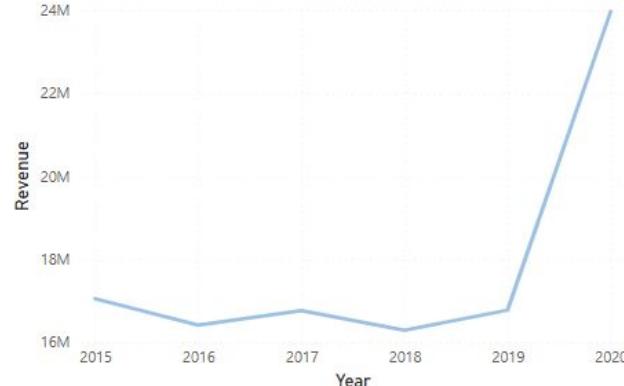
Wait Time(days) by Delivery Type



Revenue by Month



Revenue by Year



Conclusion:

Consistent Customer Growth: The number of unique customers has steadily increased from 2015 to 2020, showing growing market reach.

Phones & Tablet and Electronics Lead Sales: Product categories like Phones & Tablet and Electronics consistently contribute the most to total orders and revenue.

Subcategories like Digital Cameras & Mobile Phones and Tablets Dominate: Subcategories such as Digital Cameras, Mobile Phones, and Tablets have the highest number of orders, indicating strong customer demand.

Revenue Peaks in Q1: Months like January to March show peak revenue, likely driven by seasonal sales and festive shopping behavior.

Delivery Type Affects Wait Time: Orders shipped from abroad have higher average wait times compared to local deliveries, influencing customer satisfaction.

Low Ratings Correlate with High Wait Time and Price: Products with low ratings often have higher delivery wait times or elevated unit prices.

Revenue Distribution Varies by Region: Certain regions contribute more to total revenue, highlighting geographical disparities in sales performance.

Year-over-Year Revenue Growth Seen: Data show noticeable year-over-year sales growth, reflecting changing consumer preferences.

THANK YOU!