

Welcome

Revenue
Analysis

Order
Analysis

Summary

Welcome To Amazon Sales Analysis Dashboard



Key Objectives :-

1. Sales Overview :- Understand the overall sales performance, trends, and patterns over time.
2. Product Analysis :- Analyze the distribution of product categories, sizes, and quantities sold to identify popular products.
3. Fulfillment Analysis :- Investigate the fulfillment methods used and their effectiveness in delivering orders.
4. Customer Segmentation :- Segment customers based on their buying behaviour, location, and other relevant factors.
5. Geographical Analysis :- Explore the geographical distribution of sales, focusing on states and cities.
6. Business Insights :- Provide actionable insights and recommendations based on the analysis to optimize sales strategies, improve customer satisfaction, and enhance overall business performance.

Deliverables:-

1. Comprehensive analysis report summarizing key findings, insights, and recommendations.
2. Visualizations (charts, graphs) illustrating various aspects of the data analysis.
3. Insights on product preferences, customer behaviour, and geographical sales distribution.
4. Recommendations for improving sales strategies, inventory management, and customer service.



Amazon Sales Dashboard

Total Revenue

₹ 74.06M

Quantities Sold

109K

States

All



Orders Placed

120K

Shipping Rate

82.56%

Cancellation Rate

15.93%

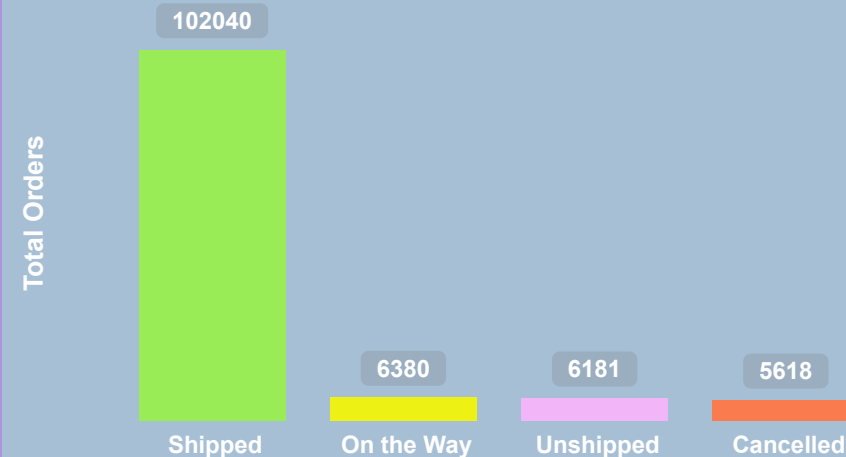
Total Revenue by Category



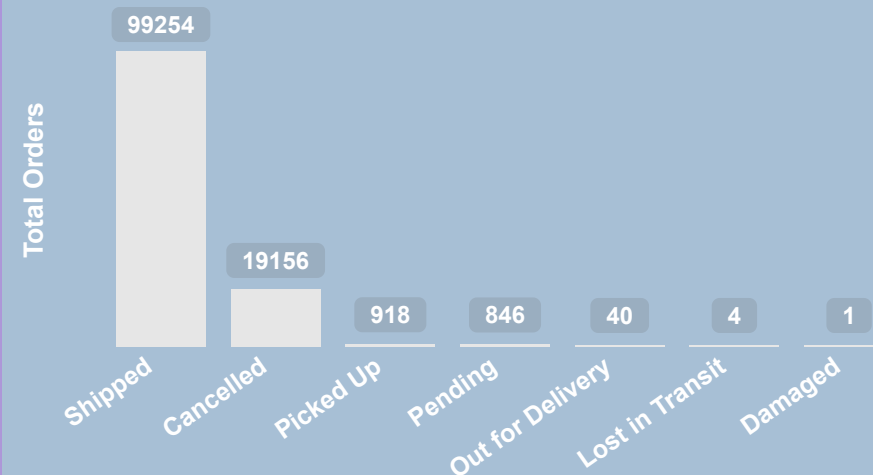
Total Revenue

Quantity Sold

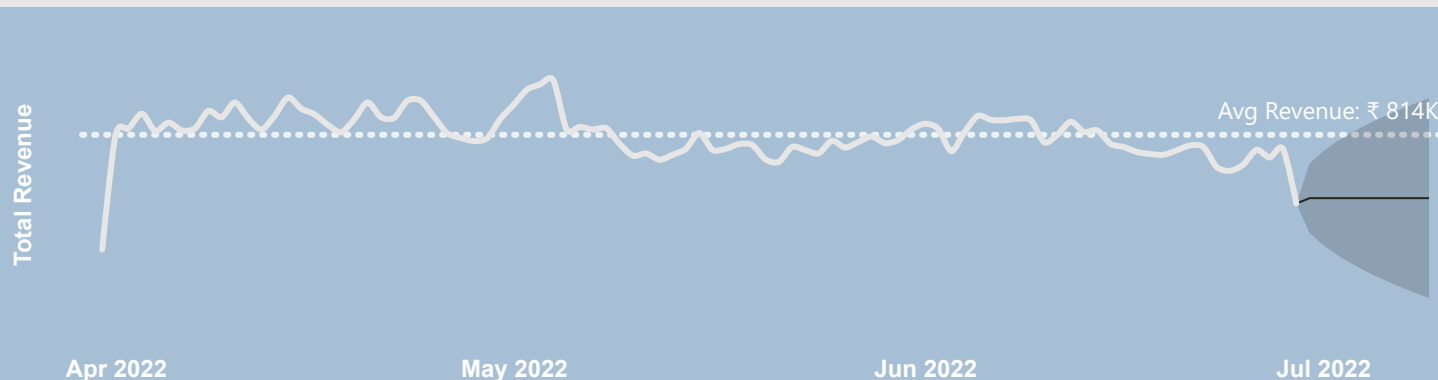
Total Orders by Courier Status



Total Orders by Status



Total Revenue by Date





Amazon Sales Dashboard

Total Revenue

₹ 74.06M

Quantities Sold

109K

States

All



Orders Placed

120K

Shipping Rate

82.56%

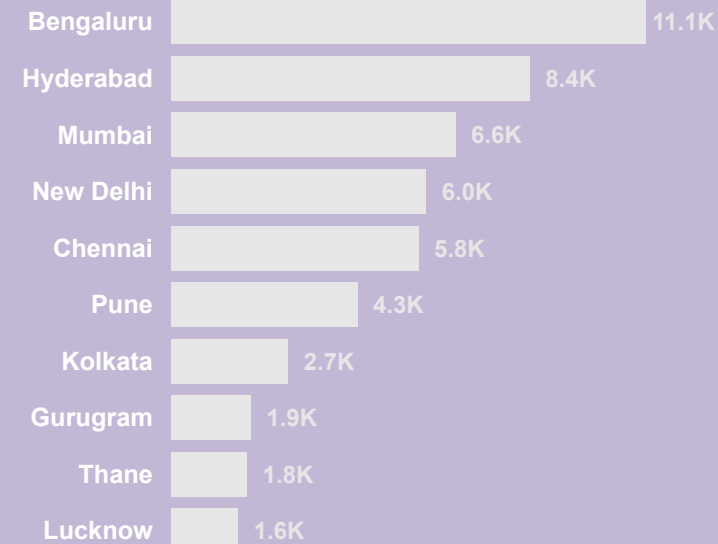
Cancellation Rate

15.93%

Total Revenue across different State

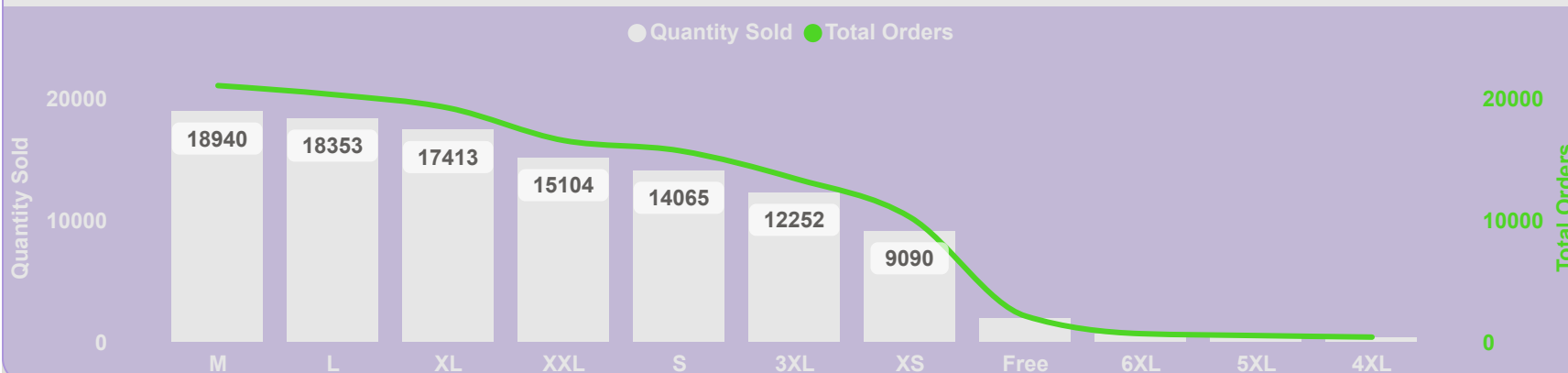


Top10 Cities by Orders

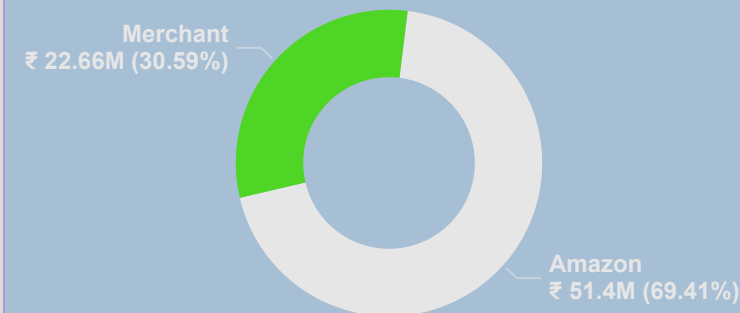


Total Orders

Trends in Quantity Sold vs Orders Placed by Size



Total Amount by Fulfilment





Amazon Sales Dashboard

Total Revenue

₹ 74.06M

Quantities Sold

109K

States

All



Orders Placed

120K

Shipping Rate

82.56%

Cancellation Rate

15.93%

Key Insights

Total Revenue trended up, resulting in a 296.86% increase between Thursday, March 31, 2022 and Wednesday, June 29, 2022.

Total Revenue started trending down on Wednesday, June 15, 2022, falling by 49.26% (₹ 3,72,888.61) in 14 days.

Total Revenue jumped from ₹ 96,771.85 to ₹ 8,53,914.53 during its steepest incline between Thursday, March 31, 2022 and Saturday, April 2, 2022.
T- Shirt accounted for 49.95% of Total Revenue.

Across all 4 Courier Status, Total Orders ranged from 5618 to 102040.

Quantity Sold and total Total Orders are positively correlated with each other.

M accounted for 17.44% of Quantity Sold.

Total Orders and Quantity Sold diverged the most when the Size was M, when Total Orders were 2125 higher than Quantity Sold.

Across all 10 Ship-city, Total Orders ranged from 1560 to 11083.
Top City by Total Orders is Bengaluru

Fulfillment Methods: 69.41% of the total amount is fulfilled by Amazon, indicating a higher reliance on Amazon's fulfillment services compared to merchants (30.59%).

Recommendations

Sales Strategy Optimization:-

- Focus marketing efforts on high-performing categories like T-Shirts and Shirts to maximize revenue.
- Develop targeted promotions and discounts for underperforming categories such as Wallets and Socks to boost sales.

Geographical Sales Strategy:

- Strengthen presence in top-performing cities like Bengaluru, Hyderabad, and Mumbai by launching localized marketing campaigns and offers.

Fulfillment Efficiency:

- Increase the proportion of orders fulfilled by Amazon to leverage its efficient logistics network and reduce delivery times.