

# **AMEZON SALES REPORT**

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# **EXECUTIVE SUMMARY**

This report examines Amazon sales data to uncover important insights about sales patterns, top-selling products, fulfillment methods, and customer behavior. Key findings show seasonal sales spikes, popular product categories, and differences in fulfillment efficiency. Regional sales analysis reveals potential areas for market growth. Recommendations include better inventory management, improved fulfillment processes, and targeted marketing using customer segmentation. These insights are designed to enhance business strategies, boost customer satisfaction, and increase revenue. The analysis highlights the critical role of data-driven decisions in e-commerce success.

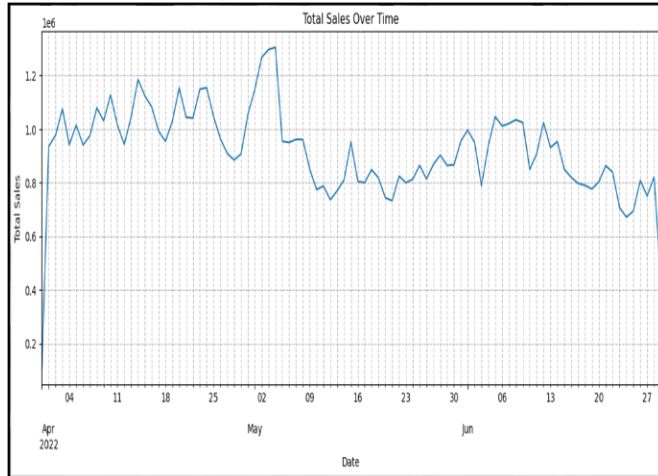
# INTRODUCTION

- The goal of this analysis is to extract useful insights from Amazon sales data to help make better business decisions.
- Key areas to focus on sales trends, product categories, fulfillment methods, customer segmentation, and regional sales distribution.

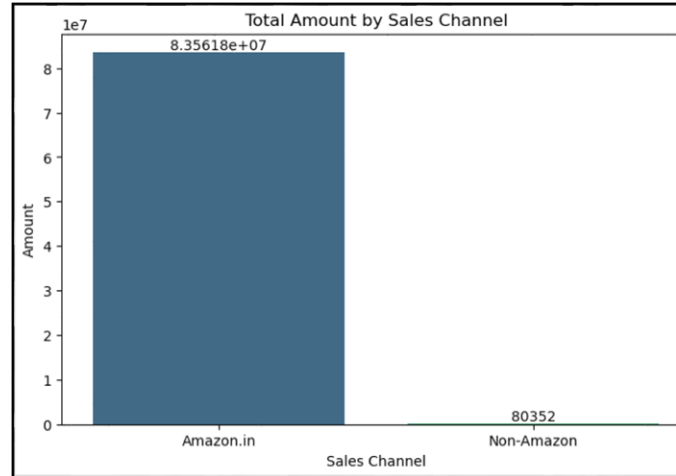
# **DATA OVERVIEW**

The dataset contains 128,976 entries with details like order ID, date, status, fulfillment method, sales channel, product category, size, quantity, amount, and shipping information. The 'Date' column was converted to datetime for time-based analysis, and the 'Amount' column was cleaned for numerical analysis.

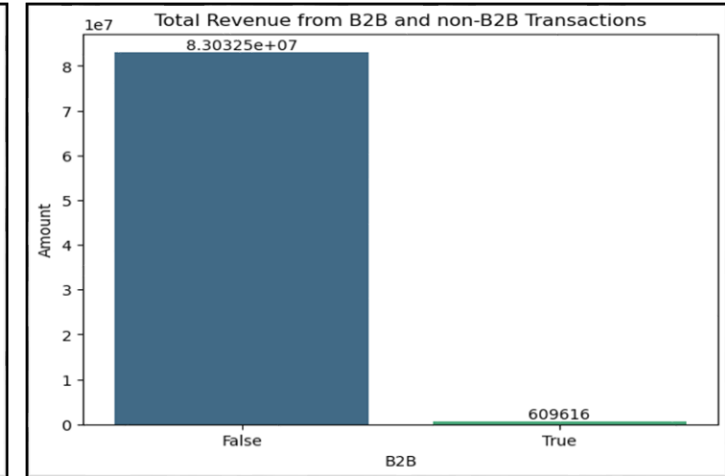
# SALES OVERVIEW



**Total Sales Revenue**  
Peak sales reached over  
1.2 million in early May.

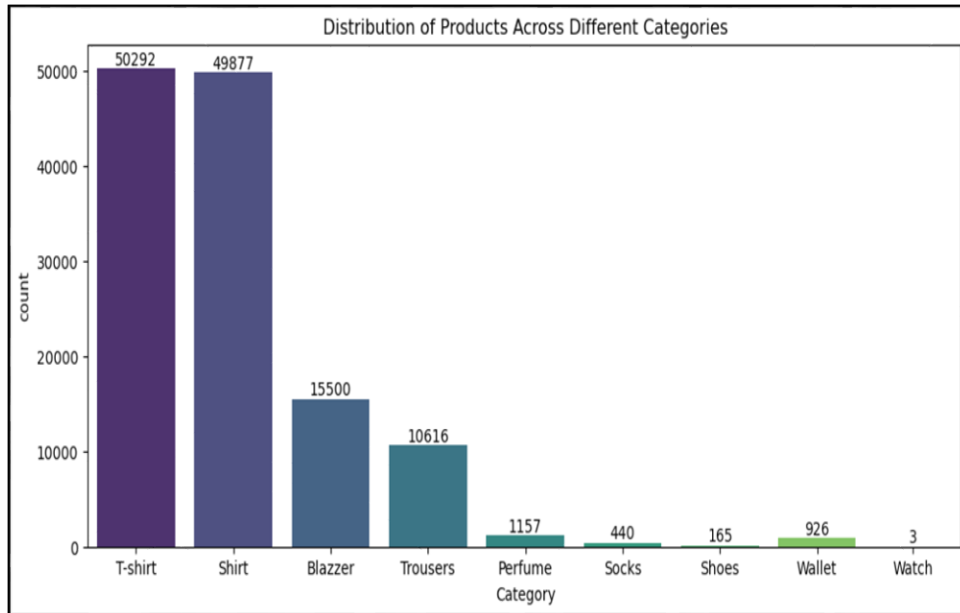


**Sales by Channel**  
Amazon.in contributed 83 million in  
sales, while non-Amazon channels  
contributed 80,352.



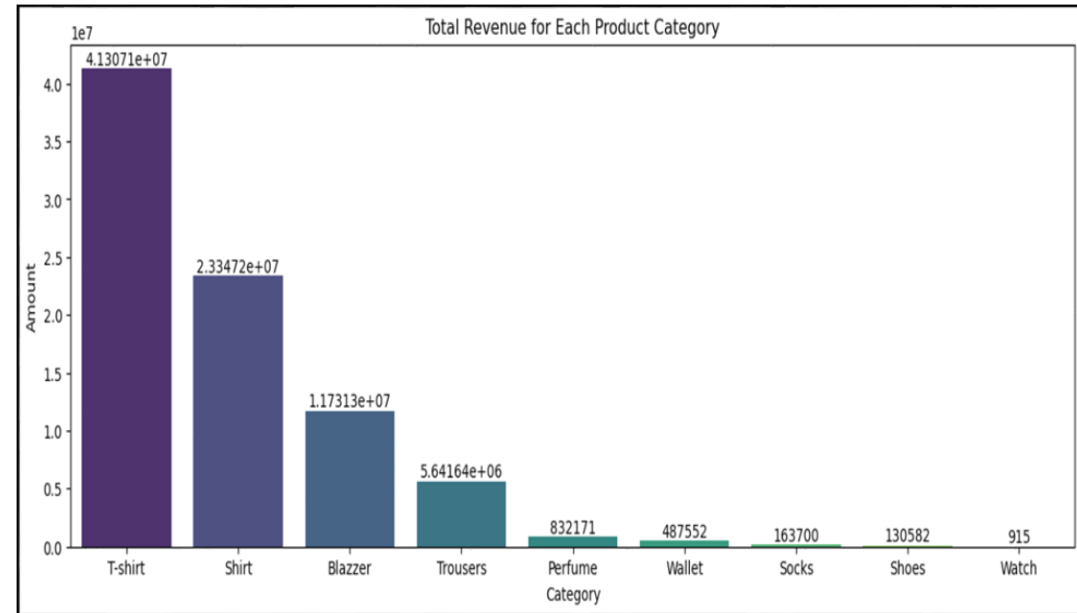
**Revenue by SalesType**  
Non-B2B sales generated 83 million,  
whereas B2B sales generated 609,616.

# PRODUCT ANALYSIS



## Top-Selling Products

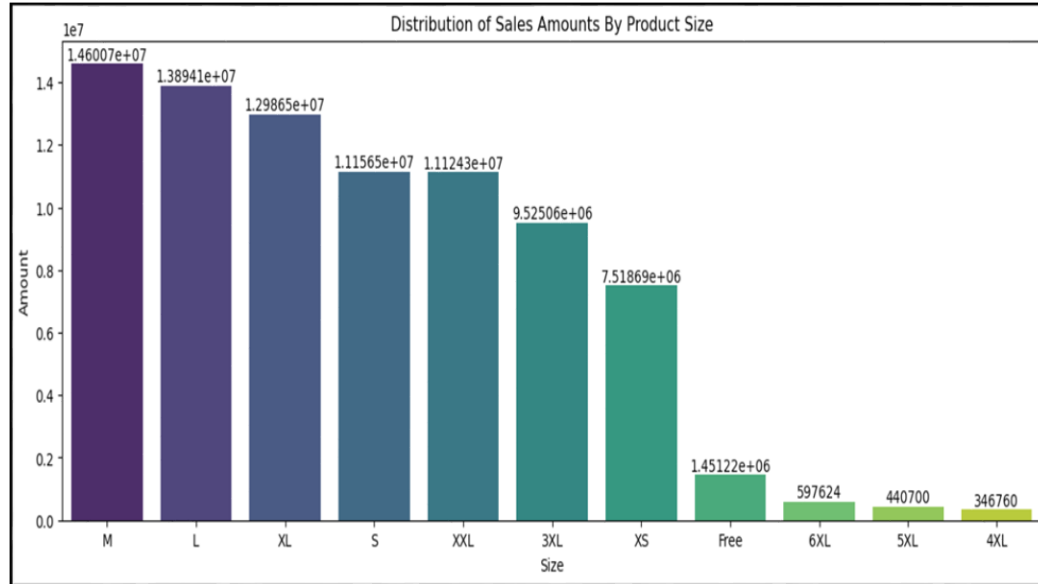
T-shirts and shirts (over 50,000 units each).



## Highest Revenue

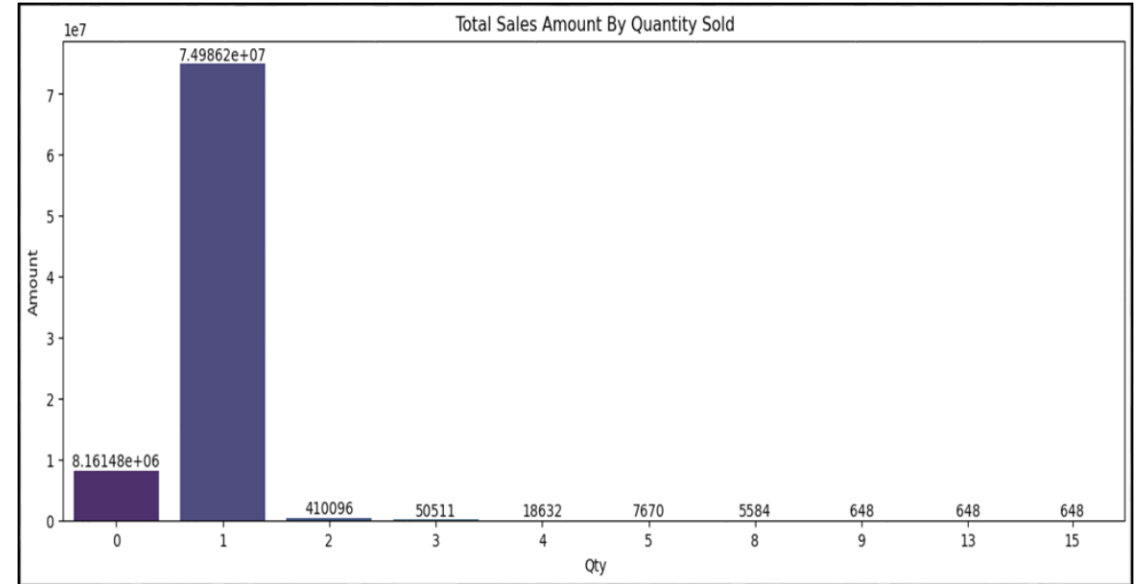
T-shirts (over \$41 million), followed by shirts (over \$23 million).

# PRODUCT ANALYSIS



## Highest Revenue Sizes

Medium (M), Large (L), Extra Large (XL).

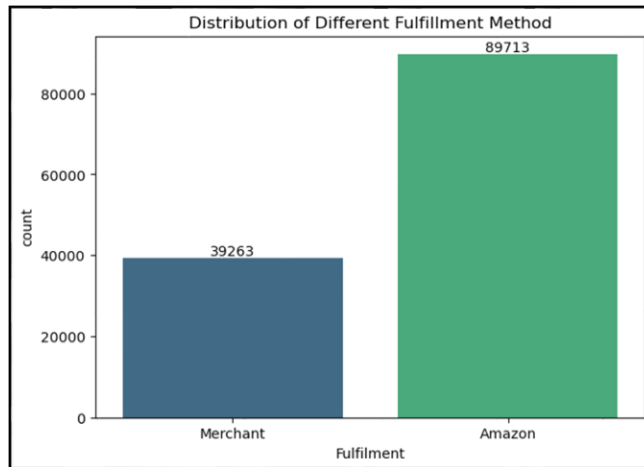


## Quantity Sold

Majority of sales are single-item purchases.



# FULFILMENT ANALYSIS

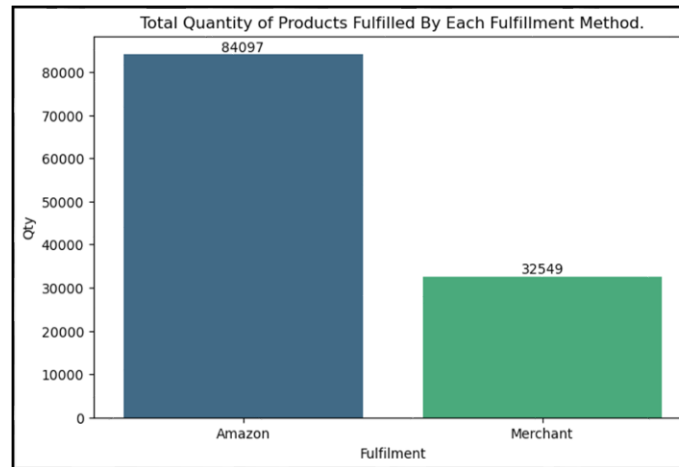


## Amazon vs. Merchant Fulfillment

### Counts

Amazon: 89,713

Merchant: 39,263

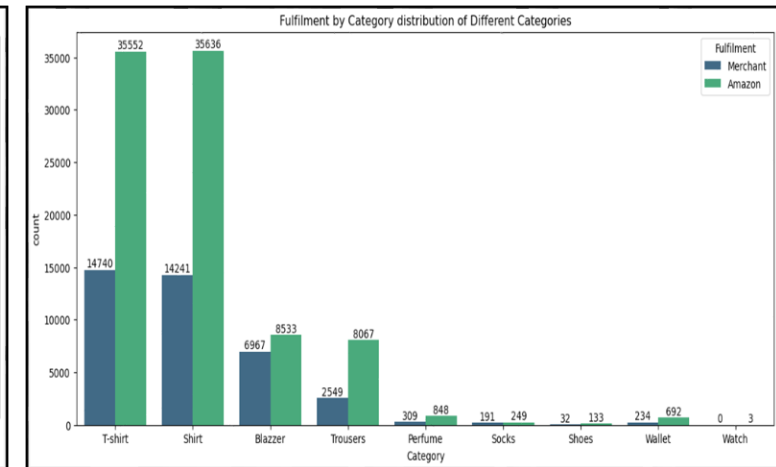


## Amazon vs. Merchant Fulfilled

### Items

Amazon: 84,097

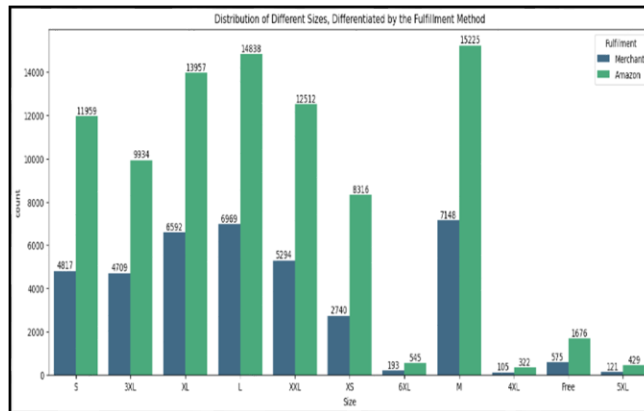
Merchant: 32,549



## Category Fulfillment

Amazon fulfills over twice as many T-shirts and Shirts as Merchants.

# FULFILMENT ANALYSIS



## Top Sizes by Amazon Fulfillment

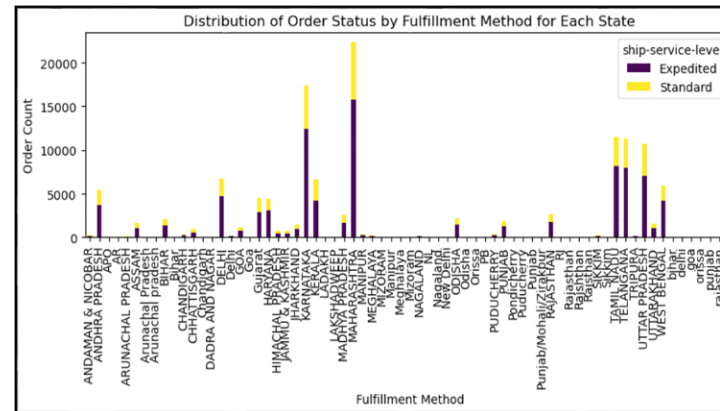
Medium (M), Large (L), Extra Large (XL).

### Top Sizes by Merchant Fulfillment

Medium (M), Extra Large (XL).

### Fewest Orders Fulfilled (Sizes)

6XL, 4XL, Free, 5XL.

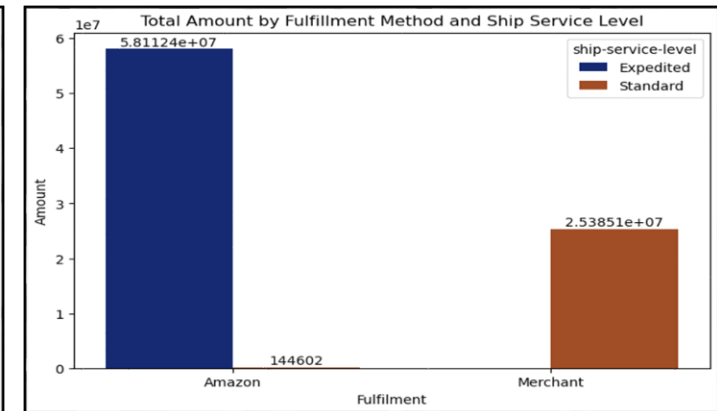


## Top States by Order Count

Maharashtra, Karnataka, Tamil Nadu

### Fulfillment Type

Expedited fulfillment is more common than standard across all states.



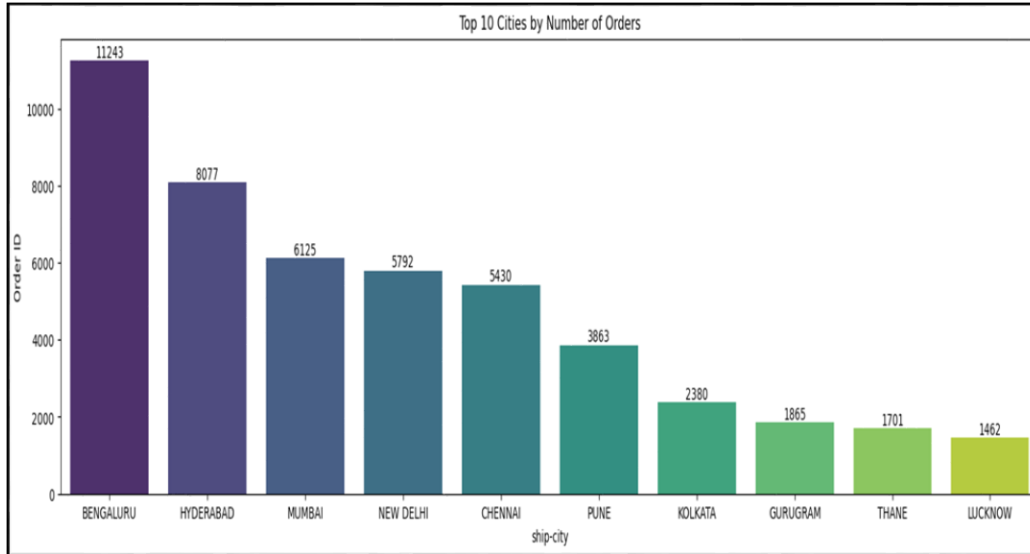
### Sales Amount by FulfillmentAmazon

Expedited": ~\$58.1 million.

Amazon "Standard": ~144,602 units.

Merchant "Standard": ~\$25.4 million.

# CUSTOMER SEGMENTATION

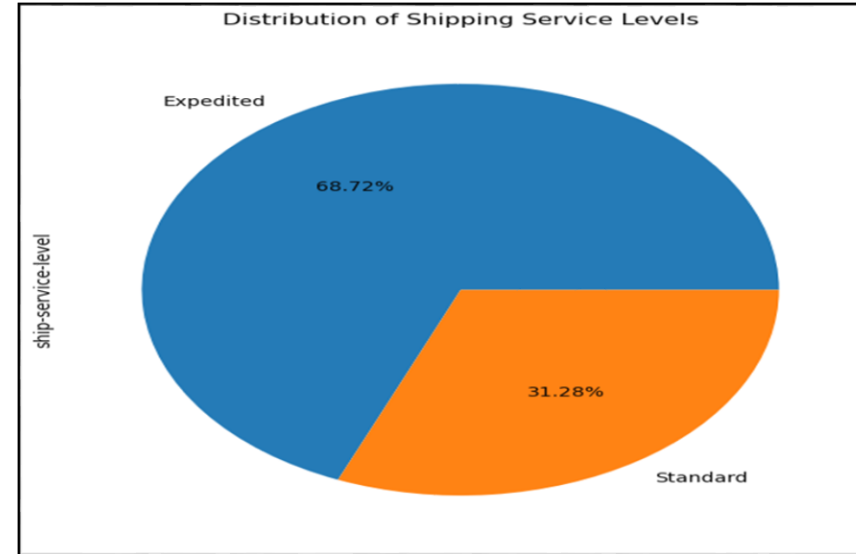


## Top Cities by Order Count

Bengaluru, Hyderabad, Mumbai

## Lowest Orders Among Top 10 Cities

Lucknow.

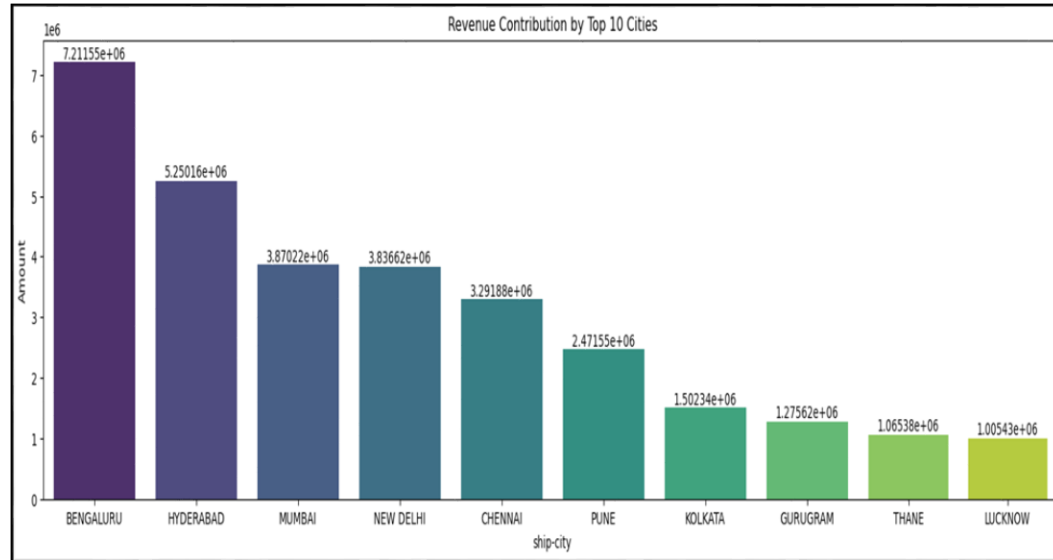


## Shipping Types

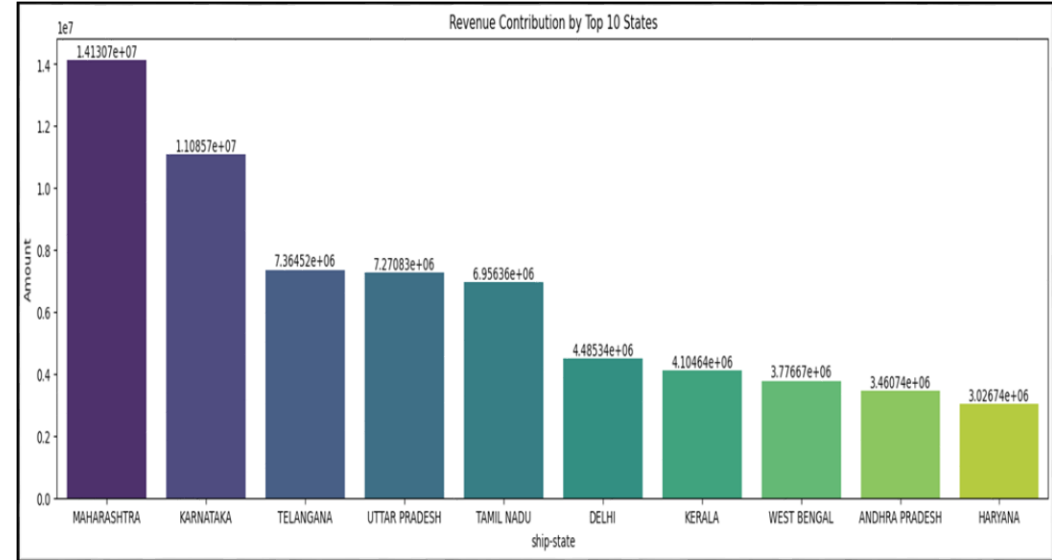
Expedited Shipping: 68.72% of orders.

Standard Shipping: 31.28% of orders.

# GEOGRAPHICAL ANALYSIS



**Top Cities by Revenue**  
Bengaluru, Hyderabad, Mumbai.  
**Lowest Revenue City Among Top 10**  
Lucknow.



**Top States by Revenue**  
Maharashtra, Karnataka, Telangana.  
**Lowest Revenue State Among Top 10**  
Haryana.

# STRATEGIC RECOMMENDATIONS FOR SALES GROWTH AND OPTIMIZATION

- **Inventory Management:**
  - Focus on maintaining high stock levels of top-selling items like T-shirts and shirts, especially in Medium, Large, and Extra Large sizes.
- **Marketing Strategy:**
  - Increase marketing efforts during early May to capitalize on peak sales trends.
- **Fulfillment Optimization:**
  - Continue leveraging Amazon fulfillment to maintain customer preference and satisfaction.
  - Consider improving merchant fulfillment services to balance the fulfillment load.
- **Shipping Services:**
  - Promote expedited shipping options to boost sales revenue.
- **Regional Focus:**
  - Target marketing campaigns and promotional offers in top-performing regions like Maharashtra, Karnataka, and Tamil Nadu, and cities like Bengaluru.
- **Product Expansion:**
  - Explore expanding the product line to include items that complement top-sellers (e.g., accessories for T-shirts and shirts).
- **Customer Insights:**
  - Analyze customer behavior for single-item purchases to create personalized recommendations and bundle offers to encourage multi-item purchases.

These insights and recommendations can help in enhancing sales strategies, optimizing inventory, and improving customer satisfaction.

# CONCLUSION

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Implementing these insights and recommendations will enhance sales strategies, optimize inventory management, and improve customer satisfaction. Focusing on high-demand products, increasing marketing efforts during peak periods, optimizing fulfillment services, promoting expedited shipping, targeting top-performing regions, expanding product lines, and leveraging customer insights for personalized offers will collectively drive revenue growth and operational efficiency.