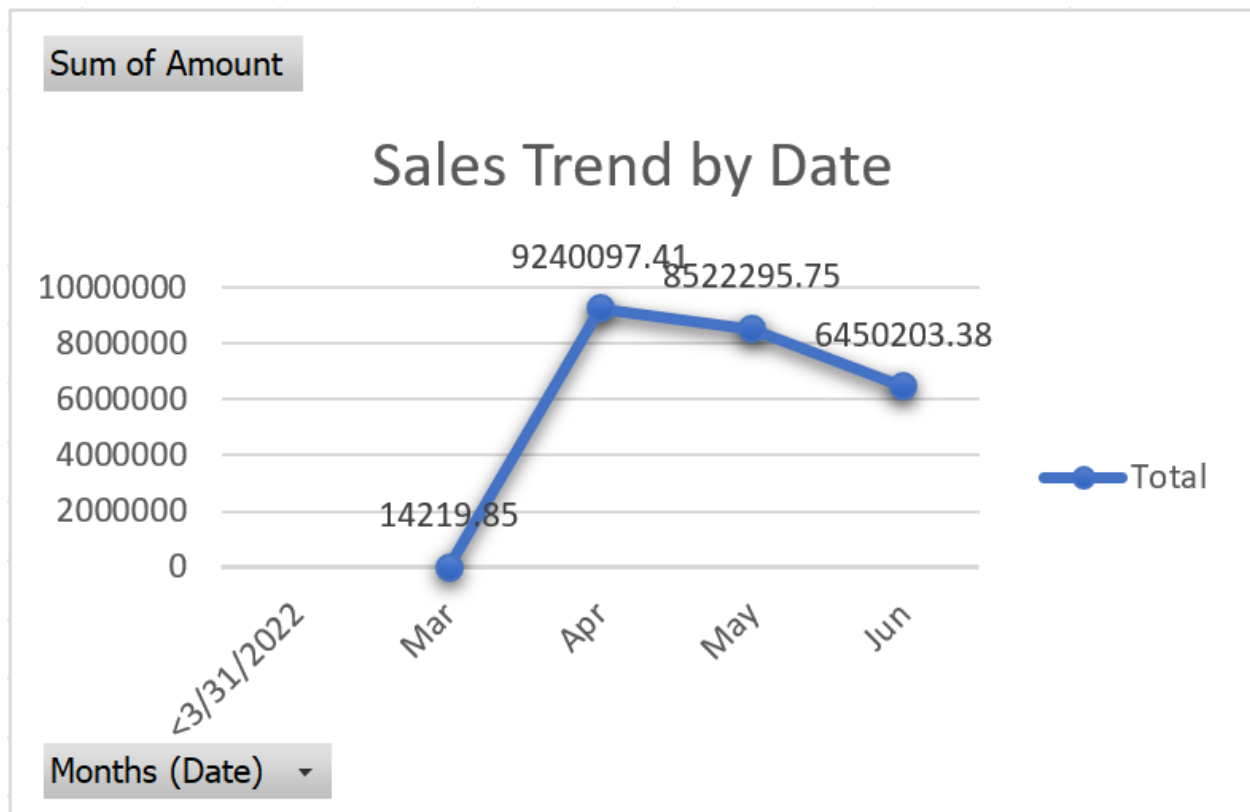


Amazon Sales Analysis Report
Data Analyst Internship Project
Satish Kumar Singilese.

Introduction

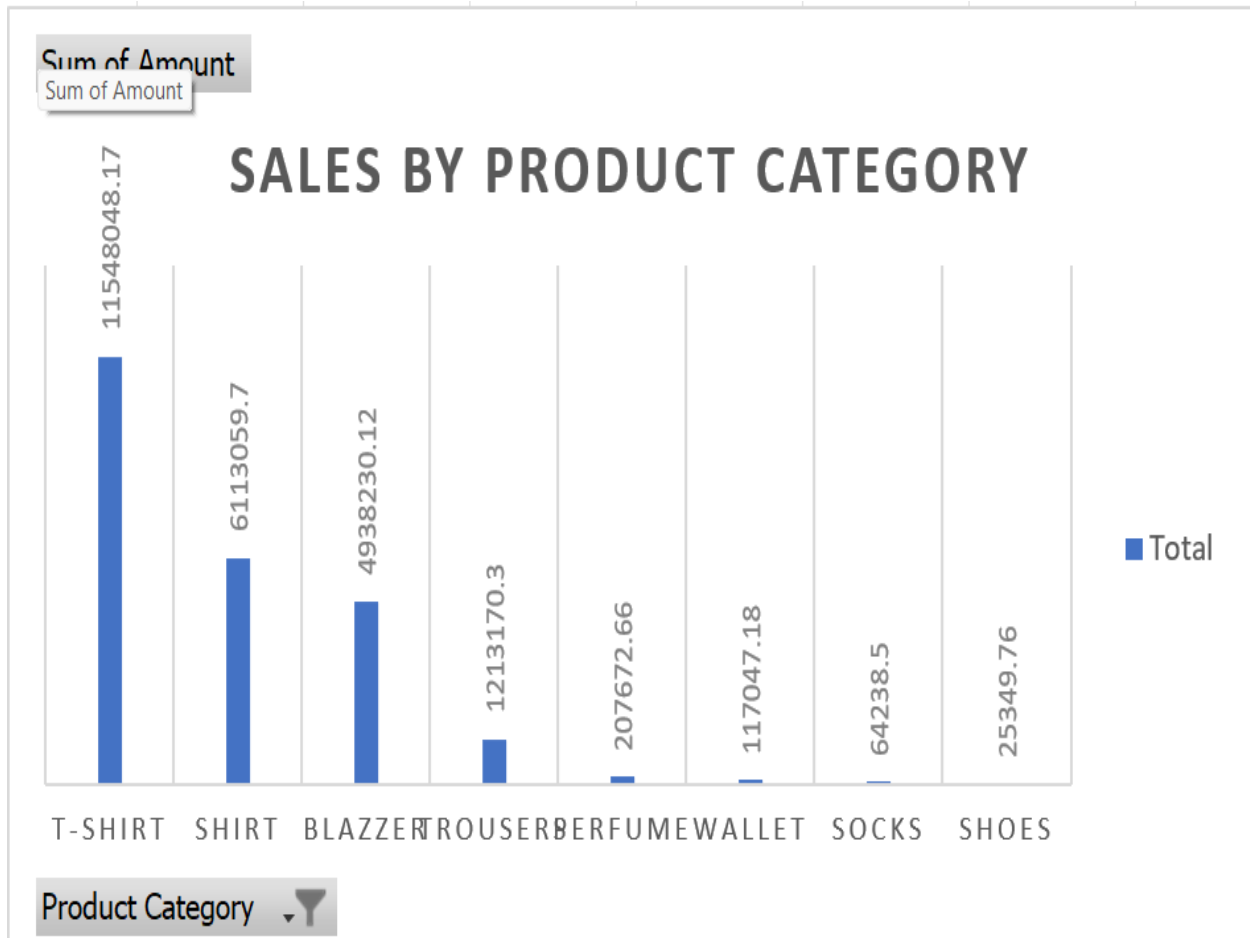
This report analyzes a dataset of Amazon sales transactions. The goal is to find sales trends, popular products, top cities, and fulfillment insights to help improve business decisions and customer satisfaction.

Sales Trend Analysis



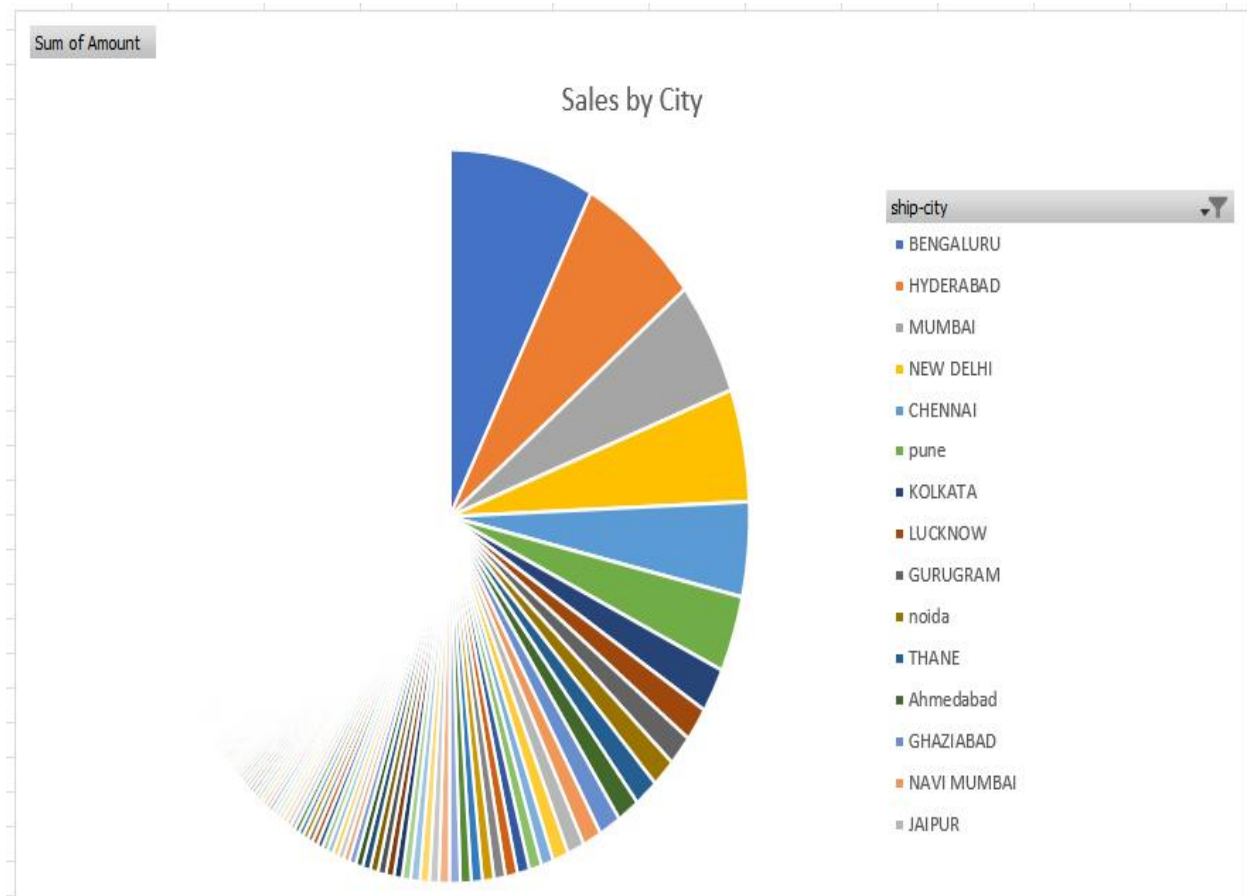
The sales data shows peaks and dips in daily sales volume. The highest sales occurred on April and the lowest on March. Identifying these patterns helps plan future promotions.

Product Category Analysis



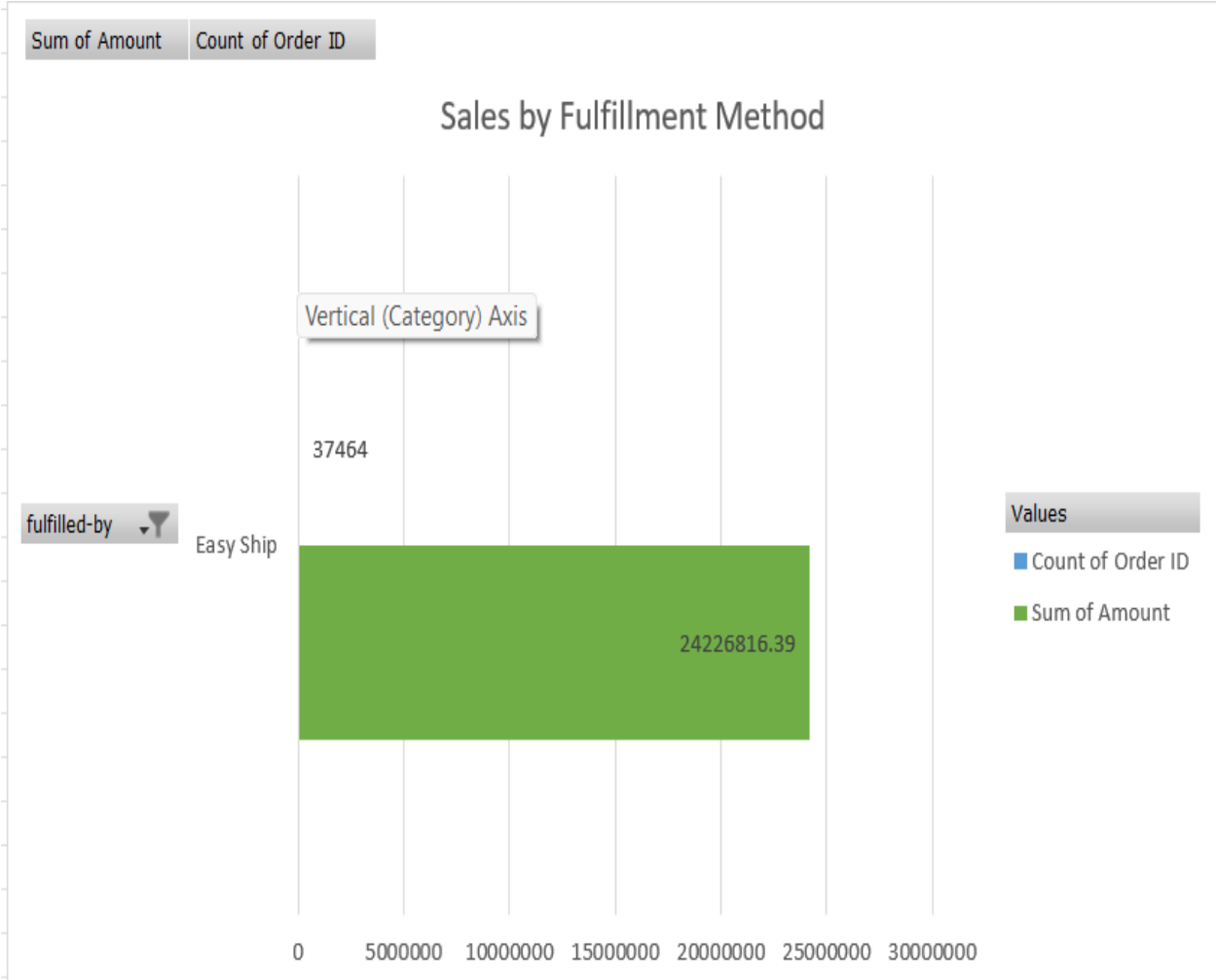
T-shirts generated the highest sales, followed by Shirts and Blazers. Focusing inventory on top-selling categories can increase revenue.

City-wise Sales Analysis



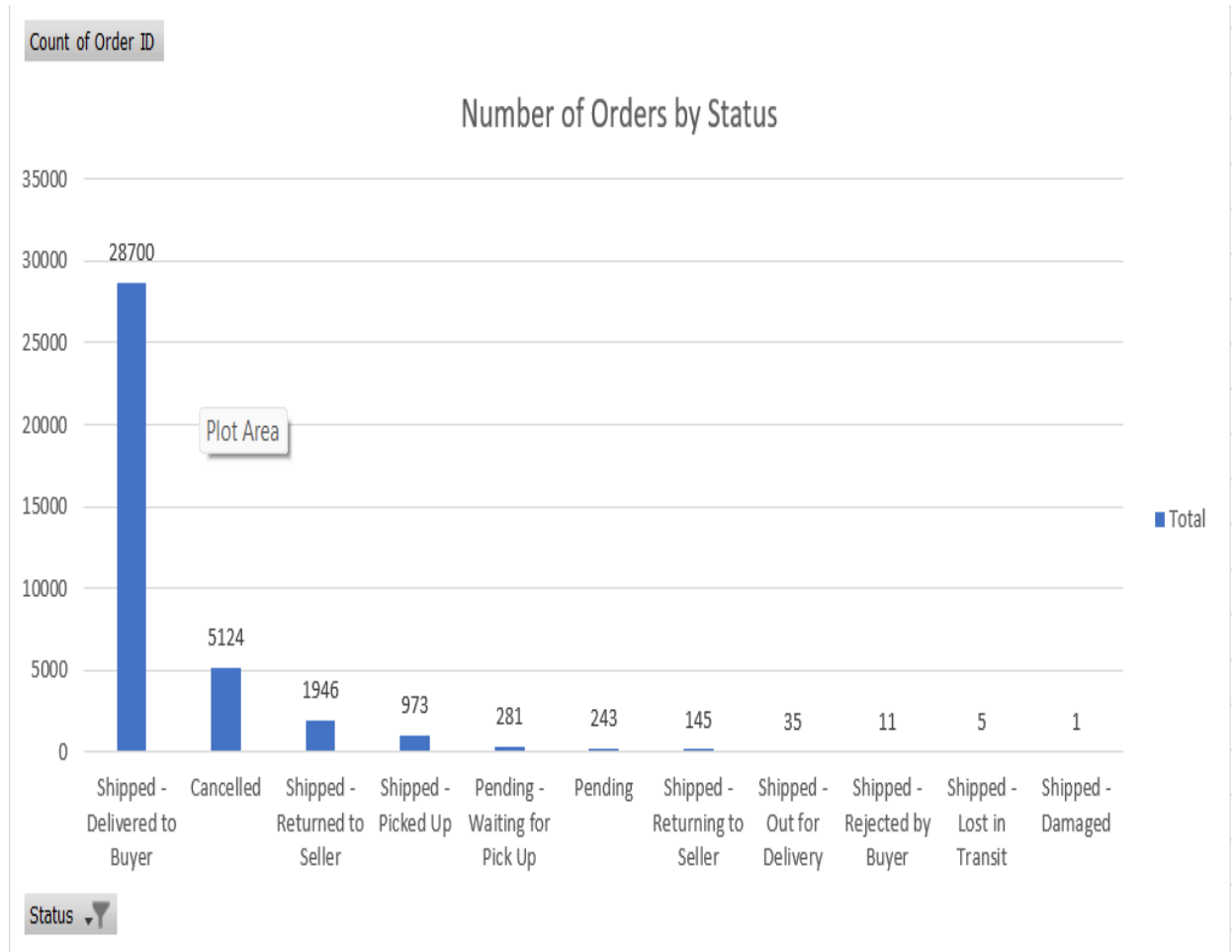
Bengalore leads in total sales, while other major cities like Hyderabad and Mumbai also perform well. These regions may benefit from targeted marketing and offers.

Fulfillment Method Analysis



The Easy Ship method was used for most sales orders, suggesting it is reliable for customers. Ensuring continued efficiency in fulfillment can maintain customer satisfaction.

Order Status Analysis



Most orders were shipped successfully, with a small percentage cancelled. Monitoring reasons for cancellations can help improve overall performance.

Recommendations

Based on analysis of Amazon sales data:

- **1. Prioritize Best-Selling Categories:**

T-shirts are the top-selling product (₹1,154,048), followed by Shirts (₹611,305) and Blazers (₹493,830).

Action: Increase stock and marketing for these products; run promotions for Blazer buyers.

- **2. Focus Marketing on Top Cities:**

Major sales volumes come from Bengaluru, Hyderabad, Mumbai, New Delhi, and Chennai.

Action: Implement regional campaigns and loyalty programs; monitor additional emerging cities.

- **3. Monitor Sales Trends:**

Sales peaked in April (₹9,240,097) then declined to June (₹6,450,203).

Action: Plan sales events for peak months; forecast inventory using historical data.

- **4. Optimize Fulfillment:**

Easy Ship handled all orders efficiently (₹24.2M from 37,464 orders).

Action: Maintain high service standards and explore further speed improvements.

- **5. Address Cancellations and Returns:**

With 5,124 orders cancelled and 1,946 returned, investigate causes relating to inventory, delays, or customer service.

Action: Implement solutions and monitor returns/cancellations monthly.

- **6. Improve Performance of Lower-Selling Categories:**

Shoes, Socks, Perfume, and Wallets lag in sales.

Action: Consider product bundling, special offers, or discontinuation where appropriate.

Conclusion

The Amazon sales analysis reveals clear strengths:

- T-shirts, Shirts, and Blazers drive most revenue.
- Bengaluru, Hyderabad, Mumbai, New Delhi, and Chennai are the leading sales regions.
- The Easy Ship fulfillment method provides excellent service reliability and customer satisfaction.
- Most orders are delivered successfully, though cancellations and returns present opportunities for further improvement.

By focusing attention on top-performing products, regional sales leaders, fulfillment efficiency, and minimizing order issues, Amazon can continue to grow its market share and customer loyalty.