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# AMAZON E-COMMERCE DASHBOARD

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Objectives



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



## HOME TAB



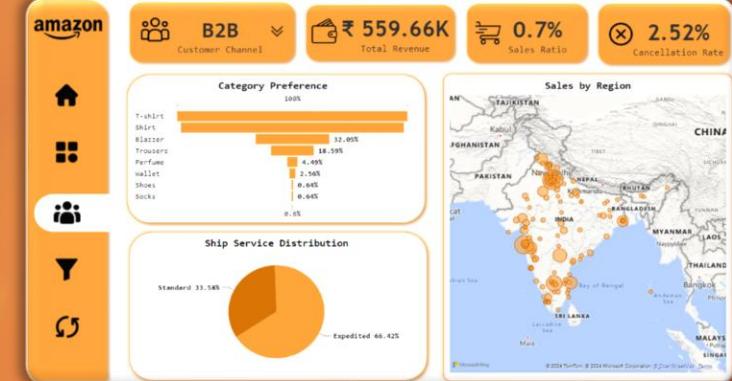
The Home tab displays a high-level overview of the business's key performance metrics. It features KPIs like total revenue, sales, an average order value and cancellation rate along with visuals to indicate revenue trend, category rank, fulfilment method analysis along with state rank providing a quick snapshot of the business's overall performance.

## CATEGORY TAB



The Category tab delves into the performance of different product categories. It features a category switch panel to view insights for each category, featuring a sales-by-size chart, top states by sales, a dynamic trend chart, and KPIs like total revenue, quantity sold, and cancellation rate.

## CUSOTMER TAB



The customer tab features a customer channel switch for B2B/B2C, with a category preference chart, shipping service distribution, and regional sales map. KPIs include total revenue, sales ratio, and cancellation rate.

Additionally, Each tab also has a filter button for months and states.



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KPIs



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### Total Revenue

₹ 71.67M

Total Revenue

Displays the total revenue for the selected tab or any page-level filter.

### Total Sales

108K

Total Sales

Displays the total sales for the selected tab or any page-level filter.

### Cancellation Rate

4.53%

Cancellation Rate

Displays the percentage of canceled orders for the selected tab or any page-level filter.

### Average Order Value

₹ 663.2

Average Order Value

Displays the average amount spent per order, for the selected tab or any page-level filter.

### Quantity Sold

43K

Quantity sold

Displays the total number of units sold, Specifically used on category tab.

### Sales Ratio

0.7%

Sales Ratio

Displays the percentage of total sales attributed to the selected customer channel, Specifically used on customer tab.



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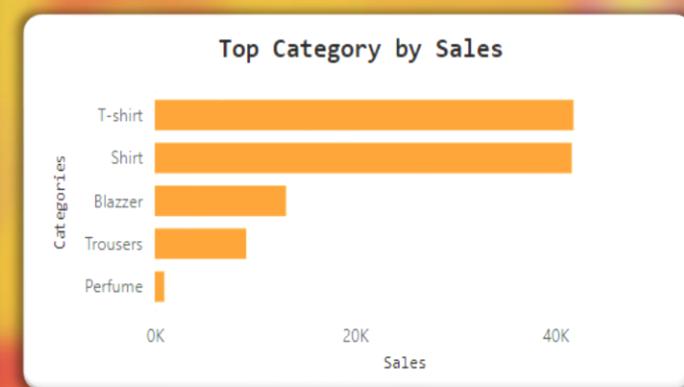
Home Tab



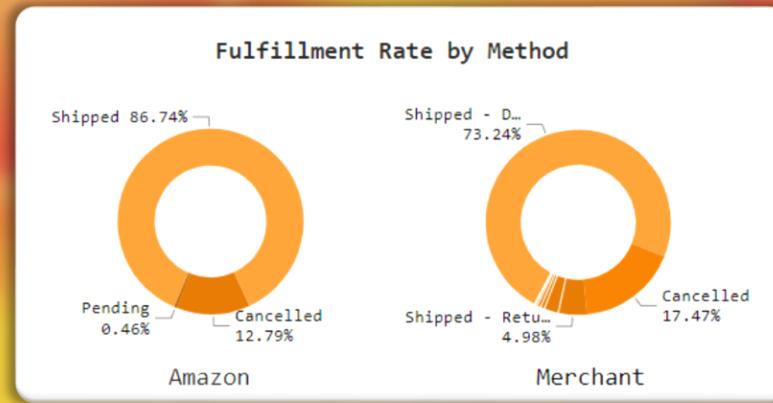
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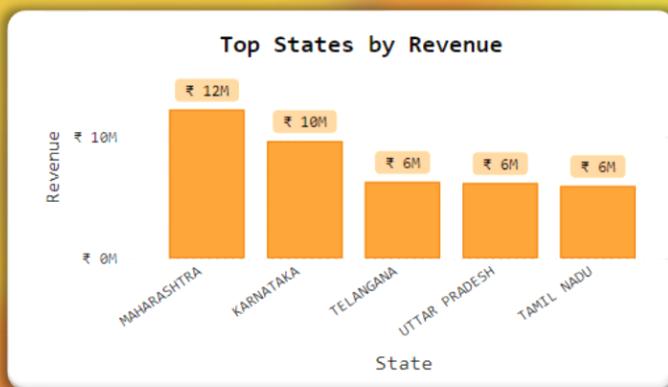
The revenue trend displays changes over the period, peaking at the beginning of May. After this peak, there is fluctuations but in the recent period a gradual decline can be noticed. This pattern shows initial growth followed by a mix of ups and downs, with a general decrease in the recent time.



This row chart here ranks categories based on total sales, with T-shirts leading as the top seller. Following T-shirts are shirts, blazers, trousers, and perfumes, each showing a decrease in sales volume. This ranking highlights the varying popularity and sales performance of different product categories.



The visual includes two pie charts for fulfillment methods. The Amazon chart shows a higher proportion of orders shipped with fewer cancellations. On the contrary, the Merchant chart has slightly more cancellations and a lower shipment rate. This comparison illustrates the efficiency and cancellation rates of each fulfillment approach.



This visual highlights the top states in terms of revenue. Maharashtra leads the chart, followed by Karnataka, Telangana, Uttar Pradesh, and Tamil Nadu. This ranking showcases the highest revenue-generating states and potential for growth in respective areas.



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## Category Tab

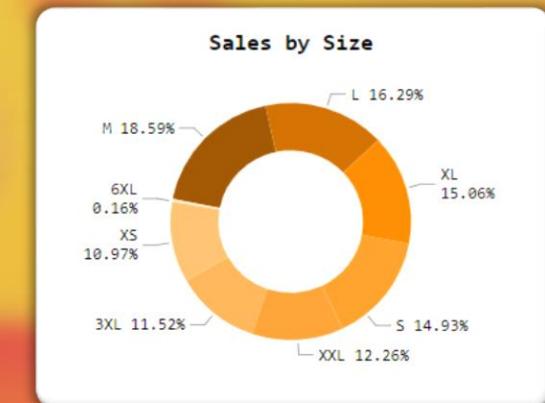


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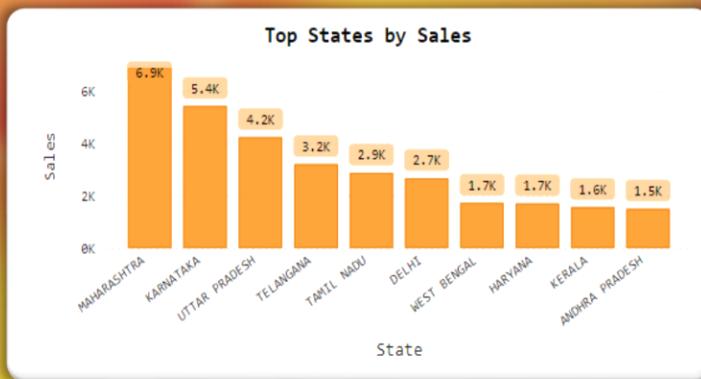


- Blazer
- Perfume
- Shirt
- Shoes
- Socks
- Trousers
- T-shirt
- Wallet
- Watch

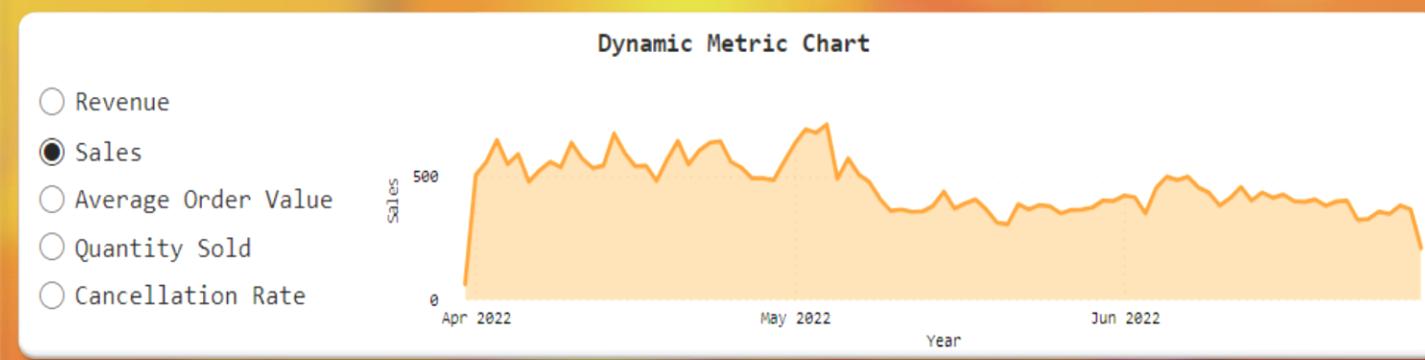
The category panel allows toggling between different product categories on the category tab. It updates the visuals and shows insights specific to the selected category, helping analyze each category's performance easily.



This visual illustrates the percentage of sales contributed by each size for the particular category. It break down the sales distribution across different sizes, showing which sizes are most popular among customers. This chart provides a better overview of customer preferences and could help in adjusting inventory or marketing strategies accordingly.



The visual displays sales distribution across different states for the particular category and ranks them accordingly. This visual helps to identify top-performing states for the chosen category, allowing for targeted strategies and better understanding of regional sales patterns for the category.



This visual shows trends for different metrics like total revenue, total sales, average order value, quantity sold, and cancellation rate using slicers. The slicer facilitates the toggle between these metrics offering a clear view of trends for these performance indicators within the category.



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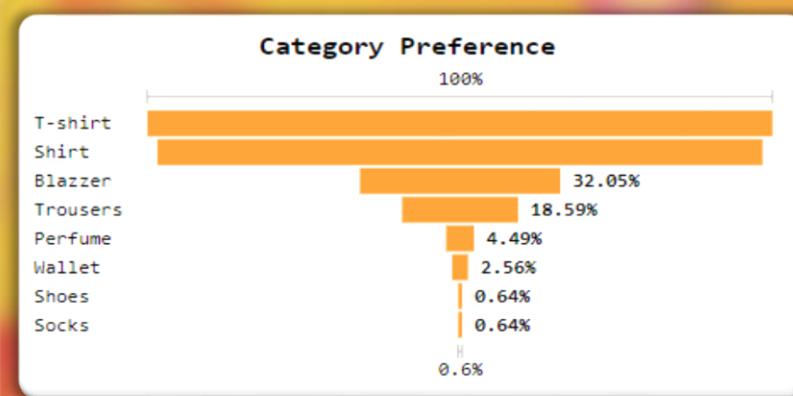
Customer Tab



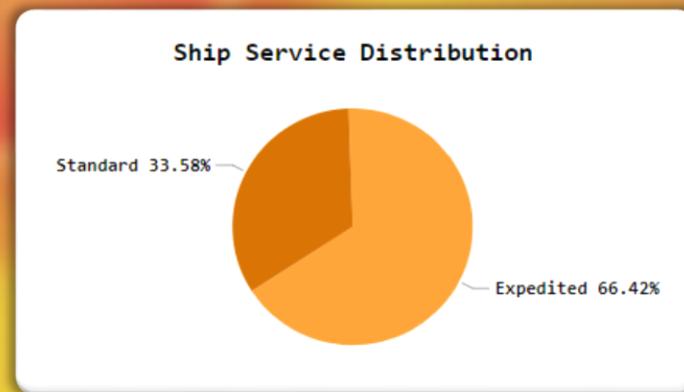
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The customer panel on the customer tab is similar to the category panel and allows toggling between B2C and B2B channel. It updates the visuals to show insights specific to the selected customer channel, helping analyze each channel's performance and make changesf accordingly.



The visual here displays category preferences through a funnel chart, showing the top categories by quantity sold in declining order. This visual helps understand customer preferences within the selected channel and identifies which categories are most favored.



The visual here illustrates the share of orders fulfilled by Standard Shipping and Expedited Shipping services through a pie chart. It shows the proportion of each service opted by customers within a respective channel, helping identify the popularity and distribution of these shipping options.



This visual displays sales data for each region on a map chart, with a drill-down feature to view details at the state and city levels. This visual helps users understand regional sales distribution and allows for more granular analysis by zooming in on specific states and cities.



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Key Insights



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- **Revenue Trend:** The company experienced fluctuations in revenue with a declining trend over the last few days, indicating potential challenges that may need addressing.
- **Category Performance:** T-shirts lead as the top-selling category, followed by shirts and blazers, indicating strong customer interest in these segments and potential for growth.
- **Cancellation Rate:** The overall cancellation rate for the period under review stands at 4.53%, reflecting the percentage of orders that were canceled relative to the total number of orders placed.
- **Shipping Preferences:** The ship service distribution shows a significant majority of customers across all channels favor expedited shipping over standard shipping.
- **Fulfillment Analysis:** For orders handled by Amazon, 86% of orders were shipped, 12% were canceled, and the rest were categorized under various other criteria. In comparison, for merchants, 73% of orders were shipped, 17% were canceled, with the remaining percentage allocated to other criteria.
- **Regional Overview:** For regional overview, Maharashtra and Karnataka stand out as the top-performing states, followed by other regions with varying levels of performance.



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## Conclusion



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- **Revenue Decline:** The revenue trend has shown a recent decline. Necessary measures are needed to address this issue and stabilize the revenue and overall performance.
- **Market Expansion:** Focusing on regions with lower sales figures could help to overcome growth barriers. Conversely, regions with high sales figures present opportunities for expansion and product diversification.
- **Category Expansion:** While T-shirts, shirts, and blazers are top sellers, exploring growth potential in categories like trousers and others could diversify the revenue streams.
- **Inventory Optimization:** Maintaining adequate stock for popular sizes in trending categories, such as T-shirts and shirts and implementing a just-in-time inventory approach for less popular sizes could help minimize carrying costs.
- **Customer Retention:** Analyzing and collecting feedback from customers can help implement strategies to enhance customer satisfaction and reduce cancellations, positively impacting the efficiency.
- **Shipping Strategy:** Since a significant portion of customers opt for expedited shipping, offering this service at reasonable rates combined with offers could attract more customers to choose expedited shipping.



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# THANK YOU

