

## **Amazon April 2022 Sales Overview**

## Overview

This dashboard provides a comprehensive analysis of Amazon sales for April 2022, focusing on sales performance, order statuses, category distribution, fulfillment methods, and shipment insights. Use this dashboard to identify top products, monitor revenue and order trends, evaluate fulfillment and shipping efficiency, and spot potential issues such as cancellations or returns.



## Overall Insights

- Most orders are successfully shipped, comprising about 77,800 orders, making it the dominant status in the dataset; cancellations constitute about 18,300 orders and significantly impact fulfillment.
- Other statuses (returns, returned-to-seller, pending, lost/damaged) are minor compared to shipped and cancelled, indicating issues are concentrated in cancellations rather than widespread failures.
- Single-item orders are by far the most common, with around 115,800 orders, while a large group labeled "0" (~12,800) indicates data quality problems or missing quantity data; multi-item orders ( $qty \geq 2$ ) are very rare.
- Revenue is heavily concentrated in T-Shirt sales, contributing about ₹39.2 million, making it the primary revenue driver; shirts contribute around ₹21.3 million, roughly half of T-Shirt revenue; non-apparel categories collectively contribute only a small fraction.
- The top five cities by order volume are Bengaluru (11,889), Hyderabad, Mumbai, New Delhi, and Chennai, indicating strong southern and metro concentrations and suggesting region-focused marketing and logistics opportunities.



Cancelled Orders ✖

**17,166**



Delivered Orders 🚚

**26,521**



Total Orders 📦

**120,229**

## Order Status Distribution



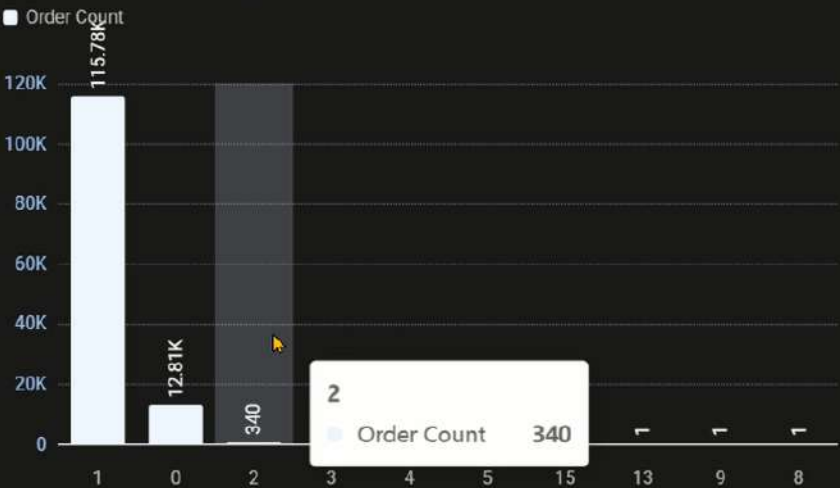
## Key Insights

- Vast majority of orders are successfully shipped (~77.8K), accounting for the dominant status in the dataset.
- Cancelled orders are substantial (~18.3K), the second-largest category and a notable drag on fulfillment performance.
- Other statuses (returns, returned-to-seller, pending, lost/damaged) are negligible in volume compared with shipped and cancelled, indicating issues are concentrated in cancellations rather than widespread failure modes.

### Key Insights

- Single-item orders overwhelmingly dominate ( $\approx 115.8\text{K}$ ), indicating most purchases are one-product transactions.
- A large secondary group labeled "0" ( $\sim 12.8\text{K}$ ) suggests data quality issues or orders with no recorded quantity that need investigation.
- Multi-item orders ( $\text{qty} \geq 2$ ) are extremely rare (hundreds at most), showing limited basket size expansion opportunities.

### Order Quantity Distribution



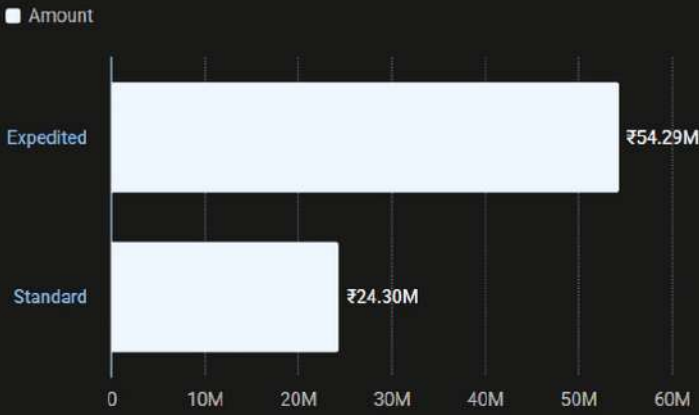
## Sales by Category



## Key Insights

- T-Shirt sales vastly outpace all other categories (~₹39.2M), representing the single largest revenue driver.
- Shirt is the second-highest contributor (~₹21.3M) but still roughly half of T-Shirt revenue, indicating heavy concentration in casual/apparel basics.
- Non-apparel categories (perfume, wallet, socks, shoes, watch) contribute trivially to total sales, highlighting potential to diversify or optimize low-performing SKUs.

Sales by Shipping Service Level

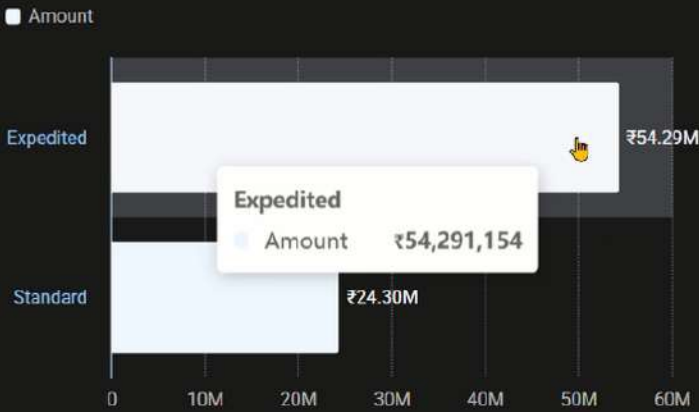


Order Proportion by Sales Channel

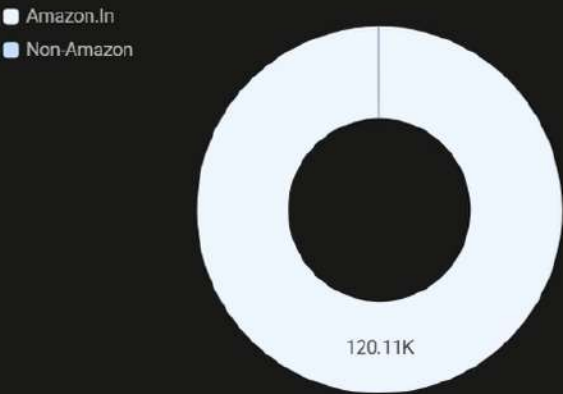




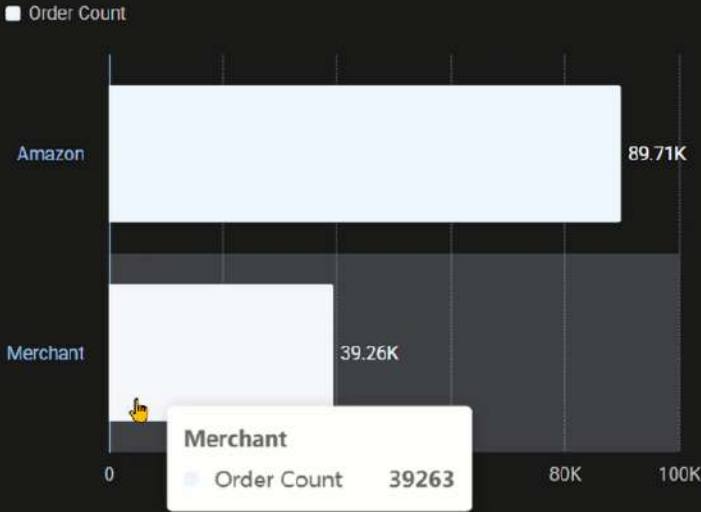
Sales by Shipping Service Level



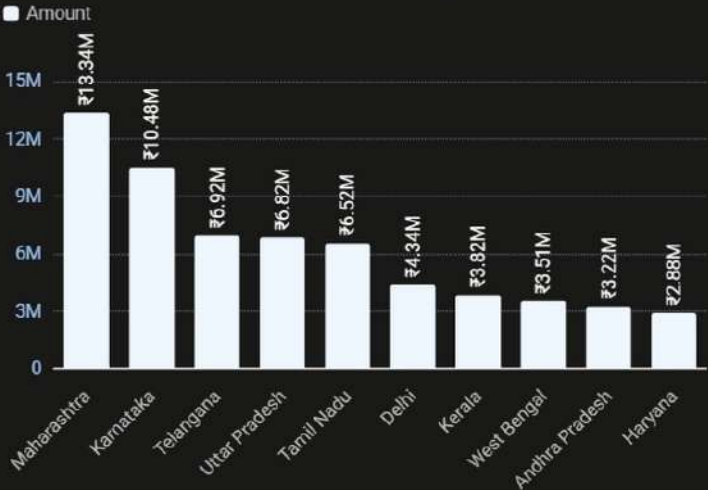
Order Proportion by Sales Channel



### Orders by Fulfilment Method

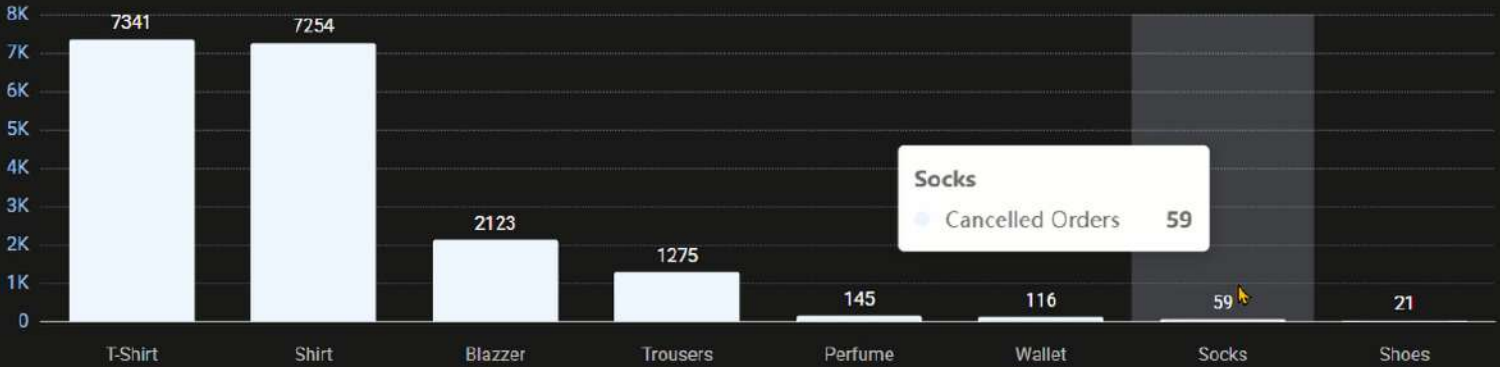


### Top 10 Shipping States by Revenue



# Cancelled Orders by Category

Cancelled Orders



## Key Insights

- Bengaluru is the top city by order volume (11,889), followed by Hyderabad and Mumbai, indicating a strong southern and metro concentration.
- Top five cities (Bengaluru, Hyderabad, Mumbai, New Delhi, Chennai) account for a large share of orders, suggesting targeted regional marketing/logistics focus could yield outsized impact.

## Top 10 Cities by Order Volume

Ship City	Order Count
Bengaluru	11889
Hyderabad	9127
Mumbai	7122
New Delhi	6338
Chennai	6294
Pune	4625
Kolkata	2842
Gurugram	1951
Thane	1876
Lucknow	1631

Top 10 Products by Revenue

Category	Total Sales
T-Shirt	₹39,206,756.65
Shirt	₹21,297,770.08
Blazzer	₹11,215,104.12
Trousers	₹5,346,286.30
Perfume	₹789,419.66
Wallet	₹458,408.18
Socks	₹150,757.50
Shoes	₹124,752.76 🐭
Watch	₹915.00

Cancelled Orders Summary

Category	Ship State	Cancelled Orders Count
Shirt	Maharashtra	1221
T-Shirt	Maharashtra	1114
Shirt	Karnataka	903
T-Shirt	Karnataka	877
Shirt	Tamil Nadu	828
T-Shirt	Uttar Pradesh	812
Shirt	Telangana	667
T-Shirt	Telangana	582
Shirt	Kerala	544
Shirt	Uttar Pradesh	509
T-Shirt	Tamil Nadu	453
T-Shirt	Delhi	432

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