



Sales Report - Data Analysis & Insights

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Project Overview

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- This report provides an in-depth analysis of Amazon sales performance in 2022.
- Key focus areas: Sales trends, product performance, customer segmentation, and business insights.
- Actionable recommendations for improving sales and operational efficiency.

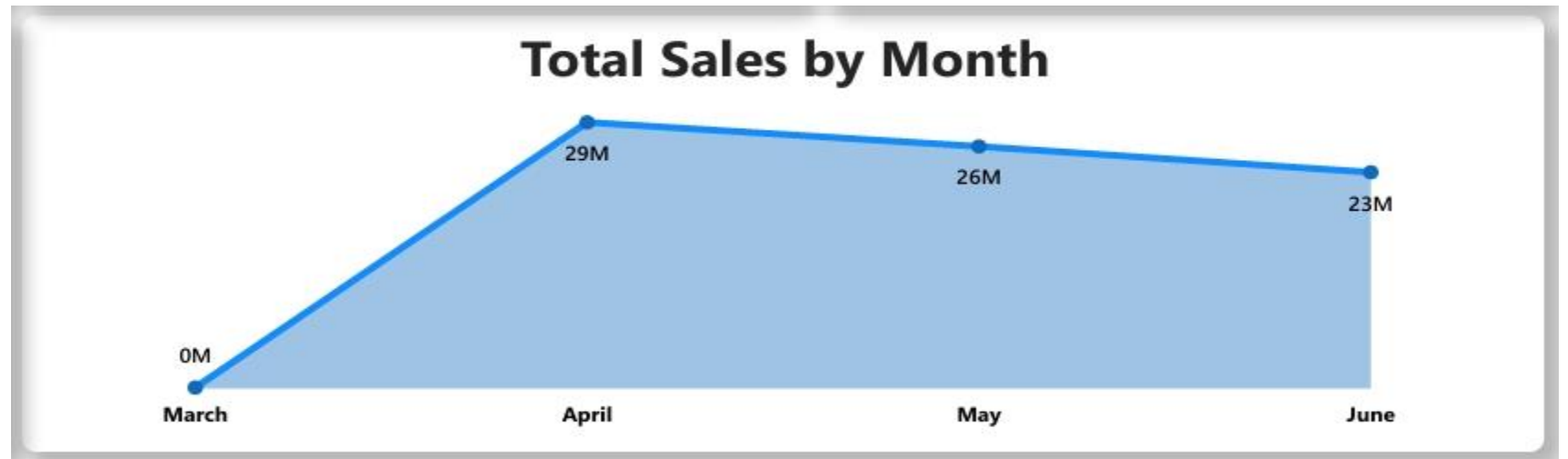
Sales Performance & Trends

Total Sales
₹ 78.59M

Total Orders
128.98K

Total Quantity Sold
117K

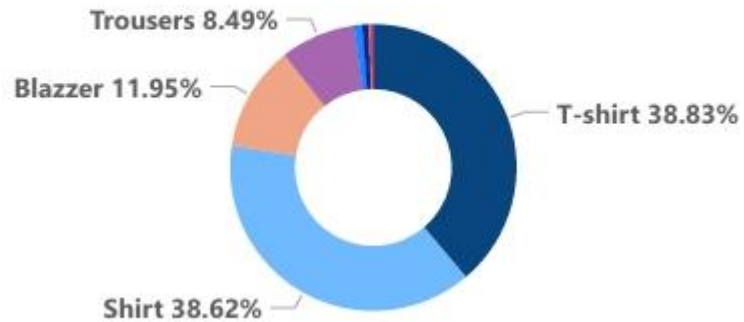
Avg Order Value
₹673.75



- For year 2022, peak sales in April (₹29M), declining trend till June (₹23M).
- Total Orders are more than total quantity of items sold as many items were not shipped at the moment.

Product Analysis

Most Sold Products



- T-shirts (38.83%) and Shirts (38.62%) dominate the market.
- Blazers (11.95%) and Trousers (8.49%) contribute less.

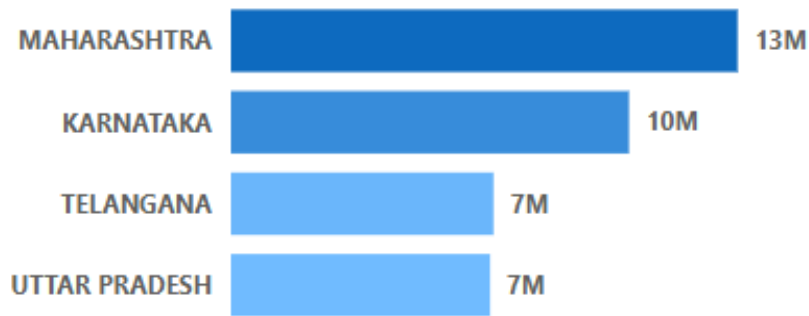
Most Popular Sizes



- M (20.1K) and L (19.7K) are the most preferred sizes.
- S size is least preferred (15.0K).

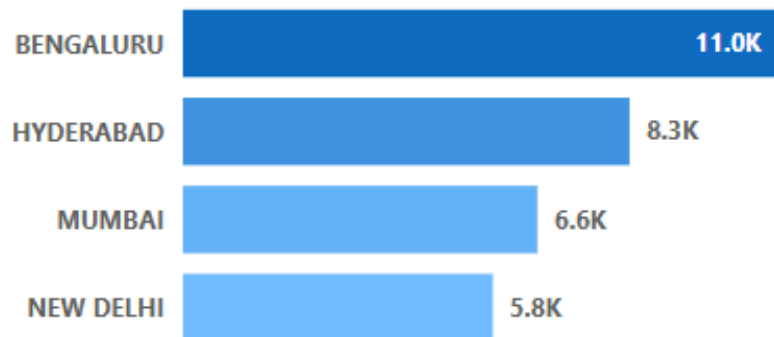
Geographical Analysis

Top States by Revenue



- States like Maharashtra (₹ 13M) and Karnataka (₹ 10M) lead in total sales revenue.

Top Cities by Sales

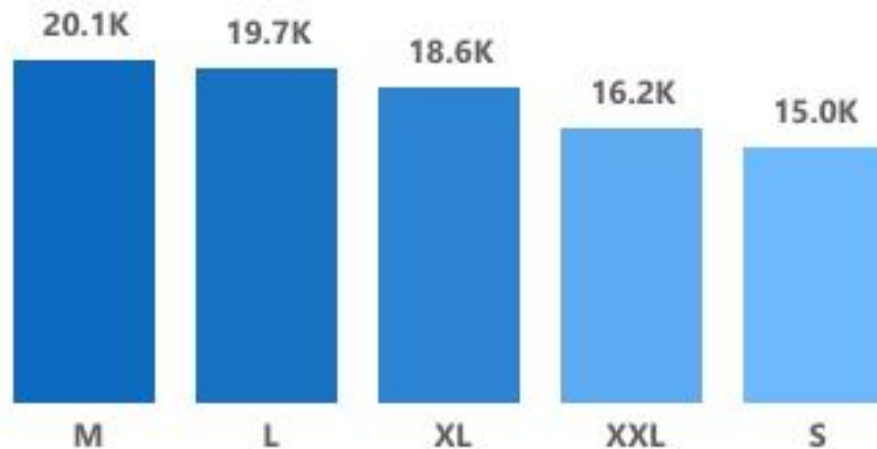


- Cities like Bengaluru(11.0K) and Hyderabad (8.3K) dominate city-wise sales.

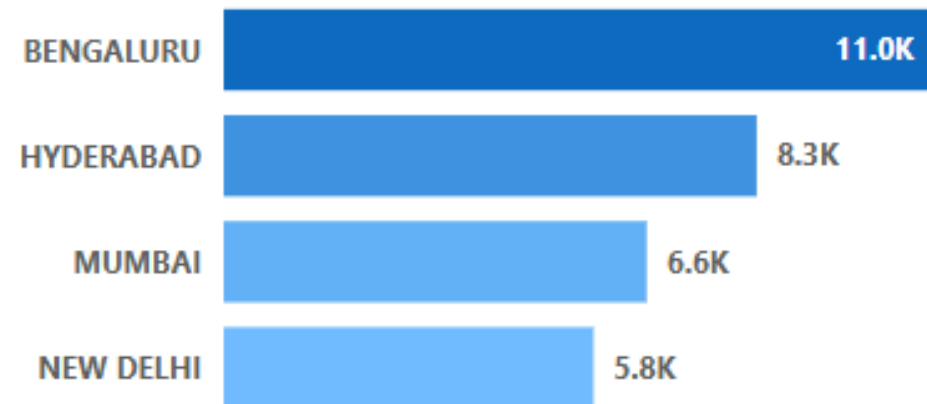
Customer Segmentation

- High-value customers contribute significantly to revenue.
- Repeat buyers prefer M and L sizes the most.
- Major customer base concentrated in Bengaluru, Hyderabad, and Mumbai.

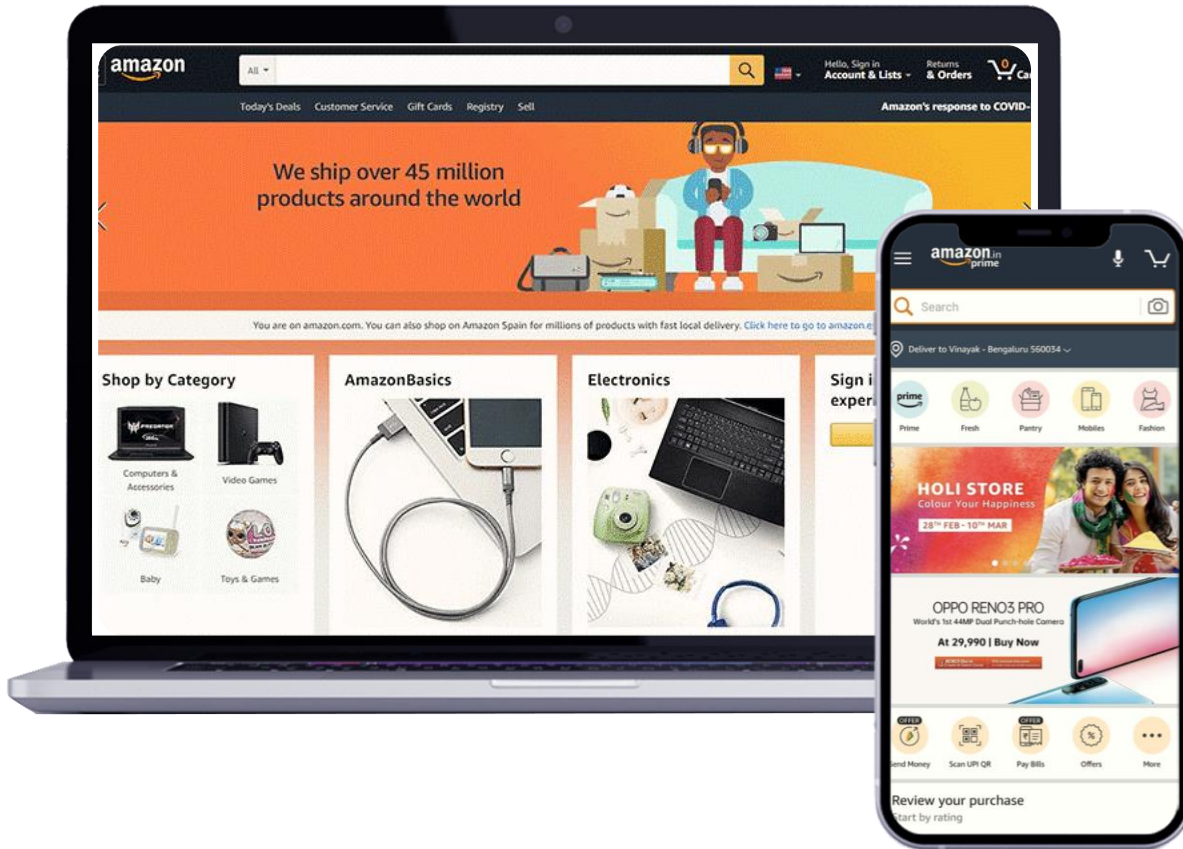
Most Popular Sizes



Top Cities by Sales



Business Insights & Recommendations



Sales Strategy:

- Focus marketing efforts in high-sales cities (Bengaluru, Hyderabad, Mumbai).
- Provide targeted discounts on high-demand products (T-shirts and Shirts).

Inventory Management:

- Stock up on M and L sizes due to higher demand.
- Reduce inventory of S-size clothing.

Customer Service Improvements:

- Improve fulfillment times in major cities.
- Reduce cancellations by optimizing logistics.

Expansion Opportunities:

- Increase presence in underperforming regions.
- Target advertising based on regional preferences.



thanks!

