

Amazon Sales Analysis Report

1. Objective

The objective of this project is to analyze Amazon sales transaction data to understand sales performance, identify top-performing products, evaluate fulfillment efficiency, analyze customer behavior, and explore geographical sales distribution. The insights derived aim to support data-driven business decisions to improve revenue, operational efficiency, and customer satisfaction.

2. KPIs Used

- Total Revenue – Total sales value generated.
- Total Orders – Number of unique orders placed.
- Average Order Value (AOV) – Average revenue per order.
- Total Quantity Sold – Total units sold.
- Cancelled Orders – Number of cancelled orders.
- Cancellation Rate (%) – Percentage of cancelled orders.
- Shipped / Delivered Orders – Successfully completed orders.

3. Key Insights

- T-shirts and Shirts are the highest revenue-generating product categories.
- Medium and Large sizes account for the majority of sales volume, indicating strong size preference.
- Amazon-fulfilled orders show lower cancellation rates compared to merchant-fulfilled orders.
- Sales peak during April, followed by a gradual decline in subsequent months.
- Metro and Tier-1 cities such as Bengaluru, Mumbai, and Delhi contribute the highest revenue.
- Most orders fall into the medium order value bucket, indicating potential for upselling.

4. Business Recommendations

- Focus inventory planning on top-performing categories like T-shirts and Shirts.
- Promote medium and large sizes through targeted marketing campaigns.
- Encourage Amazon fulfillment to reduce cancellations and improve delivery reliability.
- Introduce product bundles and cross-selling strategies to increase Average Order Value.
- Expand marketing and logistics operations in high-performing metro and Tier-1 cities.
- Analyze low-performing categories to optimize pricing or discontinue underperforming products.