📊 Summary – Amazon Sales Dashboard (Power BI)

1. Overall Sales Performance

During the analysis period **18 April 2022 – 30 April 2022**, the Amazon sales operation generated a **total revenue of 11.45 million**, indicating strong short-term performance within a limited timeframe. The volume of fulfilled orders and low cancellation levels reflect healthy customer demand and operational efficiency.

2. Product Category Performance

The **Top 5 categories** contributing to sales volume are:

- **T-Shirts**
- **Shirts**
- **Blazers**
- **Trousers**
- **Wallets**

Apparel-related products dominate overall demand, accounting for the **majority of total orders**, which clearly indicates that **fashion and clothing are the primary revenue drivers**. This insight suggests continued focus on apparel assortment, promotions, and seasonal collections can significantly boost sales.

3. Order Fulfilment & Courier Status

Courier performance shows high operational reliability:

- **Shipped: 86.26%** of total orders
- **On the Way: 5.94%**
- **Cancelled / Others: ~7.8%**

With **over 86% of orders successfully shipped**, the fulfilment process demonstrates strong efficiency and customer trust. The low percentage of orders in transit or cancelled highlights a **well-optimized supply chain and delivery workflow**.

4. Fulfilment Method & Delivery Partners

- **Amazon Fulfilled orders** account for the **majority (~63%)** of total fulfilment

- **Merchant/Easy Ship fulfilment** contributes the remaining **~37%**

Among delivery partners:

- **Ekart** handles approximately **63%** of total deliveries

- **Easy Ship** manages around **37%**

This indicates Amazon's in-house logistics ecosystem plays a critical role in ensuring faster and more reliable deliveries.

5. Geographic Sales Distribution

Top shipment cities and their contribution to total shipment volume:

- **Bengaluru: ~27%**

- **Hyderabad: ~23%**

- **Mumbai: ~18%**

- **New Delhi: ~16%**

- **Chennai: ~15%**

Metro cities together contribute **nearly 100% of top shipment volume**, emphasizing that **urban markets are the strongest revenue hubs**. This presents opportunities for region-specific marketing, faster delivery promises, and city-focused inventory allocation.

6. Customer Size Preference Analysis

Customer demand by size shows clear buying patterns:

- **M (Medium): ~25%**

- **XL: ~23%**

- **XXL: ~19%**

- **S: ~19%**
- **XS: ~14%**

Medium and larger sizes (**M, XL, XXL**) together account for **over 67% of total orders**, indicating the importance of maintaining higher stock levels for these sizes to reduce lost sales due to stock unavailability.

7. Key Business Insights & Recommendations

- Apparel is the **primary growth category** → prioritize fashion inventory and campaigns

- Strong logistics performance (**86% shipped**) → maintain current fulfilment strategy

- Metro cities dominate demand → deploy **city-level targeting & faster SLAs**

- Medium & large sizes sell the most → optimize **size-wise inventory planning**

- Amazon fulfilment outperforms merchant fulfilment → scale FBA adoption