SALES ANALYSIS OF ECOMMERCE DATA
(from Mar-22 to Jun-22)

I/ Overview Amazon Sales

1. Sales by month:

2. Sales by Category:

3. Sales by Size:

Tableau link to dashboard: https://public.tableau.com/app/profile/l.m.y.n/viz/EcommerceDataset2/Sales
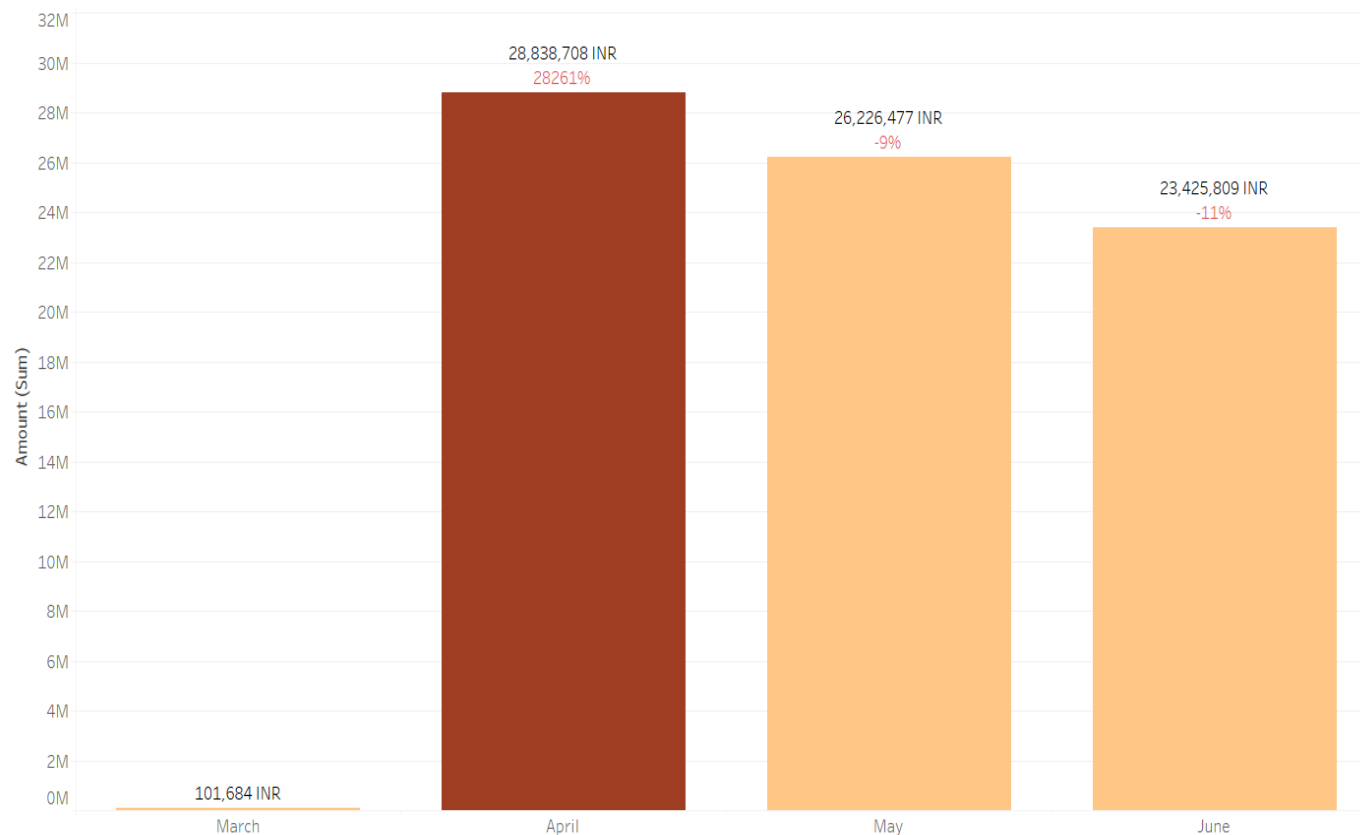
II/ Overview Amazon Fulfillment

1. Fulfillment by Amazon and Merchant:

2. Differences between Amazon and Merchant:

Tableau link to dashboard: https://public.tableau.com/app/profile/l.m.y.n/viz/EcommerceDataset_16949599229780/Fulfillment

I/ Overview Amazon Sales

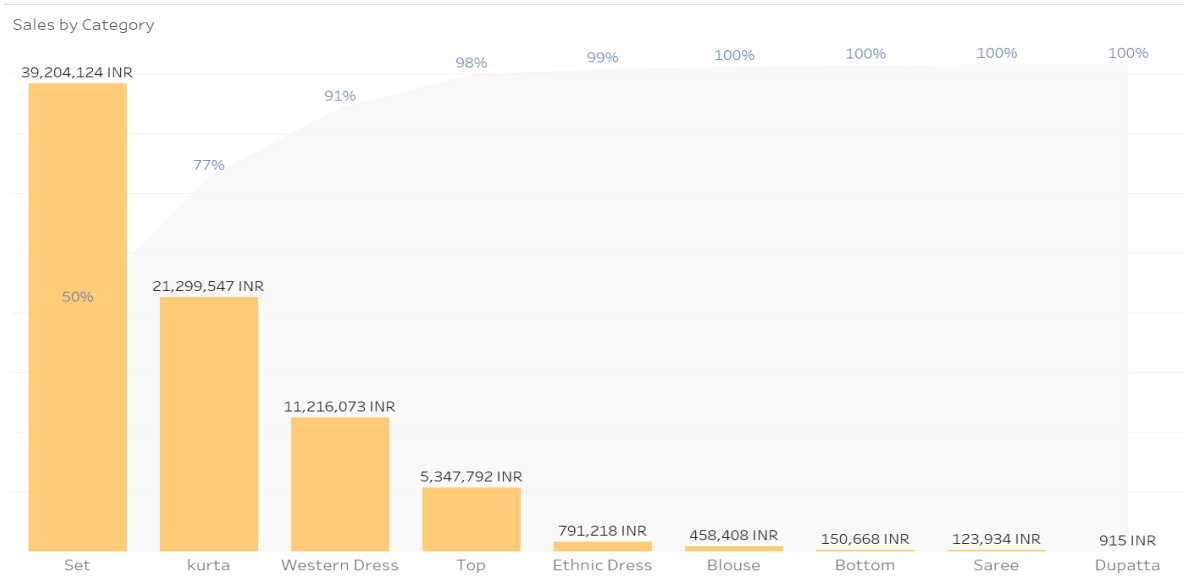Sales by month (and percent sales growth per month)

1. **Sales by month:**

   - Sales significantly increased from Mar to Apr (perhaps because Mar was the first launch on Amazon so sales were still low, then in Apr it became popular or the company run many promotions => sales went up).

   - However, sales in May dropped slightly by 9% and June's sales dropped by 11%

   =>The company needs to find out a way to push sales back, or it can turn out to be a negative trend afterward.
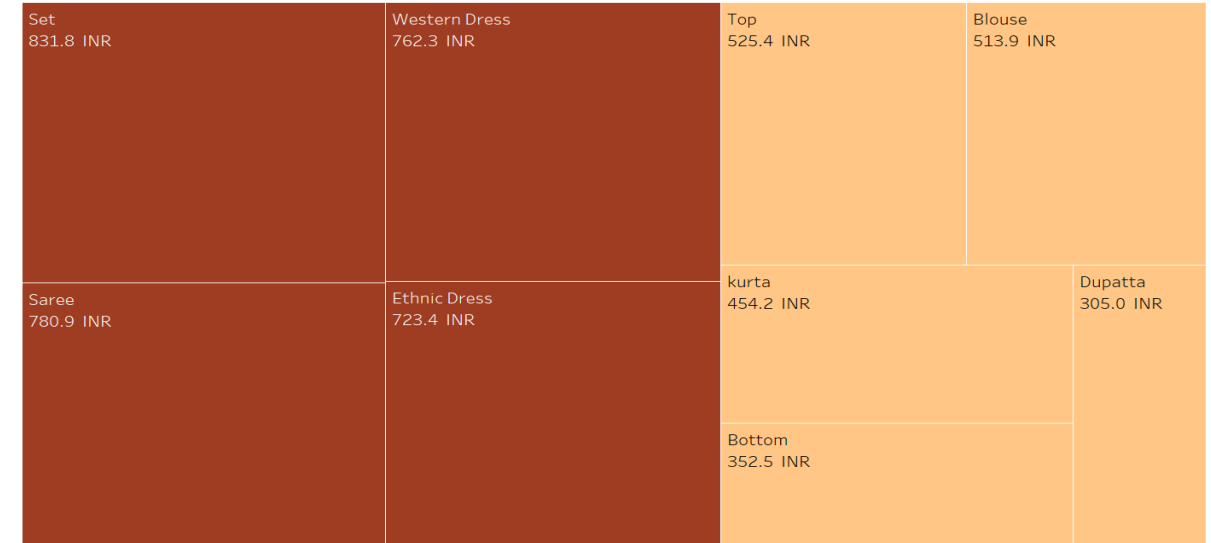
I/ Overview Amazon Sales

2. Sales by Category:

Sales by Category

Category	Revenue	%
Set	39,204,124 INR	50%
kurta	21,299,547 INR	77%
Western Dress	11,216,073 INR	91%
Top	5,347,792 INR	98%
Ethnic Dress	791,218 INR	99%
Blouse	458,408 INR	100%
Bottom	150,668 INR	100%
Saree	123,934 INR	100%
Dupatta	915 INR	100%

Avg Price by Category

Category	Avg Price
Set	831.8 INR
Western Dress	762.3 INR
Top	525.4 INR
Blouse	513.9 INR
Saree	780.9 INR
Ethnic Dress	723.4 INR
kurta	454.2 INR
Dupatta	305.0 INR
Bottom	352.5 INR

- The revenue was dominated by the product category "Set," which accounted for 50% of total revenue, followed by kurta with 27% and Western Dress with 14%.

- The top 5 product categories by average price were Set, Saree, Western Dress, Ethnic Dress, and Top, indicating that these products were high-value orders.

I/ Overview Amazon Sales
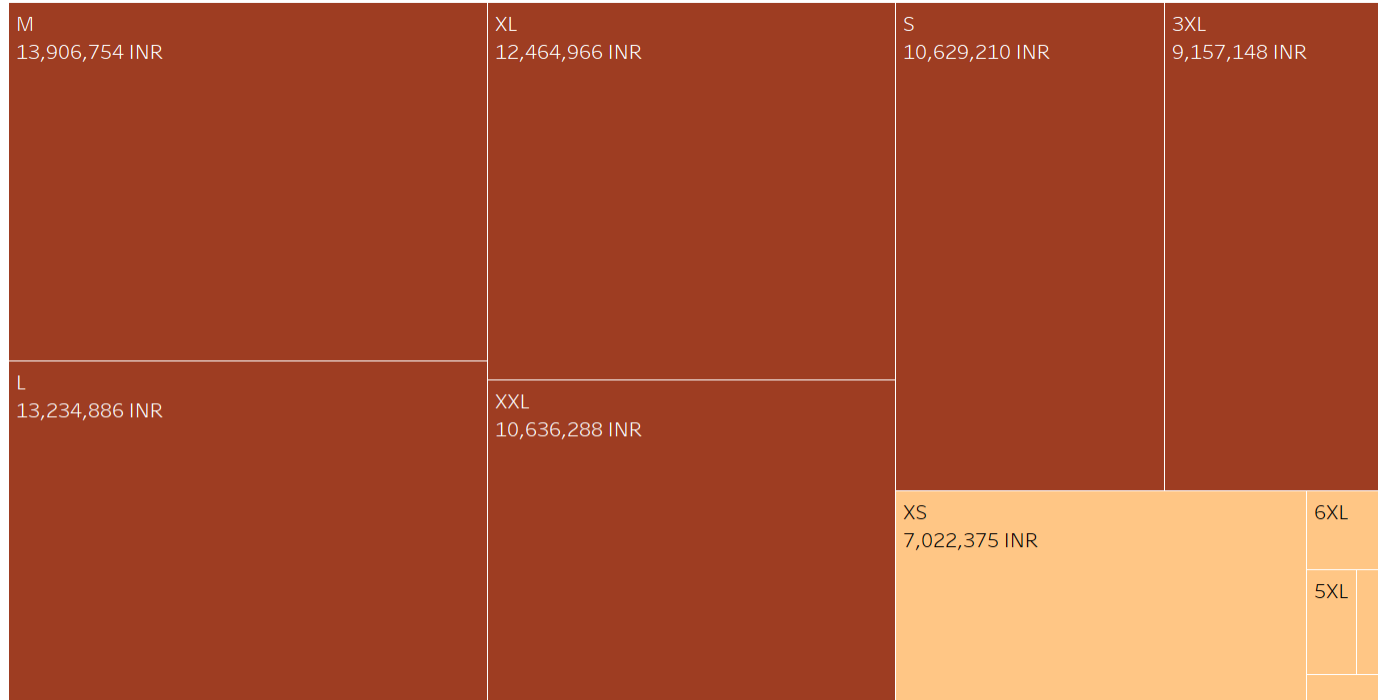
2. Sales by Category:

Sales by Category per month

Category	March	April	May	June
Set	53,884	15,506,676	12,643,698	10,999,866
kurta	34,257	8,017,145	6,660,577	6,587,568
Western Dress	7,653	2,927,781	4,381,304	3,899,334
Top	4,511	1,821,893	1,995,607	1,525,781
Ethnic Dress	1,099	250,667	293,092	246,360
Blouse	280	195,583	159,795	102,750
Bottom		63,308	50,867	36,493
Saree		55,655	41,537	26,742
Dupatta				915

- Sales of the top 2 categories went down gradually from Apr to Jun. Other categories (Blouse, Bottom, Saree) followed the same decreasing pattern.

- However, for Western Dress, sales in June were less than May but still higher than in April => Still in growth, try to focus on them

- Top and Ethnic Dress increased sales in May but decreased afterwards.

- It seems like Dupatta is a new category so we also need to take care of them

I/ Overview Amazon Sales

3. Sales by Size:

Sales by Size

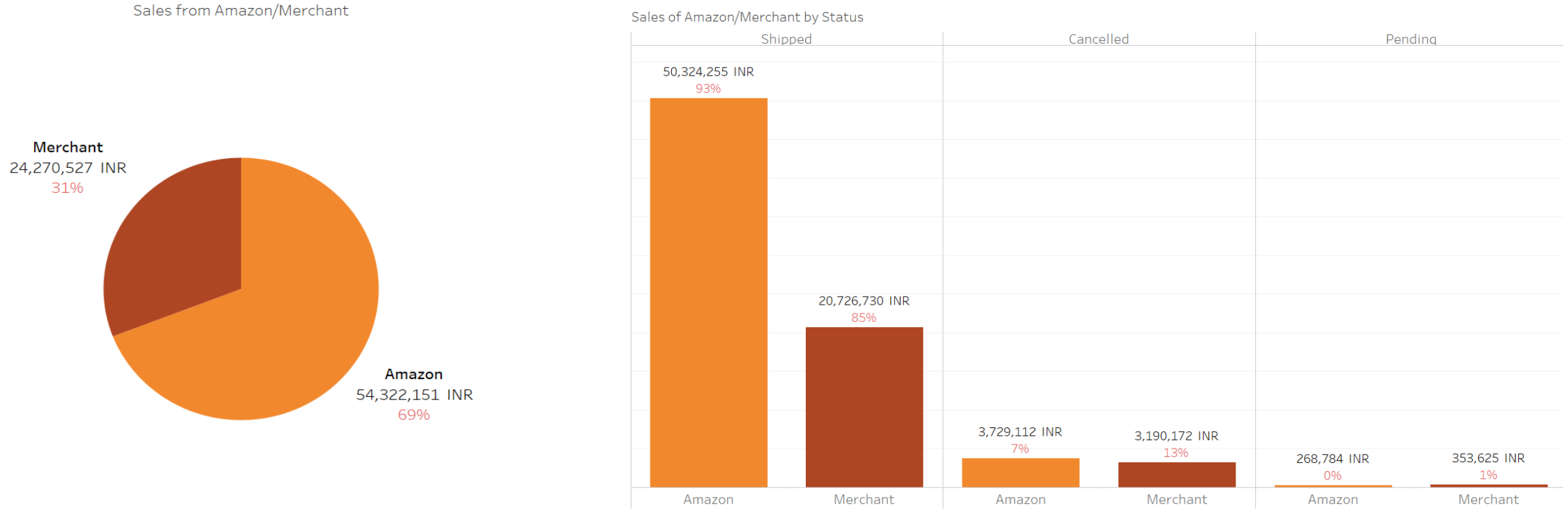| M 13,906,754 INR | XL 12,464,966 INR | S 10,629,210 INR | 3XL 9,157,148 INR |
| L 13,234,886 INR | XXL 10,636,288 INR | XS 7,022,375 INR | 6XL / 5XL |

- Customers bought sizes M, L, XL the most, accounting for 51% on sales => ensure enough stock for these sizes

- Following are size XXL, S, 3XL, XS with 10-14% on sales

=> Medium and large size clothes are most in demand.

II/ Overview Amazon Fulfillment

1. Fulfillment by Amazon and Merchant:

Sales from Amazon/Merchant

Merchant
24,270,527 INR
31%

Amazon
54,322,151 INR
69%

Sales of Amazon/Merchant by Status

Shipped	Cancelled	Pending

Shipped:
- Amazon: 50,324,255 INR — 93%
- Merchant: 20,726,730 INR — 85%

Cancelled:
- Amazon: 3,729,112 INR — 7%
- Merchant: 3,190,172 INR — 13%

Pending:
- Amazon: 268,784 INR — 0%
- Merchant: 353,625 INR — 1%

- 69% of sales came from orders fulfilled by Amazon, the rest 31% from Merchant.

- 93% of orders from Amazon were shipped, while only 85% of Merchant orders were shipped.

- Merchant orders had a cancellation rate of 13%, which was higher than Amazon's (only 7% of cancellation rate)

II/ Overview Amazon Fulfillment

2. Differences between Amazon and Merchant

Sales of Amazon/Merchant by Ship service

Expedited	Standard
54,285,183 INR (Amazon)	36,968 INR (Amazon) — 24,270,527 INR (Merchant)

Sales of Amazon/Merchant by Delivery partner

Easy Ship	Other
24,270,174 INR (Merchant)	54,322,151 INR (Amazon) — 353 INR (Merchant)

- All Amazon orders were delivered by Other, while Merchant orders were delivered mostly by Easy Ship and only a few by Other.

- Amazon orders mostly were shipped with Expedited and some by Standard service, while Merchant orders only had one Standard service.

=> Expedited ship service & Other delivery partner of Amazon was more effective than Standard service and Easy Ship used by Merchant

III/ Conclusion

The sales trend is going down recently, which requires our company to take prompt action. Some insights we can get from sales analysis:

- **Customer preference:**
    + The top 3 categories we should focus on are Set, kurta and Western Dress.
    + Set and Western Dress are also our high-value order, we might take care of these 2 categories to increase sales amount. Especially for Western Dress, even though general trend of all categories is going down compared to sales in April but this category still maintains higher sales than in previous months, indicating that customers favor this type of clothes.
    + Besides, kurta sell well due to their affordable price, to push sales, we can run promotions to achieve higher quantity sold.
    + Sizes M, L, XL are the most common sizes, these sizes might need more stocks than others to ensure fulfillment for customers.

- **Fulfillment:**
    Our sales mostly come from orders fulfilled by Amazon over Merchant. According to analysis, we can see Amazon orders get higher successive delivery rates and lower cancellation rates, thanks to the efficiency of their delivery partner and Expedited ship service. To enhance customer satisfaction, we should use more fulfillment by Amazon.

Next analysis: check stocks, previous promotions, competitors
=> See what caused the decrease in sales and propose more solutions.