# Amazon Revenue % By Product

- **Highest** revenue generators were categories: Set (49.9%), Kurta (27.1%), Western Dress (14.1%).
- **Lowest** revenue generator were categories: Blouse (0.6%), Bottom (0.2%), Saree (0.2%), Dupatta (0.0%).
- **Huge disparity** can be seen overall across all categories, with clothing set category being the highest in market demand.
- **Approach**: Allocate resources and marketing strategies to manage inventory more effectively.
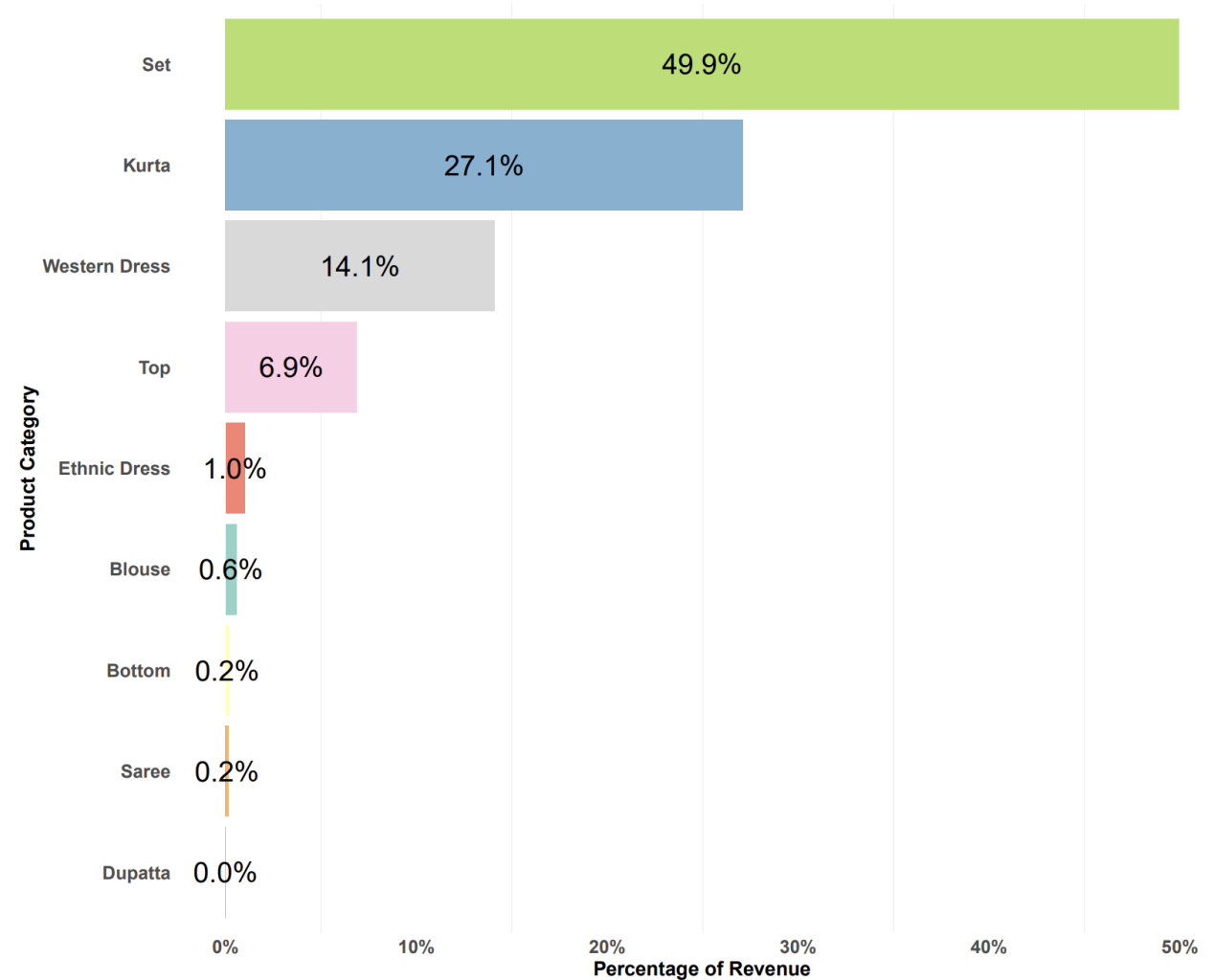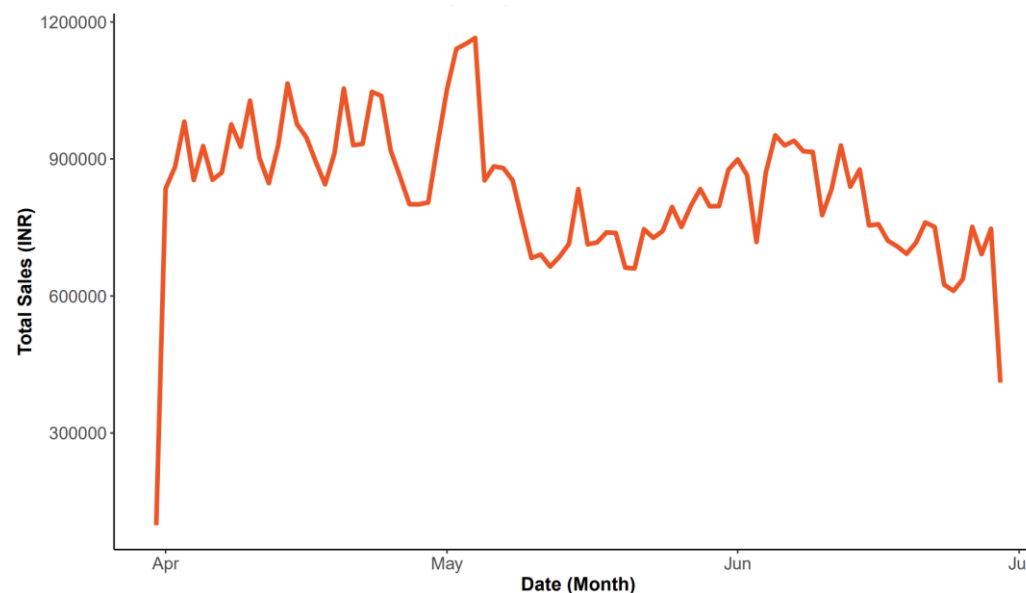
Average Daily Sales
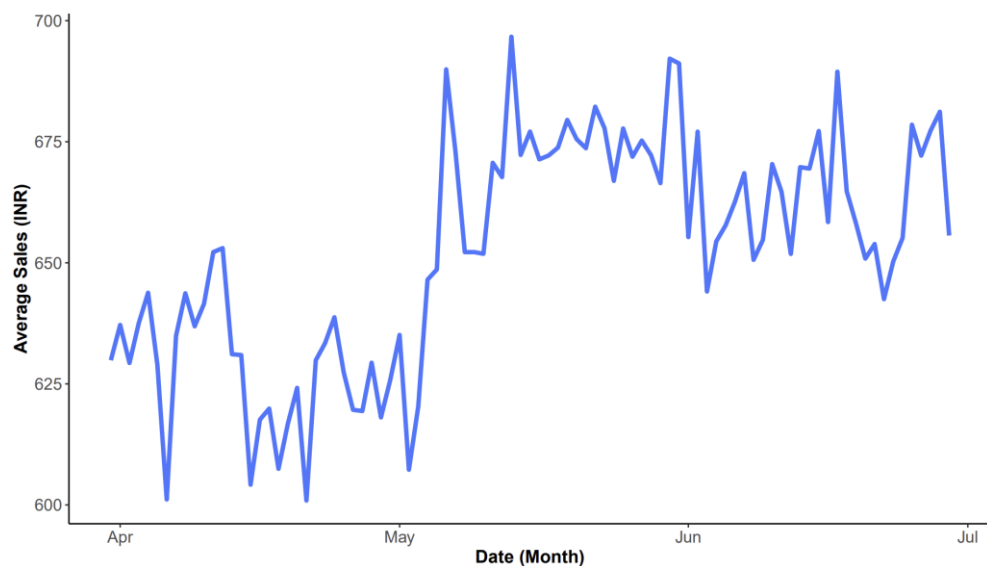
Average Sales were highest in May while lowest in April. The average sales were also **relatively constant** from the months of May to June.
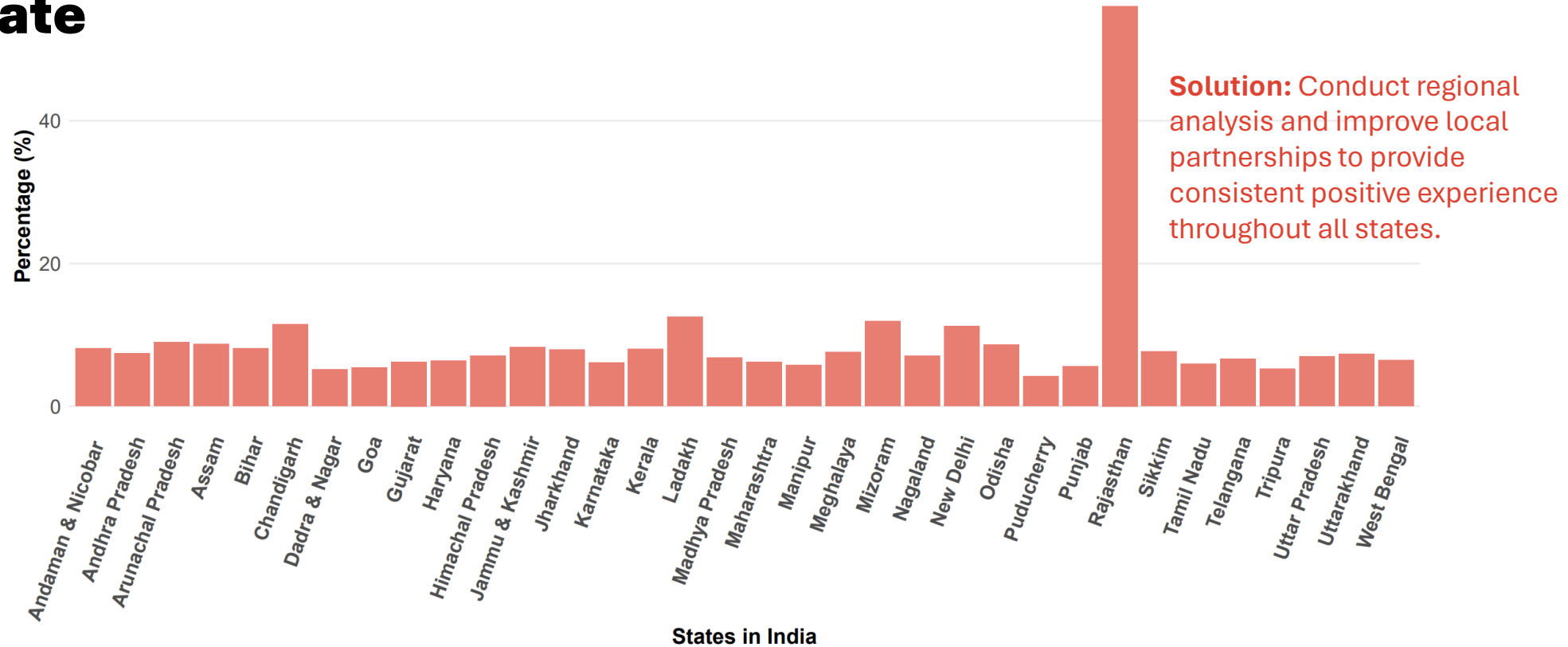
Total Daily Sales

Total Sales were highest in April while lowest in June. There is also a **significant dip** in sales for May. It's important to **address the reason** behind dip in sales during May to determine best action.
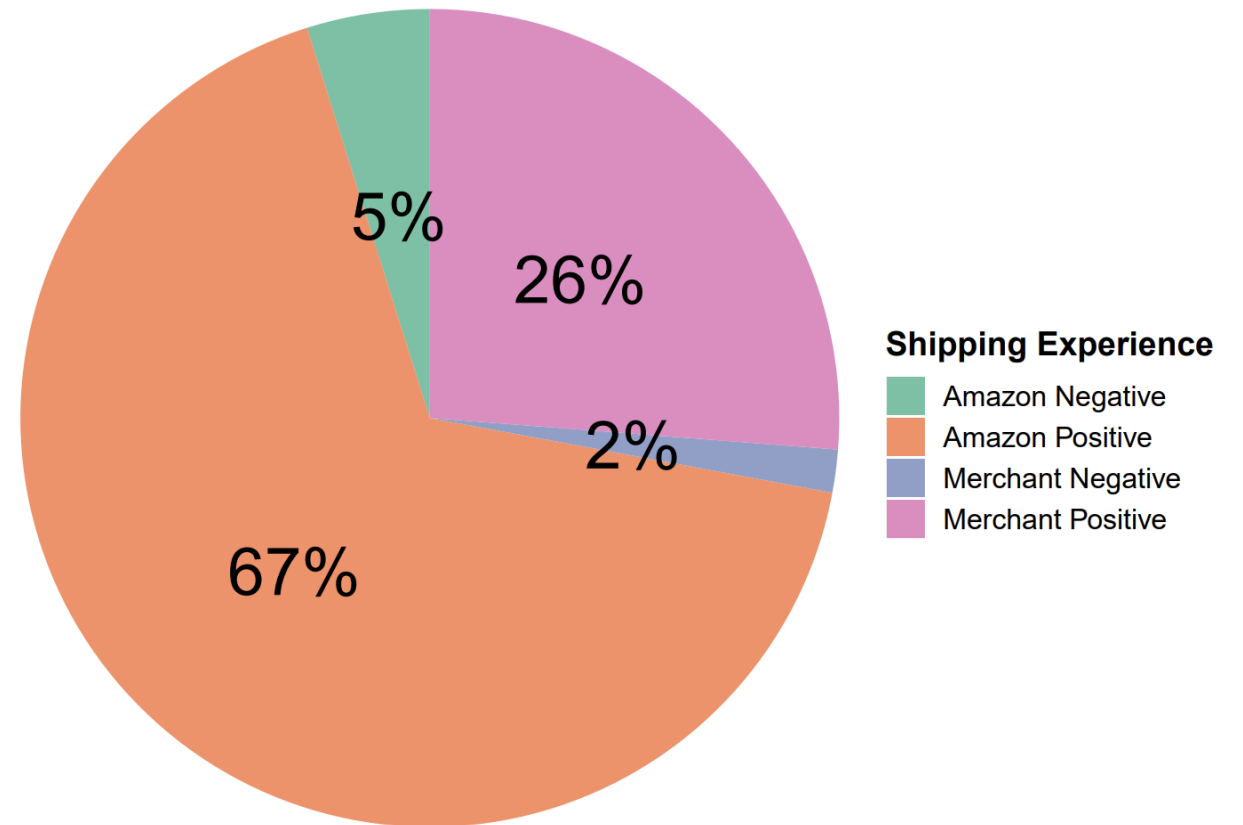
% Negative Experience By State

Rajasthan is noted to have the highest % of negative delivery experiences (>40%). **Majority** of states have more positive than negative experience.

Solution: Conduct regional analysis and improve local partnerships to provide consistent positive experience throughout all states.

Order Outcomes By Fulfilment Entities

- **Significant majority** of orders fulfilled by both Amazon and merchant have resulted in positive outcomes.
- Negative experiences are **minimal** (2-5%)
- This indicates the company's **successful** and reliable fulfilment strategies.
- **Further objective:** Enhance merchant training and incentivize merchant excellence to ensure positive customer experience.

Shipping Experience
- Amazon Negative
- Amazon Positive
- Merchant Negative
- Merchant Positive

Types of Negative Shipping Experience

- **High cancellation rate** (74%) can be seen as one of the reason for negative shipping experience.
- A significant portion of negative experience also demonstrate **returns concern** (26%).
- **Next Step:** Implement order verification and flexible return policies to enhance customer satisfaction and logistic operational efficiency.

Negative Experience

- Cancelled Shipping
- Damaged Goods
- Lost in Transit
- Rejected by Buyer
- Returned to Seller

26%

0%

74%