**Shipping Analysis Report**

# **Executive summary:**

We exported the sales data from our data base and we conducted some analysis on it to gain insights into some of our sales operations and study ways of enhancing our services based on certain scope.

## **Scope:**

* Customer loyalty
* strengths and weak points
* Performance measurement

**Data Specs:**

Here are the tables we used to conduct our analysis :

* Orders
* Return
* Shipping cost
* People

# **The Analysis:**

## **Customer loyalty**

* What is the Most Used Ship mode by our customers?

|  |  |  |
| --- | --- | --- |
| **Row Labels** | **Count of Ship Mode** | **percentage of Ship Mode** |
| First Class | 211 | 15.26% |
| Same Day | 86 | 6.22% |
| Second Class | 260 | 18.80% |
| Standard Class | 826 | 59.73% |
| **Grand Total** | **1383** | **100.00%** |

* Based on the table above which we counted the number of each shipping mode occurred,

We have found that **Standard Class** shipping mode was the most one used by our customers by **59.73%** .

### **Recommendations:**

* We should focus more promotions on the standard shipping mode as it is the most used.
* We should find ways to reduce the cost of standard shipping mode and make sure it is profitable as it is the most used.
* First class shipping mode was the least used shipping mode which might be better to revise the cost and the possible scenarios where it might be removed.

## **strengths and weak points :**

### strengths :

1. We found that the Segments of clients which generates the most sales by Category by this pivot table:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Row Labels | Consumer | Corporate | Home Office | Grand Total |
| Furniture | 64,979 | 24,090 | 17,312 | 106,381 |
| Office Supplies | 59,523 | 23,473 | 18,893 | 101,889 |
| Technology | 60,553 | 26,458 | 12,369 | 99,381 |
| Grand Total | **185,056** | **74,020** | **48,574** | **307,650** |

* Based on the table above the Furniture category and consumer segment generated the most sales

1. We found that the State which generate the most sales value percentage by region by this pivot table:

|  |  |
| --- | --- |
| Row Labels | Sum of Sales |
| East |  |
| New York | 25.02% |
| Pennsylvania | 9.39% |
| Massachusetts | 3.41% |
| West |  |
| California | 20.50% |
| Washington | 7.35% |
| Oregon | 1.84% |
| Central |  |
| Texas | 13.77% |
| Minnesota | 5.18% |
| Illinois | 4.92% |
| South |  |
| North Carolina | 3.36% |
| Virginia | 3.09% |
| Georgia | 2.18% |
| Grand Total | **100.00%** |

* From the table we found that the region with the highest percentage of sales value is the East, and that the state with the highest percentage of sales is New York.
* **Weak point**: The state and region with the least population as a whole is Georgia in the south.

### **Recommendations**:

* We focus our sales more on the highest-selling and most-demanding areas, focusing on product reviews and faster delivery.
* In areas with lower sales and demand, we place greater emphasis on adding discounts and offers to further attract and entice customers.
* We review the best-selling products of our competitors and focus on similar products with offers to attract purchasing power.

## **Performance measurement:**

1. We found that **the top performing product categories in terms of sales and profit** base on the next pivot table and chart :

|  |  |  |
| --- | --- | --- |
| Category & Sub-Category | Sales | Profit |
| Furniture | **36.21%** | **10.88%** |
| Chairs | 19.75% | 21.49% |
| Bookcases | 8.95% | -7.15% |
| Tables | 7.51% | -3.47% |
| Technology | **34.10%** | **36.46%** |
| Accessories | 9.53% | 22.61% |
| Machines | 10.10% | -6.75% |
| Phones | 14.46% | 20.60% |
| Office Supplies | **29.68%** | **52.66%** |
| Binders | 14.30% | 26.46% |
| Paper | 4.09% | 16.88% |
| Storage | 11.29% | 9.32% |

* The best-selling category is furniture, but it generates the least profit. Conversely, the least-selling category generates the most profit, which is office supplies!
* This indicates that there is an inverse relationship between sales and profit from the product. This could be due to several reasons, including that the best-selling category is the one with the most circulation and the lowest price, while the least-selling category generates the greatest profit and is therefore the highest price (a possibility that should be reviewed later).
* In the technology department, the situation is balanced, showing sales and profit, and this may be optimal.

1. **The most profitable product that we sell**:

From the next pivot table :

|  |  |
| --- | --- |
| Top 3 profitable products of sells | Profit |
| GBC DocuBind 300 Electric Binding Machine | $1,809.37 |
| GBC DocuBind P400 Electric Binding System | $1,415.43 |
| Ibico EPK-21 Electric Binding System | $4,630.48 |
| Grand Total | **$7,855.28** |

We found these products (**GBC DocuBind 300** , **GBC DocuBind P400** and Ibico **EPK-21 Electri**c) from **Electric Binding System** is the most profitable products we sell with total **$7,855.28** .

1. On Average how long does it take the orders to reach our clients

|  |  |
| --- | --- |
| Shipping mode | Average of Delivery Duration |
| First Class | 2 |
| Same Day | 0 |
| Second Class | 3 |
| Standard Class | 5 |
| Grand Total | **4** |

We found that the average time to reach the customer and deliver the product is **4 days**.  
 - This period can be reduced by searching for faster delivery methods at the same cost.

1. Based on Each Shipping Mode. What is the Return Rate of our orders

We have **9994** **orders**  and **296 return orders** , so we have **3%** return rate , it's a **good rating** .