

# Summary

## Objective

To evaluate global sales performance across regions, segments, sub-categories, and shipping modes from 2011 to 2014, and identify key drivers of growth and opportunities for strategic improvement.

### Key Insights :

- **Central Region** leads with \$2.8M in total sales, making it a strategic priority.
- **Consumer Segment** contributes 51.48% of overall sales, indicating strong market demand.
- **Phones** emerge as the top-performing sub-category, driving consistent revenue.
- **Standard Class Shipping** accounts for over 60% of total orders, reflecting customer preference for cost-effective delivery.
- **Sales surged** from \$2.3M in 2011 to \$4.3M in 2014 – a 60% increase in the final year alone.

### Recommendations :

- Prioritize Central region and Consumer segment in future campaigns.
- Explore bundling strategies for top sub-categories.
- Optimize shipping logistics to balance cost and speed.

# KPI Dashboard

Category

All

Segment

All

Region

All

Year

All

1.47M

Total Profit

12.64M

Total Sales

Central

Top Region

Consumer

Top Segment

Phones

Top SubCategory

Standard  
Class

Preferred Shipping

# Global Sales Performance

**12.64M**

Total Sales

**1.47M**

Total Profit

**115K**

Total Net Profit

**28.61**

Average Profit

Country

All

Region

All

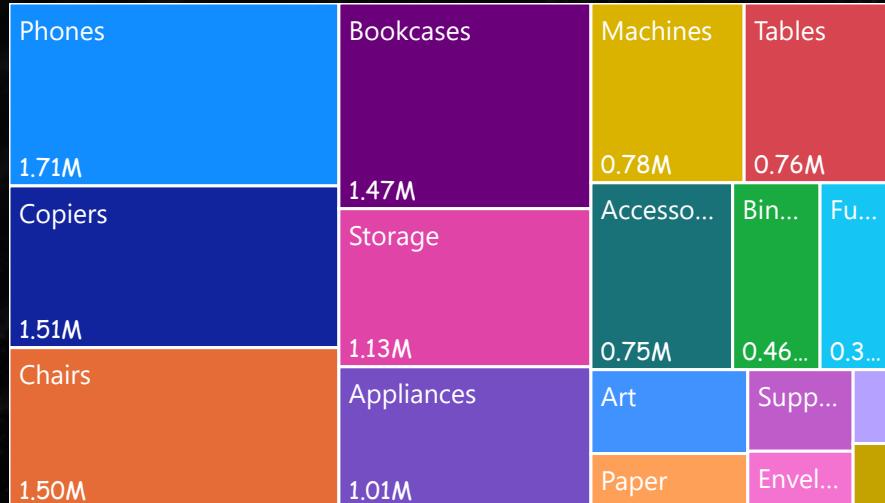
Segment

All

Order Date

01-01-2011 31-12-2014

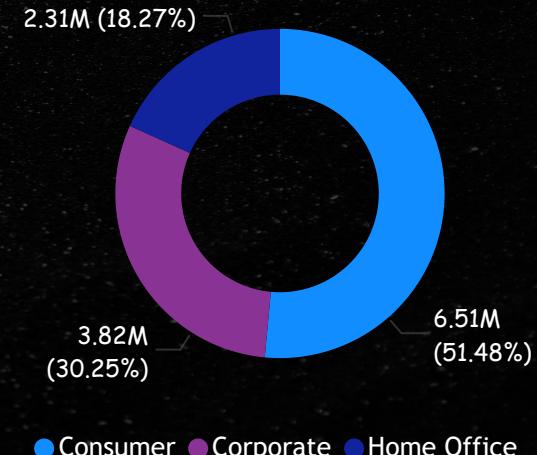
## Total Sales by Sub-Category



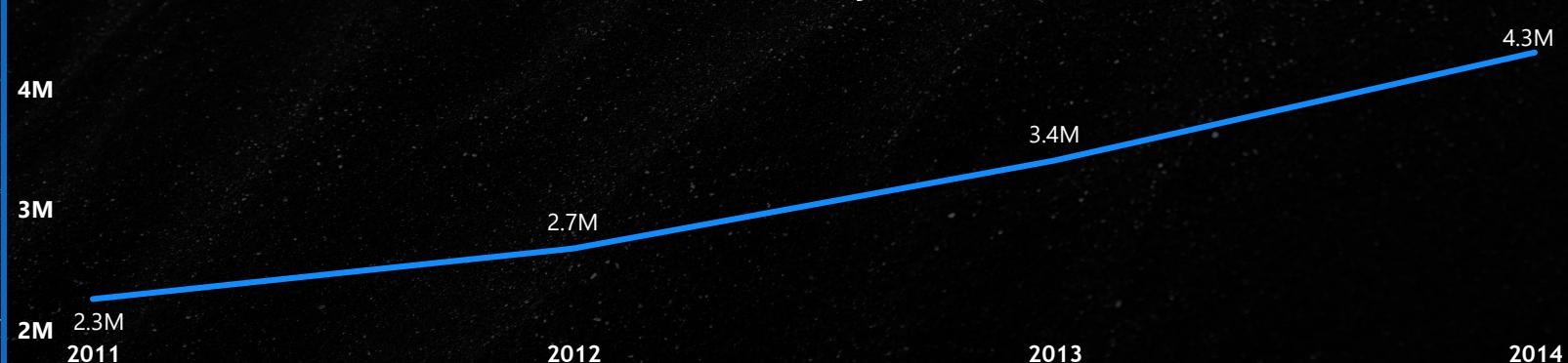
## Total Sales by Region



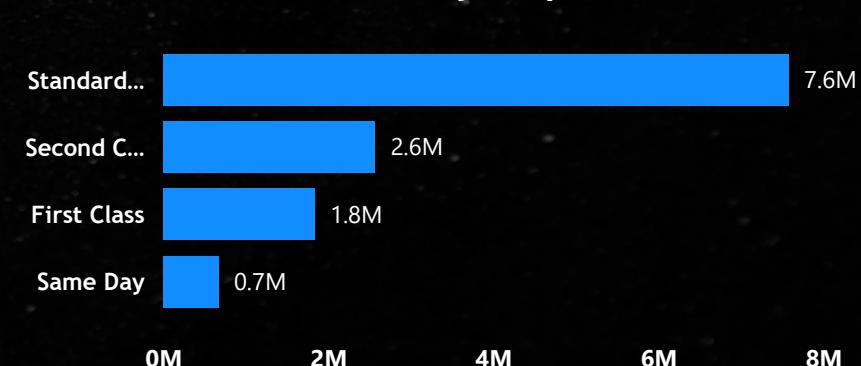
## Total Sales by Segment



## Total Sales by Year



## Total Sales by Ship Mode



# Insights

## Total Sales by Region



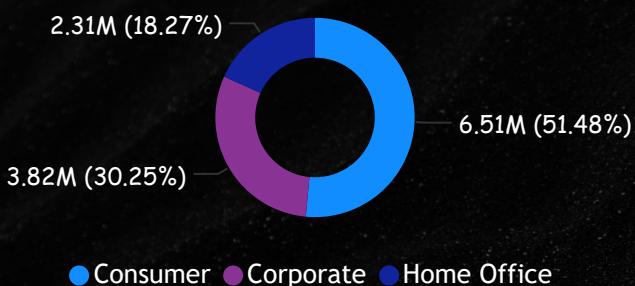
## Regional Performance

Central Region leads with nearly 2.8M in sales - a clear priority for marketing and inventory focus.

South and North and Oceania show strong volumes, ideal for scaling operations.

West and East Region lags behind, signaling a need for targeted to boost performance.

## Total Sales by Segment



## Segment Analysis

Consumer Segment leads in both Sales and Profit, making it the most valuable segment overall. This indicates strong customer demand and healthy margins – ideal for loyalty programs and seasonal promotions.

Corporate Segment ranks second in both metrics, showing solid performance. It's a good candidate for premium product bundles and long-term engagement strategies.

## Total Sales by Sub-Category



## Sub-Category Trends

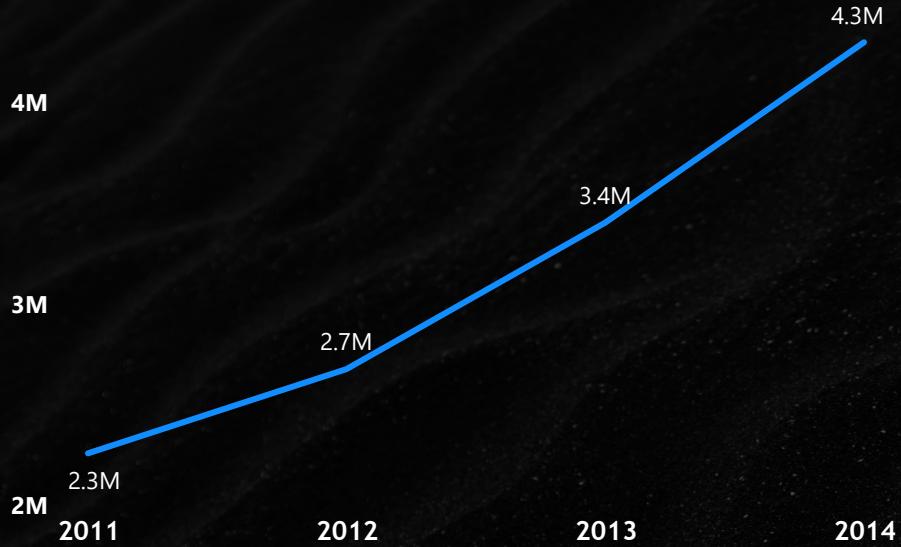
Phones dominate with ₹3.62M in total sales – making them the top-performing sub-category. This is a prime area for upselling accessories or launching targeted campaigns.

Chairs and Copiers follow closely, each contributing over ₹1.5M in sales. These are high-demand items and should be prioritized in inventory planning.

Accessories, Tables, and Appliances also show strong performance, each exceeding ₹1M.

# Insights

Total Sales by Year



Yearly Sales Growth

The line graph reveals a strong upward trajectory in total sales over the four-year period:

2011: ₹2.3M

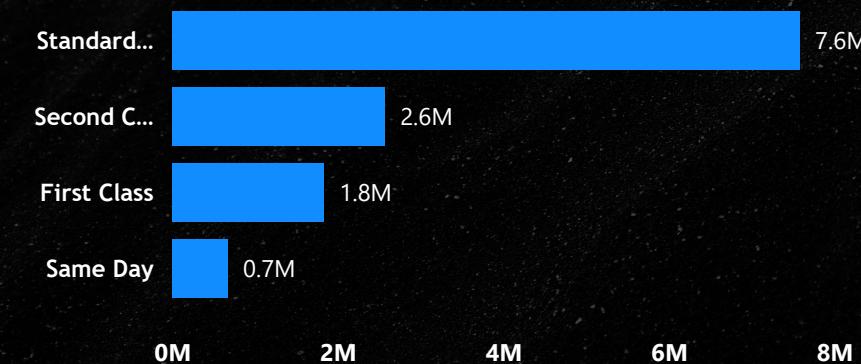
2012: ₹2.7M

2013: ₹3.4M

2014: ₹4.3M

This consistent growth reflects effective business expansion and increasing customer demand. The sharp rise from 2013 to 2014 (₹900K increase) suggests successful strategic

Total Sales by Ship Mode



Sales by Shipping Mode

The horizontal bar chart highlights customer preferences and operational impact:

**Standard Class:** ₹7.6M – Dominates with over 60% of total sales, indicating it's the most preferred and cost-effective shipping method.

**Second Class:** ₹2.9M – A solid secondary option, possibly balancing speed and affordability.

**First Class:** ₹1.8M – Used selectively, likely for premium customers or urgent orders.