Sales Analysis Report - Polished Version

Sales Overview & Insights

a. Total Sales Overview
Total Sales: $2,261,537

b. Sales by Segment
The Consumer segment leads with over $1.1M (50.76%), followed by Corporate and Home Office.
Actionable Insight: Focus marketing and retention strategies on the Consumer segment to maintain and grow this core customer base.

c. Sales by Category
Technology is the top-performing category, accounting for 36.58% of total sales, closely followed by Office Supplies.
Opportunity: Capitalize on the high performance of Technology by offering bundle deals or targeted upselling strategies.

d. Category & Sub-category Breakdown
Sub-categories like Phones and Accessories within Technology are key revenue drivers. However, items such as Tables and Binders are underperforming.
Recommendation: Consider promotional campaigns or pricing adjustments to boost these weaker sub-categories.

e. Sales Per Order ID
A heatmap highlights Sean Miller's order (CA-2015-143317) as the highest single transaction at $23,561.
Use Case: Use this data to identify top customers for VIP loyalty programs or tailored upselling initiatives.

f. Average Order Value (AOV) Analysis
Despite overall sales growth, the AOV trend is declining, suggesting a need for enhanced bundling or upselling efforts.

Geographic Performance Insights

a. Sales by State
California dominates with 19.73% of total sales.
Other top performers include New York (11.16%) and Washington (5.98%).
Insight: Prioritize marketing, promotions, and logistics in these high-performing states.

b. Top Cities

New York City leads with $252K in sales, followed by Los Angeles, Seattle, and San Francisco.
Opportunity: Target these cities with customer loyalty initiatives or product expansion campaigns.

c. State & City Treemap

Confirms the dominance of key cities like NYC, LA, Seattle, and Philadelphia.
Insight: City-level targeting is essential for maximizing regional growth.

d. Sales by Region

The East region is the highest performer with 31.4%, followed by the West (29.6%).
Recommendation: Maintain momentum in the East while exploring growth strategies in the Central and South regions.

Customer Analysis Dashboard

1. Total Orders per Customer

Top customers—Sean Miller, Raymond Buch, and Tamara Chand—place significantly more orders than average.
There's also a long tail of low-frequency buyers, indicating an opportunity for re-engagement campaigns.
Insight: Launch loyalty programs to retain both high-frequency and high-value customers.

2. Sales per Order ID

Sean Miller's order tops the list at $23,661, followed by Tamara Chand and Raymond Buch.
Insight: Segment these high-value customers for premium offers or VIP-level service.

3. Top 10 Most Frequently Sold Products

Items like OFF-PA-1 (likely Paper) and TEC-AC-1 (Tech Accessory) sell most frequently. Some Furniture products also rank highly.
Insight: Ensure these core products are always in stock and consider bundling them for increased value.

4. Top 10 Most Profitable Products

Top earners include:
- FUR-CH-1000024 ($11,573)
- TEC-AC-10003 ($11,204)
- FUR-FU-100014, among others
Insight: Promote high-priced items with targeted campaigns, possibly using financing or volume discounts.

Yearly Sales Performance

1. Total Sales per Year

Year	Sales	Growth
2015	$479,856	—
2016	$459,436	-4.26%
2017	$600,193	+30.64%
2018	$722,052	+20.30%

Insight:
- 2016 saw a minor dip, possibly influenced by market downturns (e.g., declining commodity prices).
- A sharp rebound in 2017 and continued growth in 2018 highlight effective strategy implementation.
- Investigate what drove the 2017 recovery for future replication.

Shipping Analysis:

Standard Class dominates: Majority of shipments are via Standard Class —Likely due to its balance between cost-efficiency and delivery time.

Fast Shipping Modes: Same Day remained low possible room for growth if customer demand increases.
Second Class Shipping: Shows moderate growth from 4% to 6%, stable contributor (~20% overall).

Conclusion & Recommendations:
Optimize Standard Class logistics: Since it's most used, improving its efficiency could significantly impact customer satisfaction and shipping costs.
Promote Fast Shipping Options (First Class / Same Day) : Bundle fast shipping with premium product purchases or loyalty tiers.
Test if customers are willing to pay extra for faster delivery.
Continue to offer flexible shipping modes based on product

Final Recommendations

- Customer Retention: Reward loyal and high-value buyers, and re-engage dormant ones.

- Regional Focus: Prioritize high-performing cities and states for localized marketing.

- Product Strategy: Push high-frequency and high-value products with bundling and promotions.

- Shipping Optimization: Improve logistics and test incentives for faster delivery options.

- Strategic Review: Study what led to the 2017 rebound to inform future campaigns.