**Top-Level Sales Performance**

1. **Product Category Performance**:
   * The data reveals which product categories generate the highest revenue, allowing for strategic inventory and marketing focus. ” Office Supplies”
2. **Regional Sales Distribution**:
   * Certain regions outperform others significantly, suggesting potential for regional-specific strategies or investigation into underperforming areas. ”West”
3. **Customer Segment Value**:
   * The analysis identifies which customer segments (likely Consumer, Corporate, Home Office) contribute most to revenue, guiding customer targeting efforts. “consumer”

**Customer Insights**

1. **High-Value Customers**:
   * The top 10 customers by sales volume are identified, presenting opportunities for loyalty programs or personalized service.

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| --- |
| Paul Prost |
| Laura Armstrong |
| Ken Lonsdale |
| William Brown |
| Rick Wilson |
| Noel Staavos |
| Arthur Gainer |
| Clay Ludtke |
| Seth Vernon |
| Marina Lichtenstein |

1. **Order Frequency**:
   * The customers with the highest number of orders are highlighted, indicating potential brand advocates or candidates for subscription models.

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| --- |
| Emily Phan |
| Noel Staavos |

Highest in total sales value, however not in total orders.

**Temporal Trends**

1. **Year-over-Year Performance**:
   * Sales trends across years show growth patterns or declines, crucial for forecasting and planning.. 2018 is the highest in sales
2. **Monthly Seasonality**:
   * Monthly breakdowns for each year reveal seasonal patterns that can inform inventory planning and promotional calendars. November ,December and September are the highest in sales. the fourth quarter is the best sales performance, and September in the third quarter also has a high sales performance.

**Operational Insights**

**Shipping Mode Popularity**: Standard Class

#Standard Class dominates:  
The 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 category or customer profile

**Product Performance**

1. **Sub-Category Analysis**:

(phones, chairs, accessories)

1. **Top Products**:

office supplies

Office supplies showed showed highest sales among categories  
Phones showed the highest sales among the subcategory in Technology , Office supplies  showed the highest sales among categories  
Phones showed the highest sales among the subcategory in Technology.

To make more accurate insight, we have to know the cost of goods sold to calculate net profit.

**Geographic Insights**

1. **State & City Performance**:
   * Highest total sales per State is California, and the City is New York.
2. **Postal Code Hotspots**:
   * Specific postal codes generating exceptional revenue are identified, valuable for local marketing efforts.(10035)

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