

Dashboard



Count of Distinct Customers

355

Total Count of Orders

577

Total Profit

8.03K

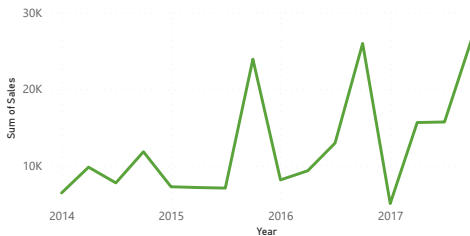
Profit Margin

3.99

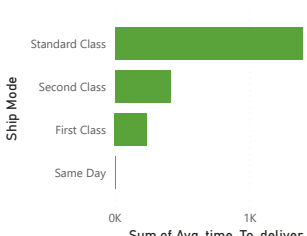
Total Sales

201K

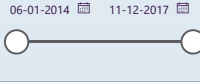
Total Sales Trend



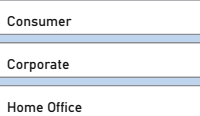
Average time to deliver by Ship Modes



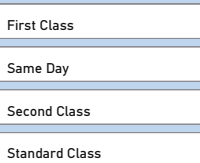
Timeline



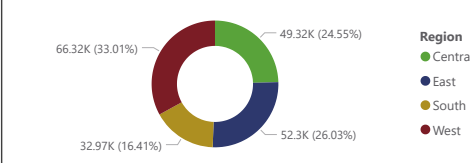
Segment



Ship Mode

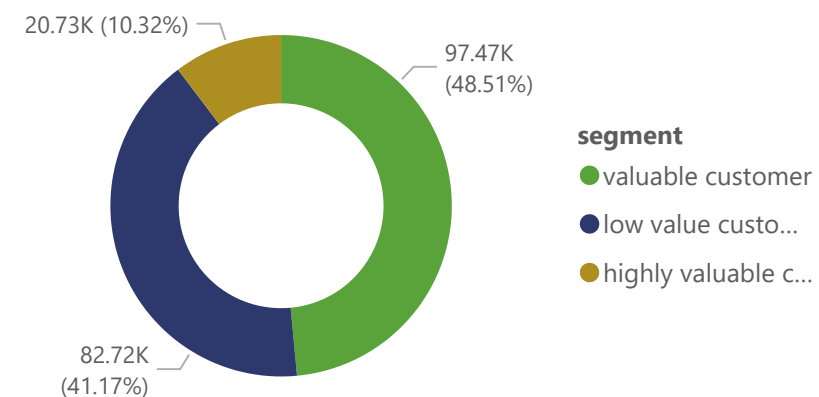


Regional Sales



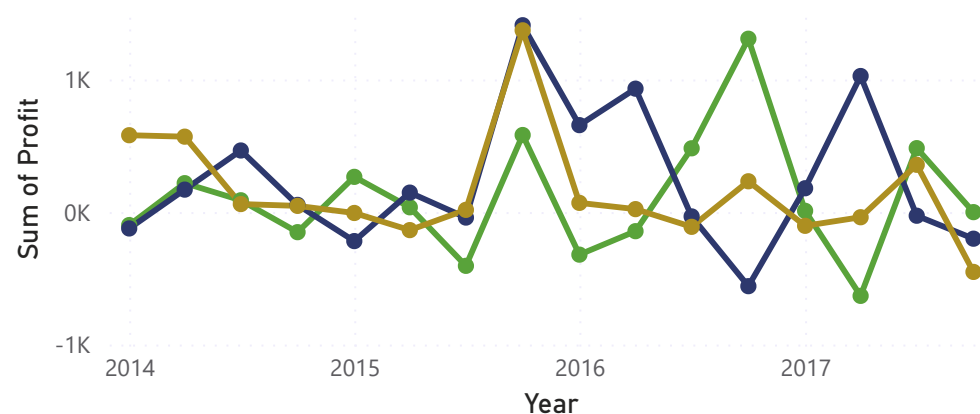
Customer ID	Sum of FREQUENCY	Sum of SALES
AG-10900	6	2,213.15
BF-11020	6	903.09
AA-10645	5	1,402.83
Dp-13240	5	2,510.10
LC-16870	5	361.31
RW-19540	5	2,382.57
BO-11350	4	2,209.35
CJ-12010	4	4,243.63
DO-13645	4	595.33
GB-14530	4	554.77
KL-16645	4	612.64
SO-20335	4	896.57
WB-21850	4	1,843.78
Total	577	2,00,920.70

Total sales by segment RFM



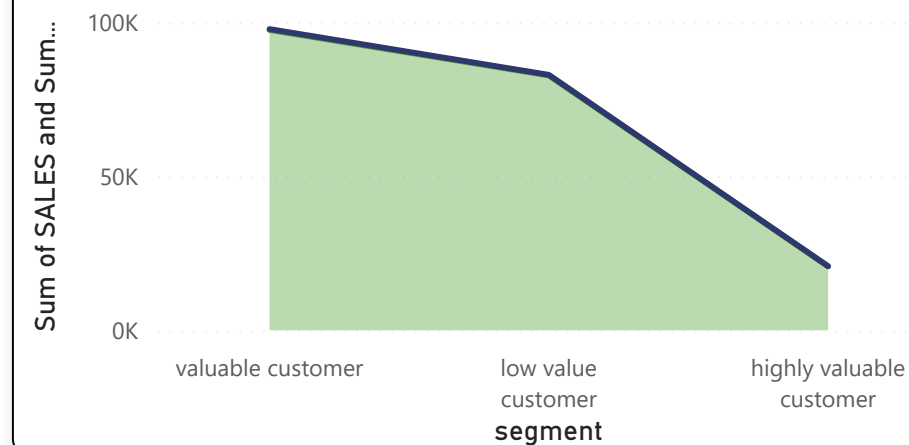
Profitabilty trend over segment

Segment ● Consumer ● Corporate ● Home Office



sales contribution by segment created

Sum of SALES ● Sum of FREQUENCY



INSIGHTS:



1)Every Jan there a a peak in the sales(seasonal effect of sales),and every mid quarter there is peak



2)There are high value customers according to rfm ,but to increase the profit valuable customers should turn into high valuable customers



3)Consumer segment has a steady increase and also contributes more to the sales over time and also more profitable



4)Customer Life value should be increased for each customer to increase the profitability from 4% to 6%

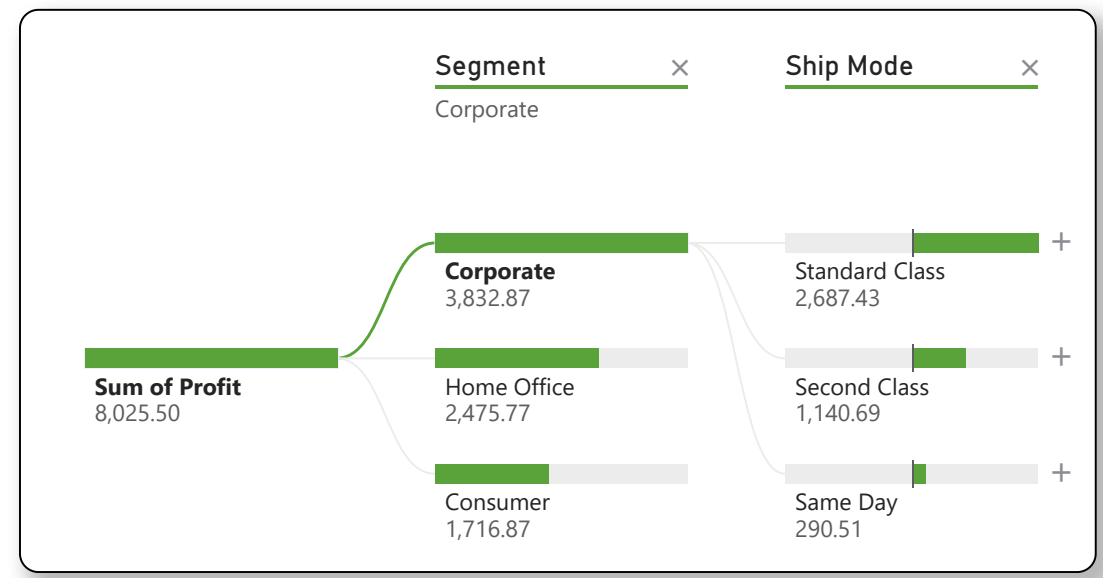
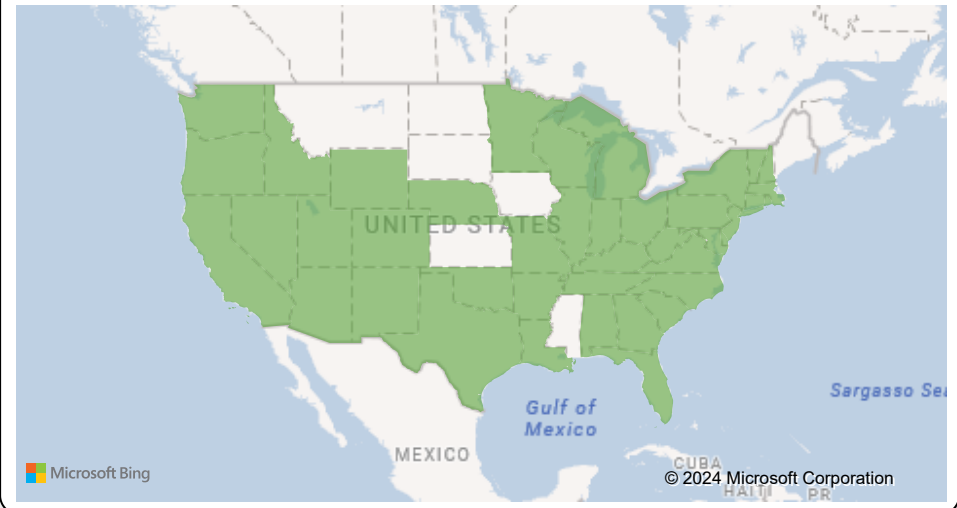


5)Tables sub category is least profitable and also its sales are good where as chairs have sales and profit



6)Delivery time for each ship mode is linked to the customer satisfaction and also

sales by state



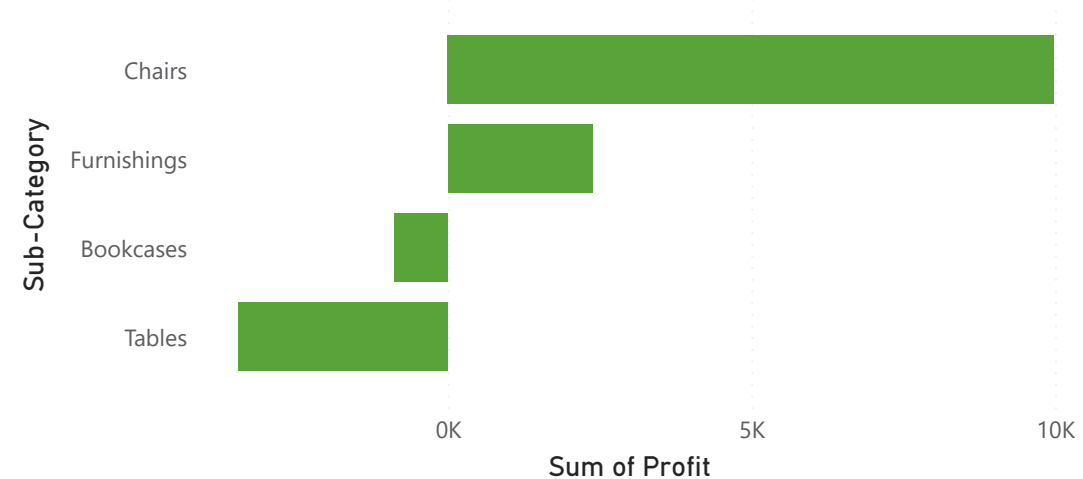


Profit by sub-category

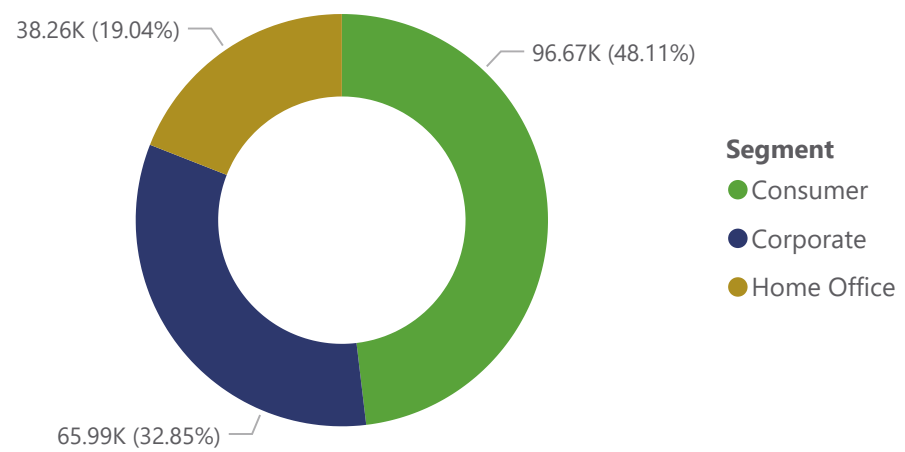
Sales by sub-category

Sum of Profit by Sub-Category and Category

Category ● Furniture



Sum of Sales by Segment





Region	Segment	State	Sum of Sales	Sum of Profit	Count of Postal Code
Central	Consumer	Illinois	183.37	-36.67	1
Central	Consumer	Michigan	498.26	134.53	1
Central	Consumer	Missouri	135.30	37.88	1
Central	Consumer	Texas	108.40	-105.69	1
Central	Corporate	Illinois	825.17	-117.88	1
Central	Corporate	Texas	566.64	-399.92	3
East	Consumer	New Hampshire	102.30	26.60	1
East	Consumer	New York	114.90	39.07	1
East	Consumer	Pennsylvania	87.21	-45.35	1
East	Corporate	Delaware	123.90	15.07	2
East	Corporate	Maryland	1,779.90	373.78	1
East	Corporate	New York	1,548.48	123.87	3
East	Corporate	Ohio	15.07	4.14	1
East	Home Office	New York	272.57	6.05	2
East	Home Office	Ohio	215.15	-103.99	1
South	Consumer	Florida	370.93	36.04	3
South	Consumer	Georgia	23.99	5.52	1
South	Consumer	Louisiana	161.14	30.71	2
West	Consumer	California	2,850.51	190.79	12
West	Consumer	New Mexico	545.85	114.63	1
West	Consumer	Utah	25.16	10.57	1
West	Consumer	Washington	258.53	43.69	2
West	Corporate	California	1,684.70	-72.00	2
West	Corporate	Washington	283.56	45.37	1
West	Home Office	California	2,711.67	452.51	2
Total			15,724.48	811.52	51

