

Overview

State/Province



Order Date



Sales

\$2.33M

Profit

\$292.30K

Total Nb of units sold

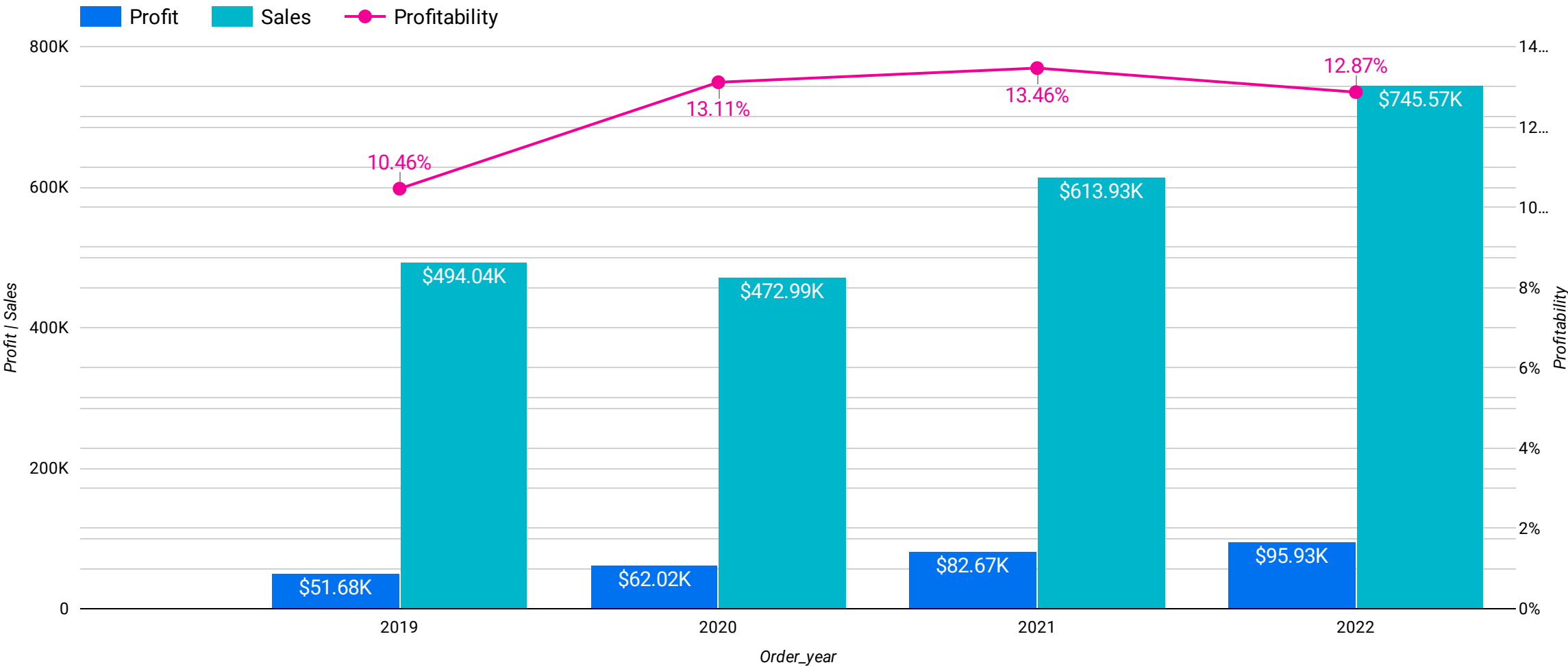
38,654

Total Nb of orders

5,111

Profitability

12.56%



US MAP

State/Province

Profit

\$3.44

\$8,399.98

Sales

\$2.30M

Profit

\$286.40K

Total Nb of units sold

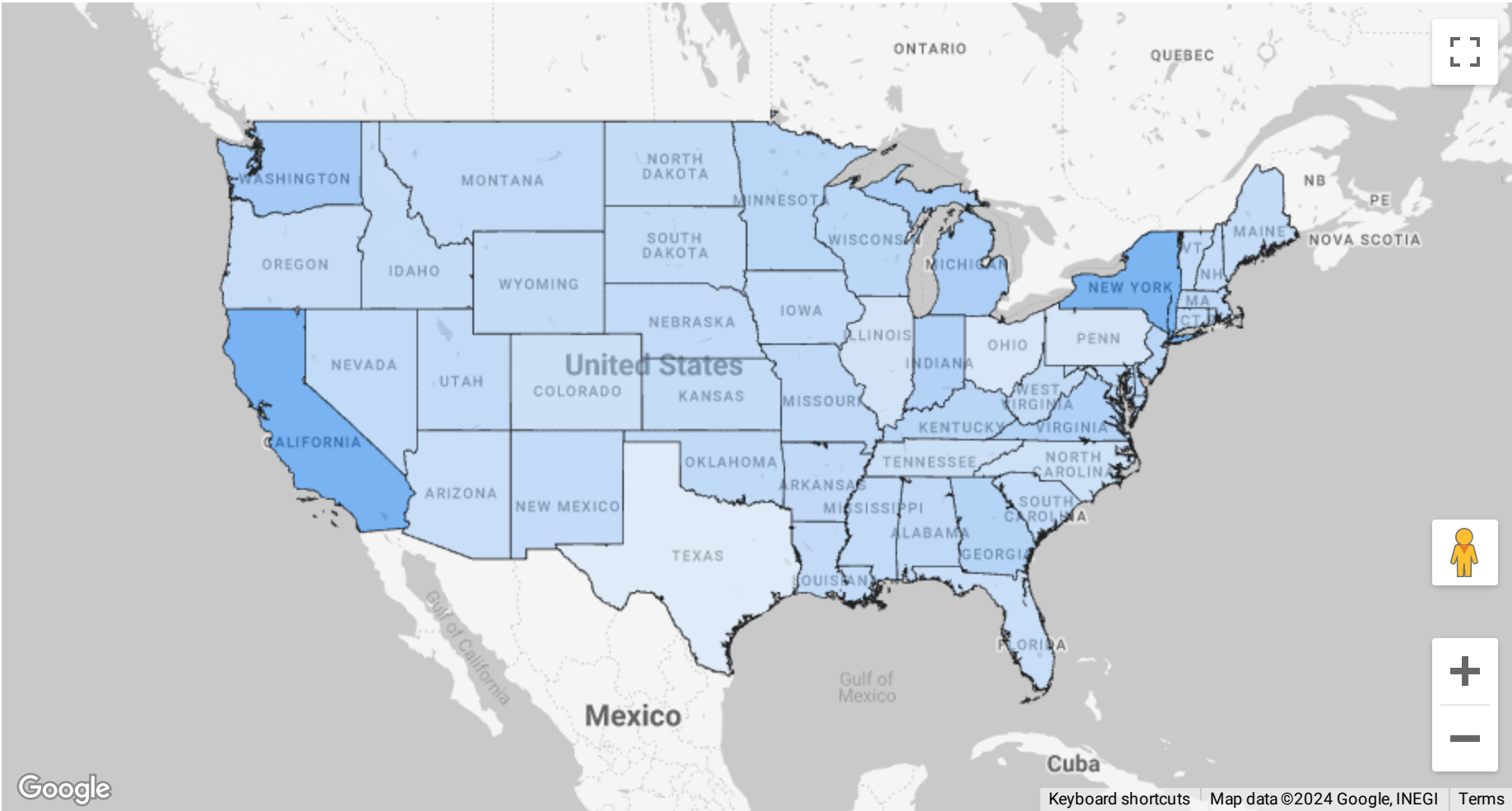
37,873

Total Nb of orders

5,009

Average Profitability

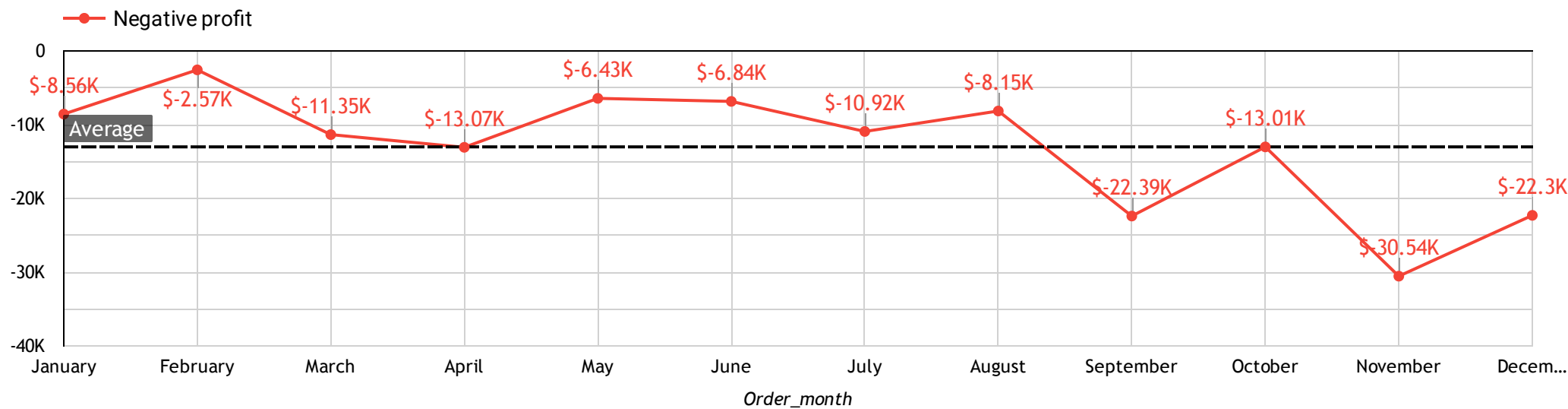
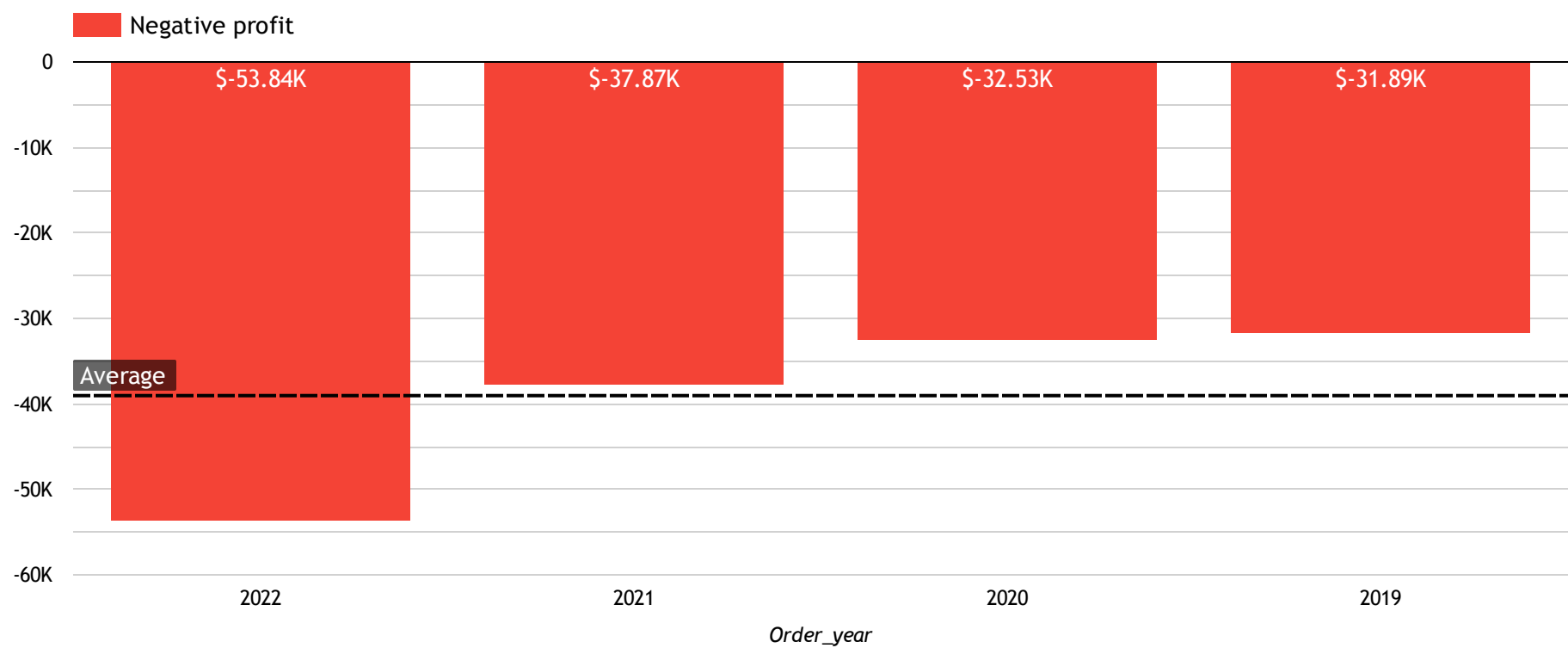
12.47%



US Negative profits

Total Negative profits
\$-156.13K

Order_month ▾



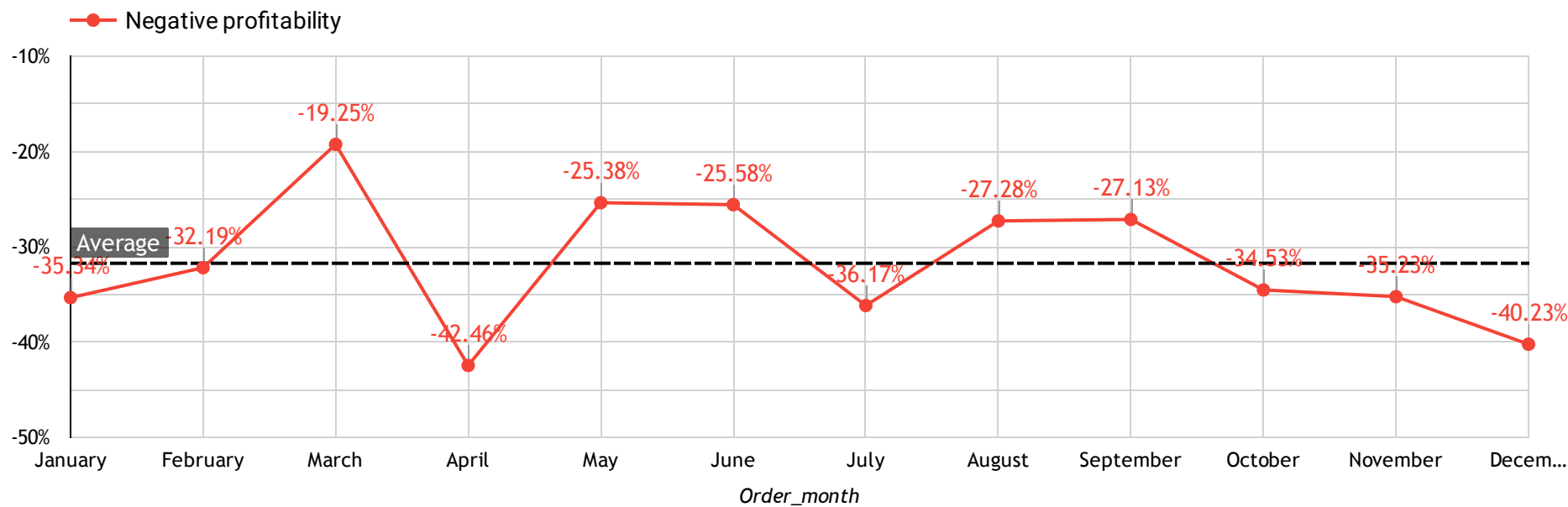
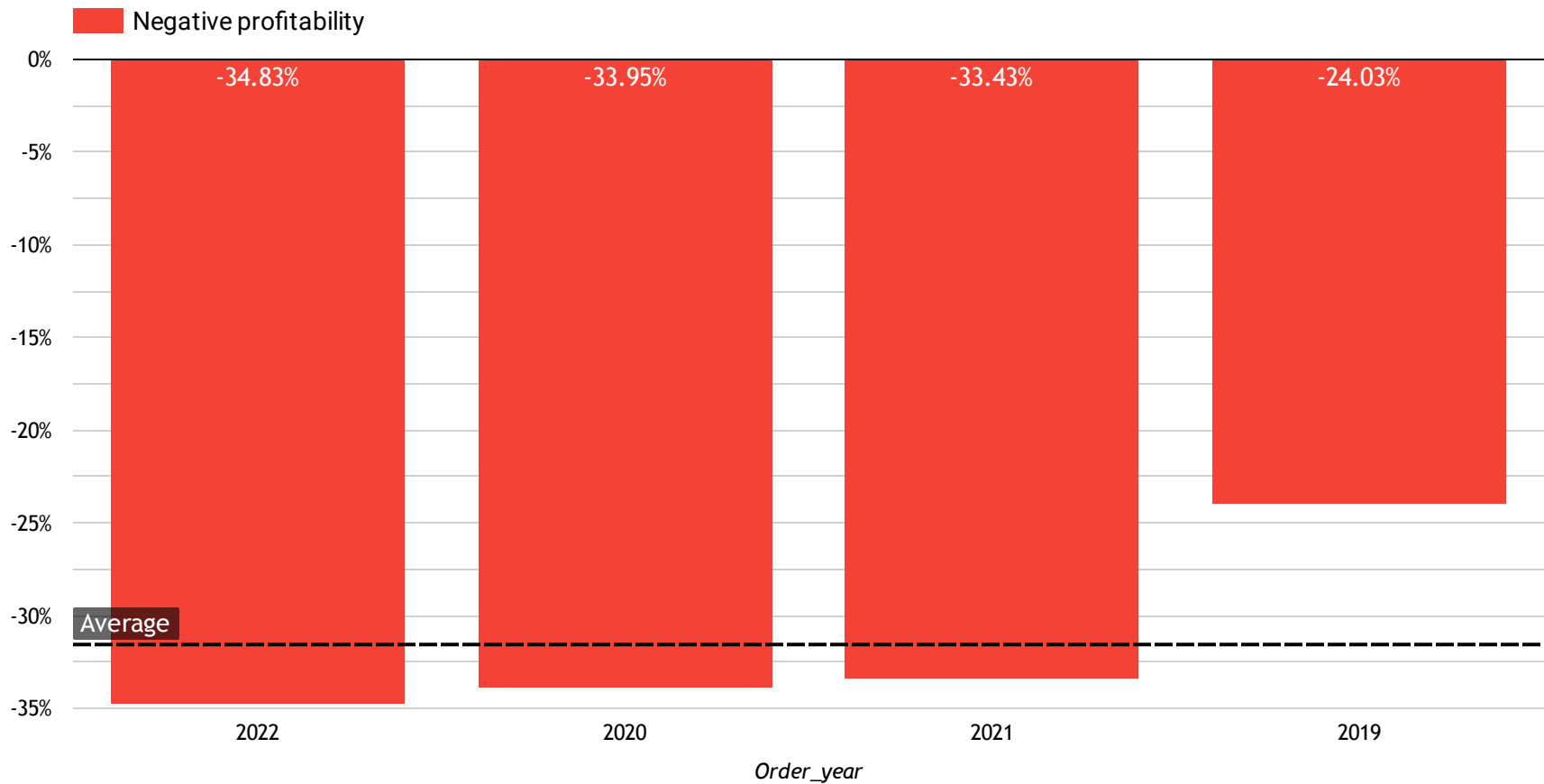
US Negative Profitability

Negative Profitability

-31.45%

Order_month

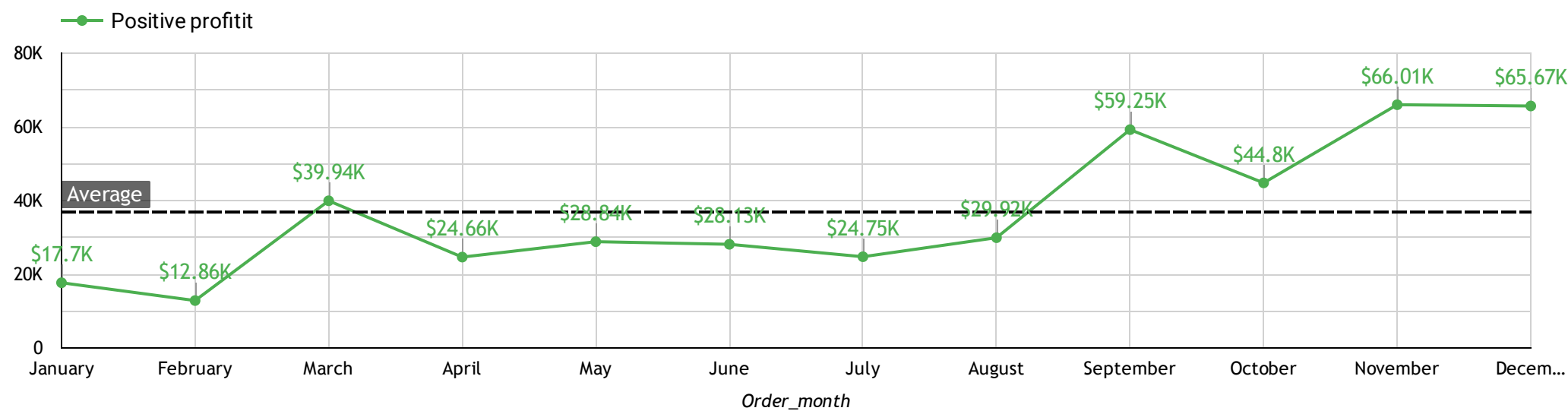
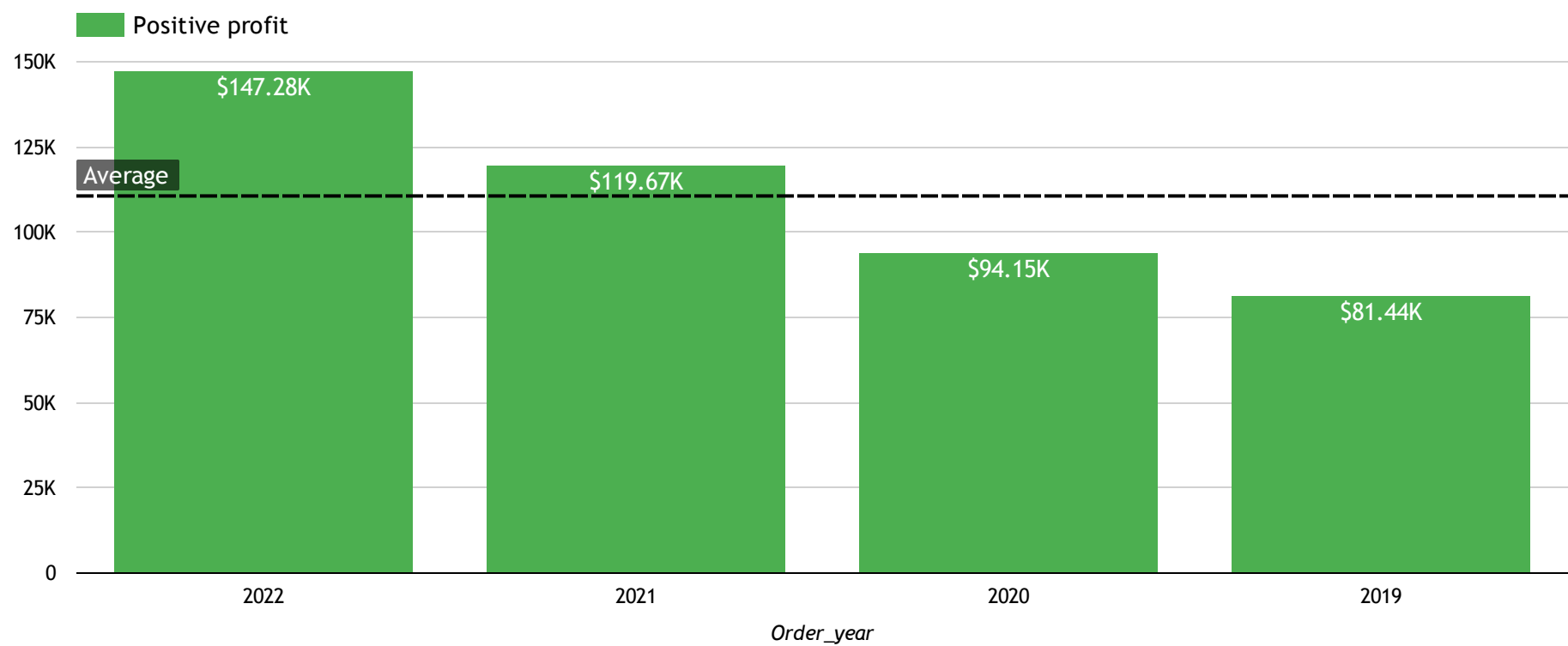
▼



US Positive profits

Total Positive profits
\$442.53K

Order_month ▾



US Positive Profitability

Positive Profitability

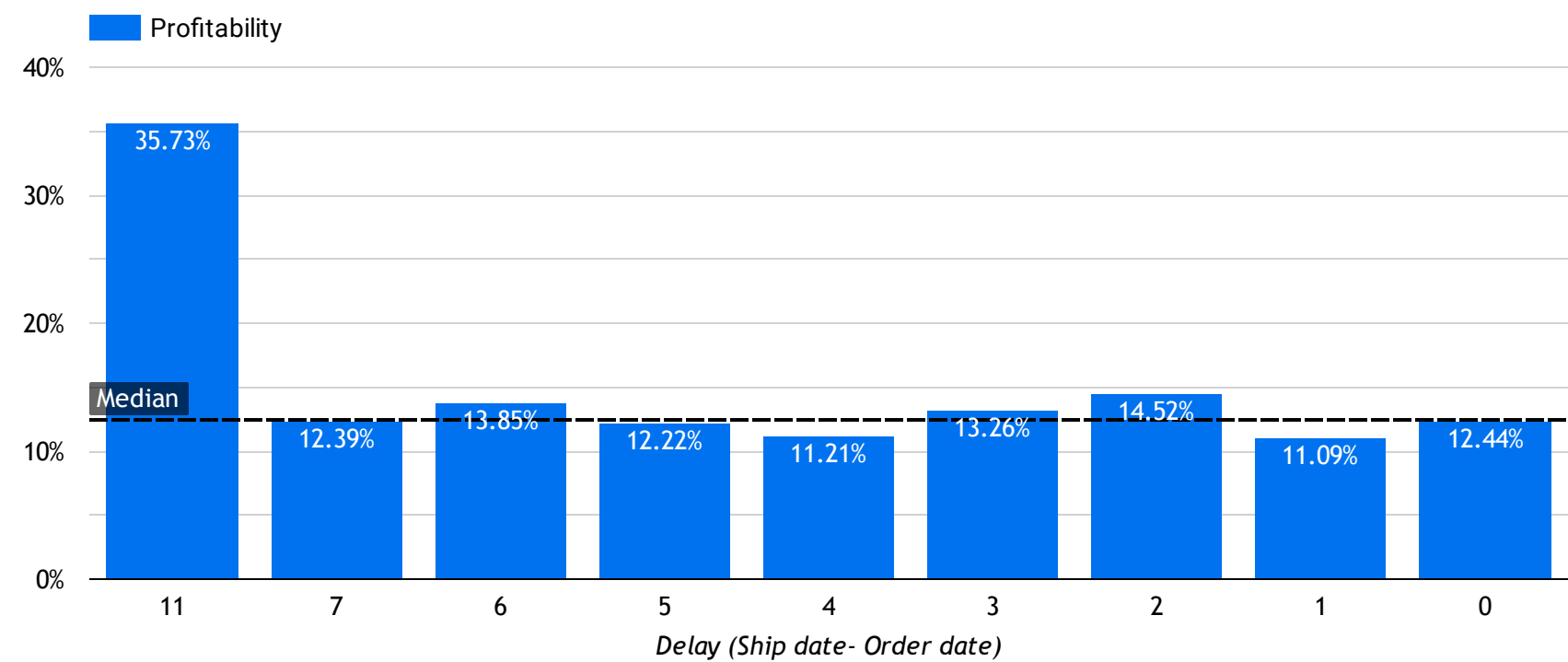
24.20%

Order_month



Optional Analysis

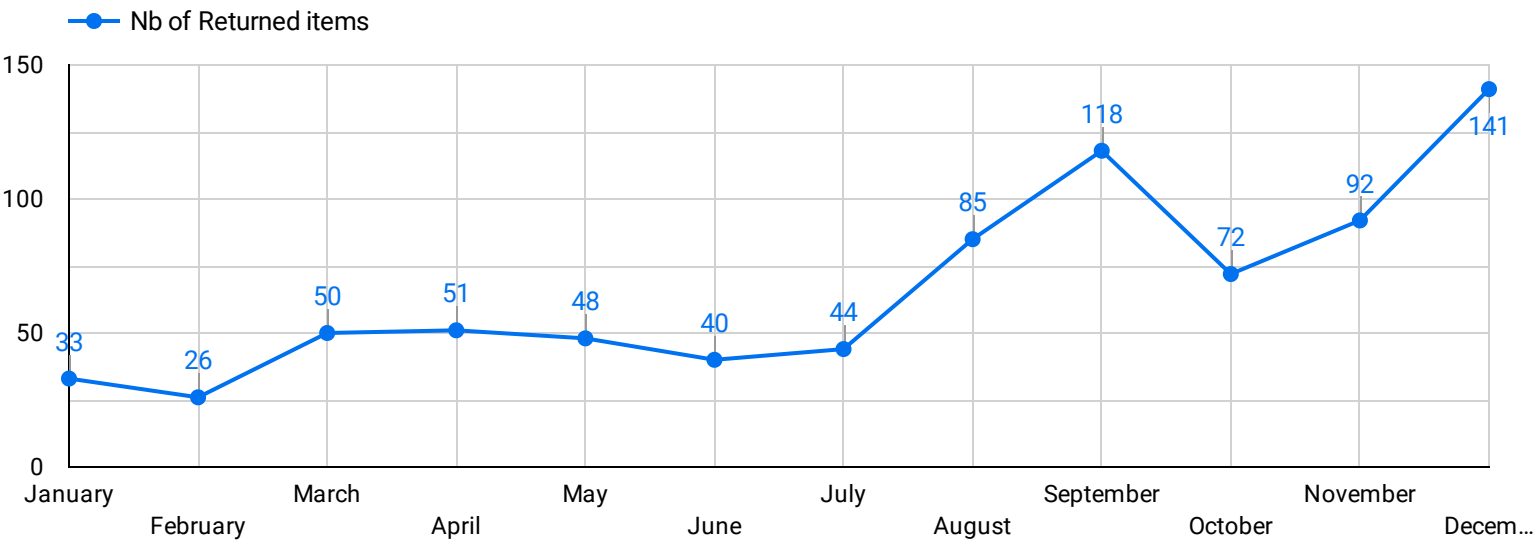
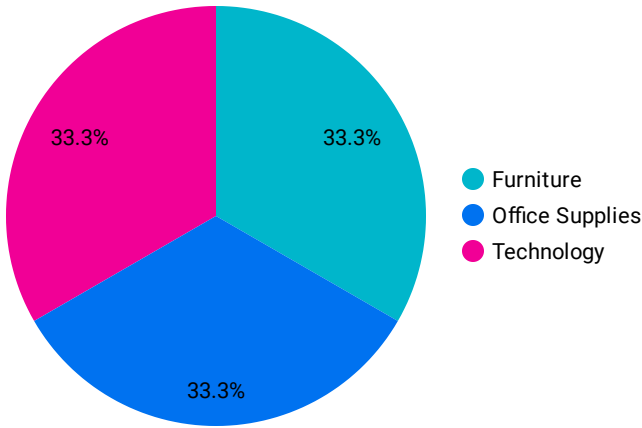
Impact of delays on profitability



Returned orders

Nb of returned orders
296

Order_month ▼



Conclusion

1. The sales and profits increased both in **2021 & 2022**, while **2021** has the highest profitability.
2. **2022** has the highest positive and negative profitabilities.
3. **Office supplies** represent the maximum positive and negative profitabilities among the product categories.
4. **September, November & December** generated the most positive and negative profits compare to other months of the year.

What to keep?

1. **California, New York and Washington** are the top 3 states with the highest positive profits.
2. In product category, **Technology and Office Supplies** have the most positive profits.
3. **Labels, Paper and Envelopes** are the top 3 products with the greatest positive profitability.

What need to be improved?

1. **Texas** has the most negative profits, more than twice the average.
2. Among products, **Binders, Tables & Machines** generate the highest negative profits.
3. The month of **April** produced the highest negative profit margins, why?

- The **profitability** increased significantly when the shipping delay is **11 days**, which is **35.4%**, more than twice the median, while the profitabilities for other shipping delays do not vary much.
- Over the course of a year, **September & December** see the largest increase in returns, which may be related to the back-to-school season & festival/holiday season.