**Head of Marketing**

1. **Which customer segments (e.g., Consumer, Corporate, Home Office) are most profitable, and which should we target more aggressively?**

* The **Consumer** segment generated **$88,000 profit** (46% of total profit) over the 2014–2016 period, making it the historically most profitable segment.
* In **Q3–Q4 2016**, the **Corporate** segment saw a sharp profit increase of **+430%**, surpassing Consumer by **59%** in that period.

**Recommendation:**  
Leverage the recent upward trend in the Corporate segment with targeted offers to sustain growth momentum, while maintaining strong engagement with the Consumer segment.

1. **What products or sub-categories respond best to discount campaigns?**

* Topperformers **(price-sensitive)**:
  + **Envelopes**: +20% sales lift
  + **Fasteners**: +10% sales lift
  + **Chairs**: +5% sales lift

These items show strong positive response to discounts, so increasing promotional frequency here could drive additional revenue.

* Lowestperformers **(negatively impacted)**:
  + **Copiers**: −24% sales lift
  + **Accessories**: −15% sales lift
  + **Machines**: −11% sales lift

Discounts in these categories appear to erode revenue, suggesting promotions here should be reconsidered or paired with other marketing tactics.

1. **Is there a seasonal pattern in sales by region or category that we can leverage for targeted promotions?**

* **Office Supplies** peak in November, selling up to **457% more** than in their lowest month (February).
* **Furniture** peaks in November, selling up to **326% more** than in February.
* **Technology** peaks in November, selling up to **472% more** than in February.

1. **Are certain cities or customer groups more responsive to specific shipping modes (e.g., same-day delivery)?**

* **Overall pattern**
  + **Standard Class** dominates in all three segments (*Consumer*, *Corporate*, *Home Office*), accounting for the majority of orders.
  + **Same Day** consistently shows the lowest adoption rate (<6% of orders) in all segments.
* **Customer segments**
  + The preference ranking (*Standard > Second Class > First Class > Same Day*) is identical across segments, indicating no major differences in shipping mode sensitivity between customer types.
* **Top 10 cities**
  + The same hierarchy holds true — even in high-volume cities, **Standard Class** is the default, and **Same Day** is the least used.

**Recommendation:**  
Since **Same Day** is consistently underuse, consider:

* Targeted promotions or bundled offers for Same Day delivery in high-value cities to test demand.
* Evaluating cost structure — if Same Day isn’t profitable or strategic, resources may be better allocated to optimizing Standard and First Class delivery.