**INSIGHTS:**

1. Total orders: 180,519; Unique order IDs: 65,752; Customers: 20,652; Quantities sold: 384,079; Categories: 51; Total products: 118; Total Profit: $3.97 million.

2. Customer segments: Consumer leads with 51.8%, Corporate follows with 30.35%, and Home Office comprises 17.85%.

3. Top departments by sales: Fan Shop (67,000), Apparel (49,000), Golf (33,000).

4. Shipping modes: Standard Class (59.69%), Second Class (19.51%), First Class (15.41%), Same Day (5.39%).

5. Payment modes: Debit (70,000 transactions), Transfer (50,000), Payment (41,000), Cash (20,000).

6. Top 10 categories by orders: Cleats (25,000), Men's Footwear (22,000), Women's Apparel (21,000).

7. Top countries by orders: United States, Mexico, Europe, Asia.

8. Sales leader: Mary Smith with $11,155.60 and profit of $2,208.78; Second: Mary Ducan with sales of $9,436.61 but a loss of $866.38.

9. Late deliveries most prevalent in Fan Shop (37,000), followed by Apparel (27,000) and Golf (18,000).

10. Store distribution: Majority in the US, Mexico, and the Pacific region.

11. Sales peaked in September 2017 at $1.03 million, marking the first time it crossed $1 million; Profit also reached $100,000.

12. High-performing product: "Field Gun Fire Safe" with sales of $6.23 million and a profit of $0.76 million; Followed by "Perfect Rip Deck" with sales of $3.97 million and a profit of $0.56 million.

13. Top department by sales: "Fan Shop" with $15.38 million in sales and a profit of $1.83 million; Followed by "Apparel" with $7.17 million in sales and a profit of $0.88 million.

14. Sales target achieved regions: Europe, LATAM, and Pacific Asia.  
  
  
**RECOMMENDATION:**

**1. Optimize Inventory and Demand Forecasting:** Implement advanced systems for accurate inventory management and demand forecasting to minimize costs.

**2. Enhance Real-time Supply Chain Visibility:** Integrate a robust platform for real-time monitoring, improving proactive issue identification.

**3. Personalize Marketing Strategies:** Leverage customer data for targeted promotions and personalized recommendations to boost customer loyalty.

**4. Streamline Shipping Operations:** Optimize shipping methods and routes to reduce costs and enhance delivery efficiency.

**5. Invest in Cost-Efficient Automation:** Implement automation technologies for warehouse operations and logistics to cut down on operational expenses.