Executive Summary

This data comprises diverse parameters of a sales company in the **USA** country for a period of **4 years** in different regions, states and cities. I conducted some analysis on it to gain insights into some of the sales operations and study ways of enhancing the services based on a certain scope.

Scope

- Customer Loyalty.

- Strengths and weak points.

- Performance.

- Customer Experience.

Data specs: Here are the tables I used to conduct my analysis.

- Orders table.

- Retune table.

- Shipping cost table.

- People table.

Findings and conclusions

- The company generates the **most** sales in the **Technology** category (**836,154 \$**) and a big part of it is from the **Consumer** segment.

- A **large** majority of the company's sales were made by customers in the **west** of the US (**725,458 \$**), while the **south** had the **least** amount of sales (**391,722 \$**).

- The **Standard class** shipping mode was the **most** used one by the clients with **60%**, and a **smaller** percentage (**only 5%**) in the **same day** mode.

- The company generates the **most** sales in the technology category by (**836,154 \$**).

- The company had **493 returned** order, most of them from the **office supplies** category.

Recommendations :

To increase sales in the South region I recommend:

- Utilize various marketing channels such as social media, digital advertising, local publications, and community events to reach target audiences effectively.

- Offer special promotions, discounts, and incentives tailored to customers in the South region to encourage purchase behavior.

- Ensure that the products are readily available and easily accessible to customers through multiple channels, including brick-and-mortar stores and online platforms.

- Build strong relationships with local businesses, organizations, and influencers in the South region to expand the brand presence and reach.

To optimize shipping strategies:

- **Focus on Promotions for Standard Shipping:** By offering promotions or incentives specifically for standard shipping, you can encourage more customers to choose this mode, thereby increasing overall sales and revenue.

- **Reduce Cost of Standard Shipping:** Finding ways to reduce the cost of standard shipping(negotiating with shipping carriers, optimizing packaging to minimize shipping fees,..) can help maintain profitability while keeping the service affordable for customers.

- **Review First-Class Shipping Mode:** If the first-class shipping mode is not generating sufficient demand or if its costs outweigh its benefits, considering its

removal from the list of shipping options may be a viable option to streamline operations and reduce overhead costs.

Minimize the number of returned orders:

- Investigate the reasons behind the high rate of returns, particularly within the office supplies category. Common reasons for returns could include product defects, inaccurate product descriptions, shipping damage, or customer dissatisfaction. Understanding the root causes can help you address underlying issues.