**Questions**

**Sales Analysis**

**1. What were the totals when broken out by product category?**

* **Technology:** Highest total sales ~37%
* **Furniture:** Mid-range ~32%
* **Office Supplies:** Typically, lowest sales share ~31%

**2. What are the total sales for each region?**

* **West:** Highest total sales ~32%
* **East:** Second highest ~28%
* **Central:** Third ~23.5%
* **South:** Lowest total sales region ~16.5%

**Customer Performance**

**3. Order Value by Segment**

* **corporate:** ~ $2.5k
* **Home Office:** ~$1.5k
* **Consumer:** ~$0.6k

**4. Who are the top 5 profitable customers?**

* *Sean Miller, Tamara Chand, Raymond Buc, Tom Ashbrook and Adrian Bardon*

**5. Which segment generates the most revenue?**

* Consumer segment leads in total sales volume

**Analysis of Product**

**6. Top 5 profitable products?**

* Canon Copier, video Conferencing, Electric Punch Plastic Comp Binding Machine with Manual Bind, Chairs for Big and Tall and Electric Binding Systems

**7. Which sub-category has the highest sales? Which was the least profitable?**

* **Highest Sales Subcategory:** *Phones, Chairs, and storage*
* **Least Profitable Subcategory:** *Fasteners*

**8. What are the detailed profit and sales figures within the least profitable category?**

* Office Supplies:
  + **Sales:** $705,422
  + Contain the least 10 profitable products

**9. High-ordered low profitable product**

* Paper (Office Supplies)

**Shipping Analysis**

**10. Which shipping mode is used the most?**

* **Standard Class** is the most common ~60% of orders and ~59% of total sales

**11. Share each Ship Mode**

* **Standard:** ~59%
* **Second Class:** ~20%
* **First Class:** ~15%
* **Same Day:** ~6%

**Time Distribution Analysis**

**12. What is the least year?**

* The least year in sales is 2016 although the number of orders is higher than 2015 but ~52% of them from office supplies that have low price and least year in orders is 2015.

**13. How are sales distributed throughout the year?**

* **Peak Months:** November and December

**14. What are the best-selling months, quarters, and common days every month?**

* Remarkable annual growth in all regions, especially inQ4 (Oct–Dec)
* **Common High-Sales Days:** Mondays (holiday sales spike)

**Analysis of Cities and States**

**15. What are the most profitable cities or states?**

* **States:** California, New York (which represent ~ 48% of total sales) depending on the large amount of orders
* **Cities:** New York City, Los Angeles and Seattle

**16. Is there a concentration of sales in certain geographic areas?**

* Yes — the **West Coast and East** dominate in sales volume and profit and orders

**17. Top Selling Category by Region**

* Office Supplies and Furniture in the Weast
* Technology in the East