Office Supplies
Most Ordered Category

Consumer
Largest Segment

Canon imageCLASS 2200 Advanced Copier
Product with highest sale

9800
Total Orders

4
AST (Days)

2.3M
Total Sales

459.48
AOV

Technology
Top Category by sales

Binders
Most Ordered Product

Consumer
Segment with highest Sales

17
Total Sub-Category

3
Total Category

529
Total Cities we deliver

📊 Welcome to the Retail Store Sales Data Analysis(2015–2018)

Gain actionable insights into our business performance across key years. This report highlights growth trends, regional performance, category strengths, and strategic opportunities.

Explore the data to understand what drove success, where improvements are needed, and how we can make smarter decisions moving forward.
Prepared by: Himanshu J. Dhide

| 1st | Orders | Sales | Insights | Suggestions |

Office Supplies
Most Ordered Category

Consumer
Largest Segment

Region, State, City
All

Category, Sub-Ca...
All

Order Date
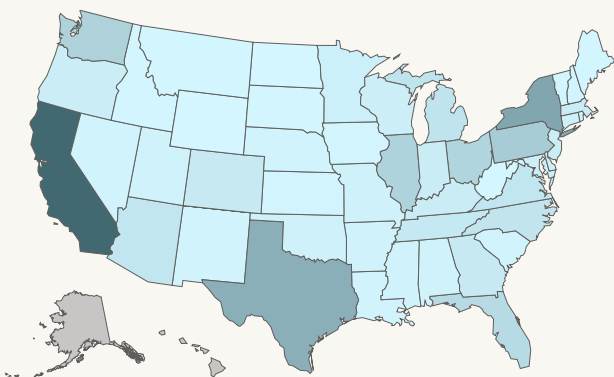03-01-2015   30-12-2018

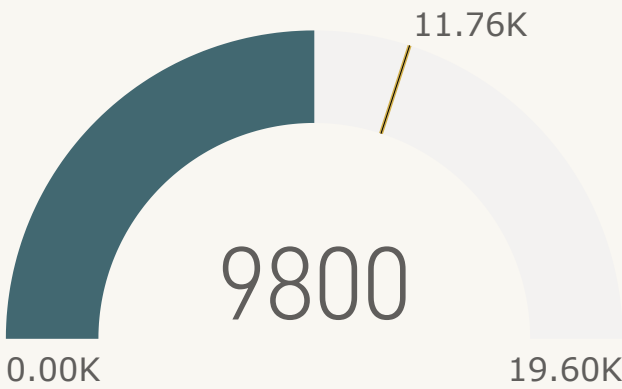### 9800
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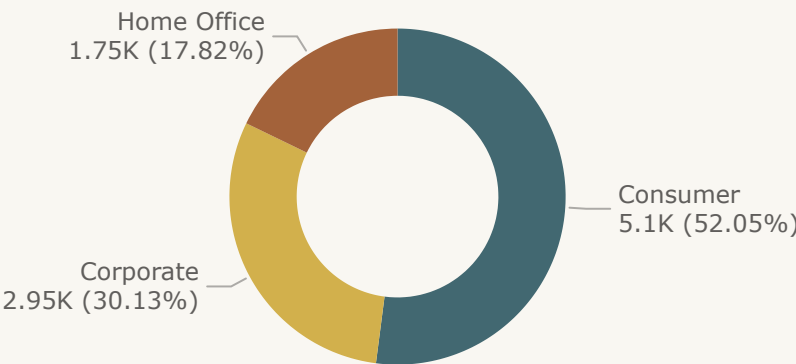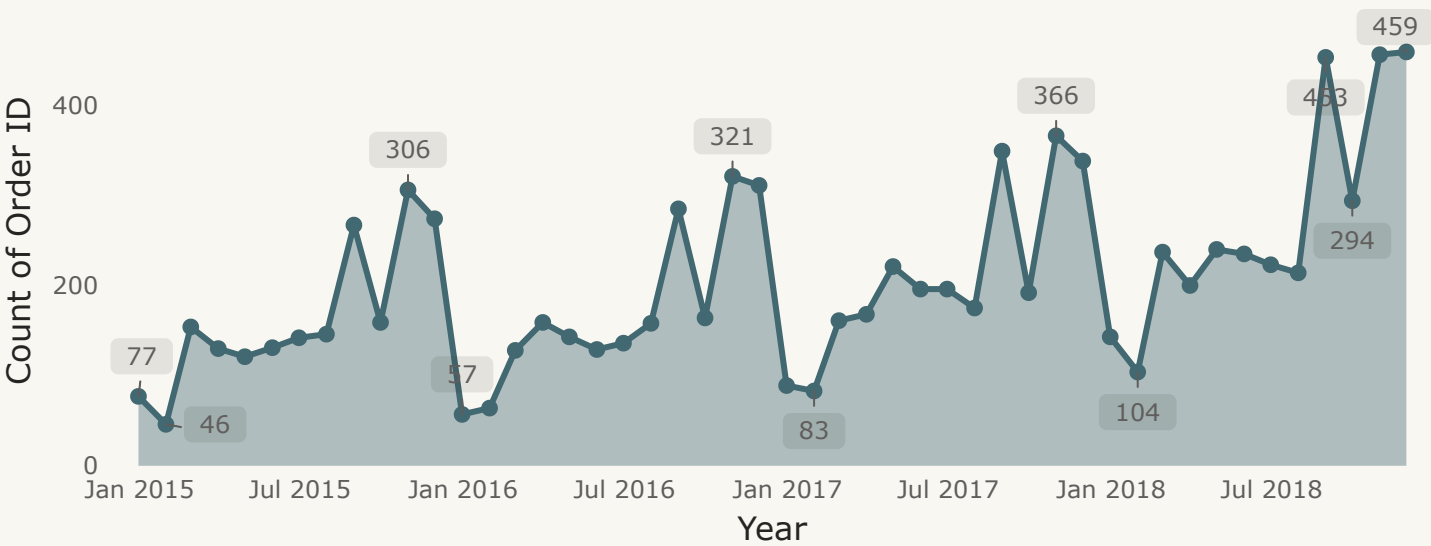### State Wise Order distribution

Tageted Order

11.76K

9800

0.00K   19.60K

Ship Mode distributions

Same Day 0.54K (5.49%)
First Class 1.5K (15.32%)
Second Class 1.9K (19.41%)
Standard Class 5.86K (59.79%)
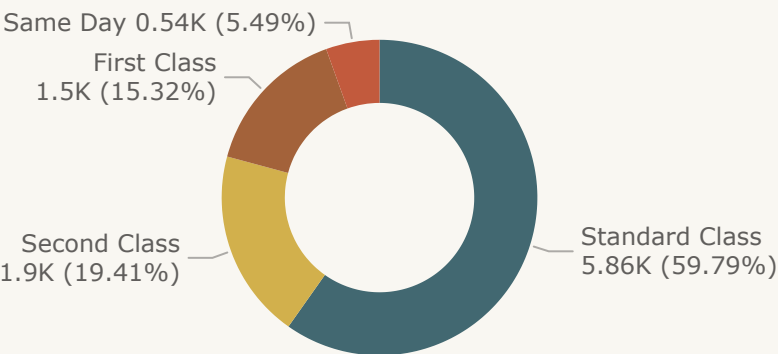
Number of Orders over the time

Segment Distribution

Home Office 1.75K (17.82%)
Corporate 2.95K (30.13%)
Consumer 5.1K (52.05%)

Top 5 states with most orders
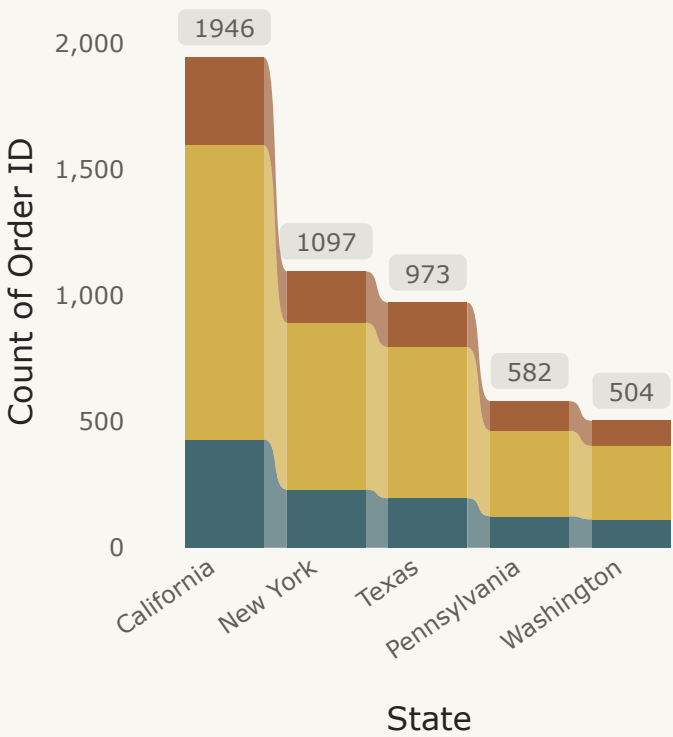
Category	Sub-Category	Total_Orders
Office Supplies	Binders	1492
Office Supplies	Paper	1338
Furniture	Furnishings	931
Technology	Phones	876
Office Supplies	Storage	832
Office Supplies	Art	785
Technology	Accessories	756
Furniture	Chairs	607
Office Supplies	Appliances	459
Office Supplies	Labels	357
Furniture	Tables	314
Office Supplies	Envelopes	248
Furniture	Bookcases	226
Office Supplies	Fasteners	214
Office Supplies	Supplies	184
Technology	Machines	115
Total		**9800**

Regional Distribution of Orders

South 1.6K (16.31%)
West 3.14K (32.04%)
Central 2.28K (23.23%)
East 2.79K (28.42%)
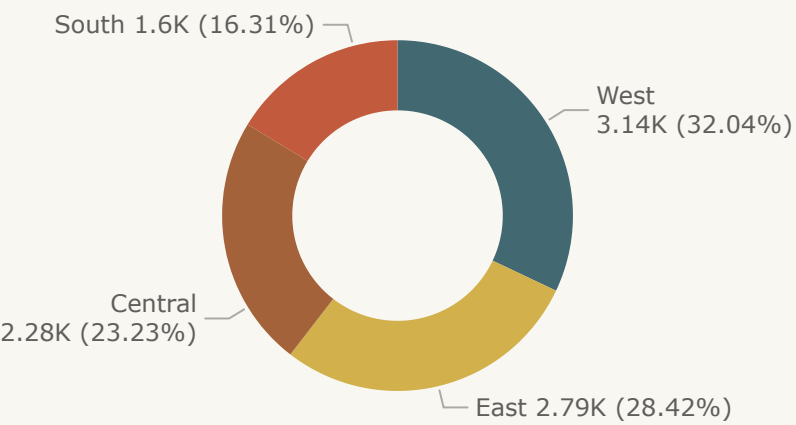
Count of Order ID by Category

Technology 1.81K (18.5%)
Furniture 2.08K (21.2%)
Office Supplies 5.91K (60.3%)

Canon imageCLASS 2200 Advanced Copier
Product with highest sale

Technology
Top Category by sales

Region, State, City
All

Category, Sub-Ca...
All

Order Date
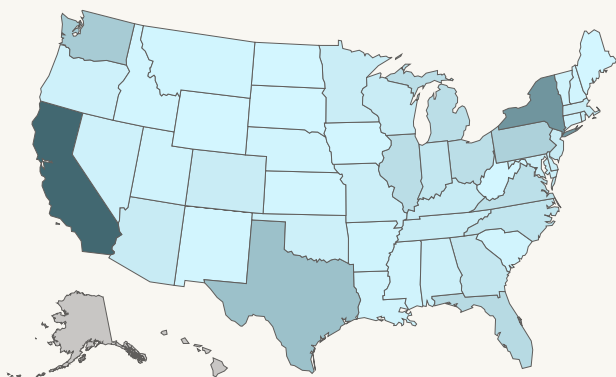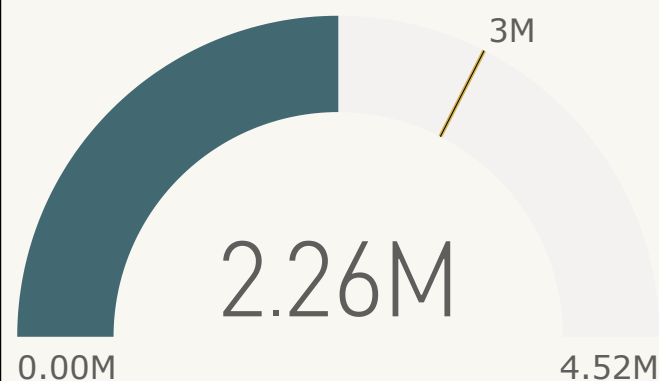03-01-2015 | 30-12-2018

2.3M
Total Sales

459.48
AOV

Consumer
Segment with highest Sales

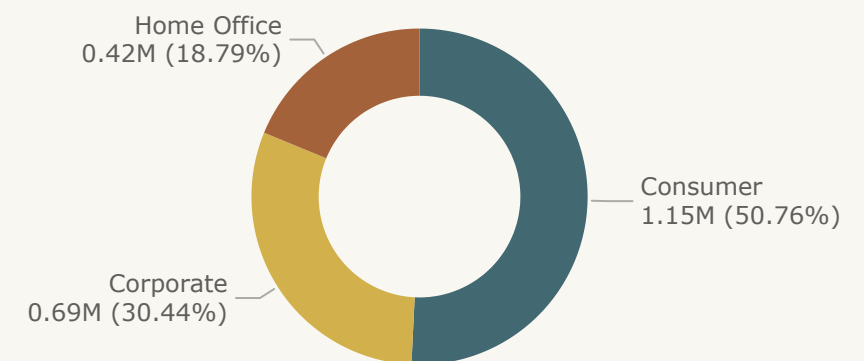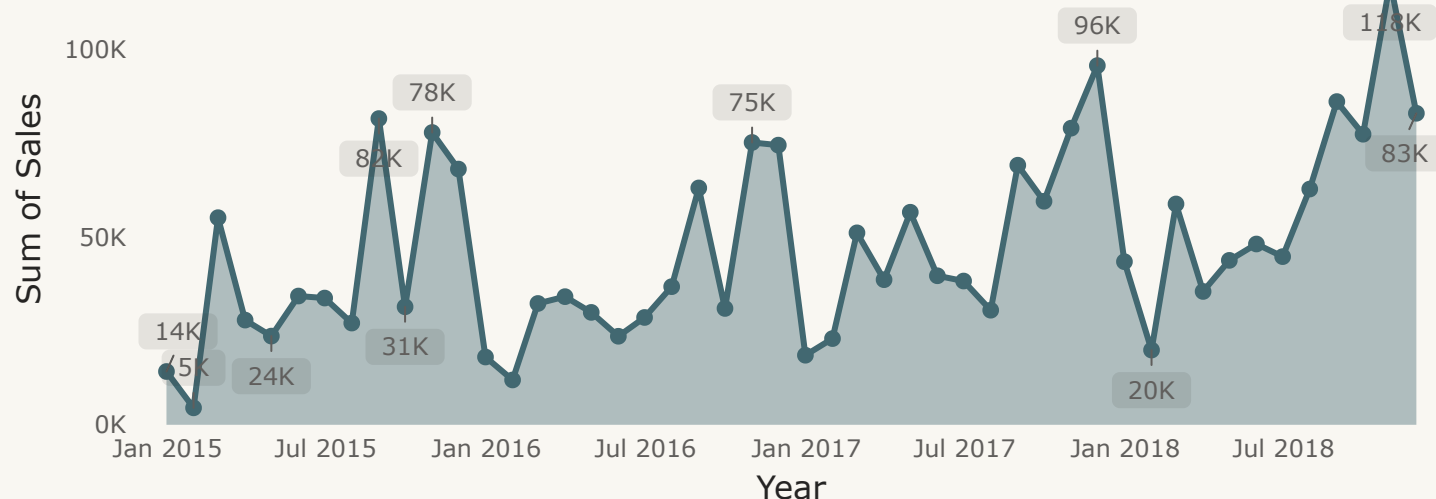### State Wise Sales distribution

Tageted Sales
3M
2.26M
0.00M   4.52M

Ship Mode distributions
- Same Day 0.13M (5.54%)
- First Class 0.35M (15.28%)
- Second Class 0.45M (19.89%)
- Standard Class 1.34M (59.29%)

Sales Over time

100K	
50K	
0K	

14K, 15K, 24K, 31K, 81K, 78K, 75K, 96K, 20K, 118K, 83K

Jan 2015 — Jul 2015 — Jan 2016 — Jul 2016 — Jan 2017 — Jul 2017 — Jan 2018 — Jul 2018

Sum of Sales / Year

Segment Distribution
- Home Office 0.42M (18.79%)
- Corporate 0.69M (30.44%)
- Consumer 1.15M (50.76%)

Regional Distribution of sales
- South 389.15K (17.21%)
- West 710.22K (31.4%)
- Central 492.65K (21.78%)
- East 669.52K (29.6%)
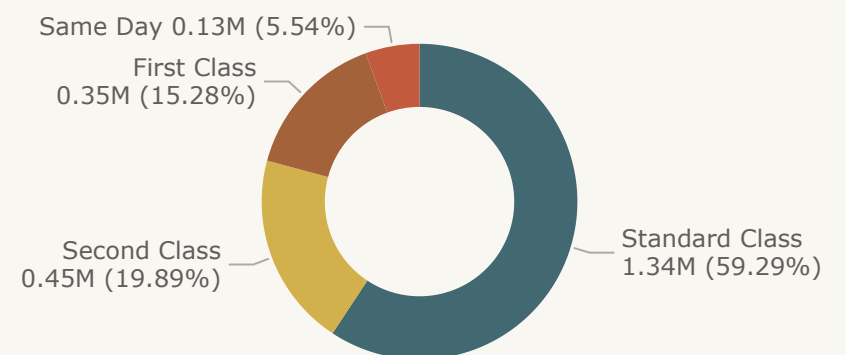
Top 5 states with highest sales

446.31K, 306.36K, 168.57K, 135.21K

California, New York, Texas, Washington, Pennsylvania

Sum of Sales / State
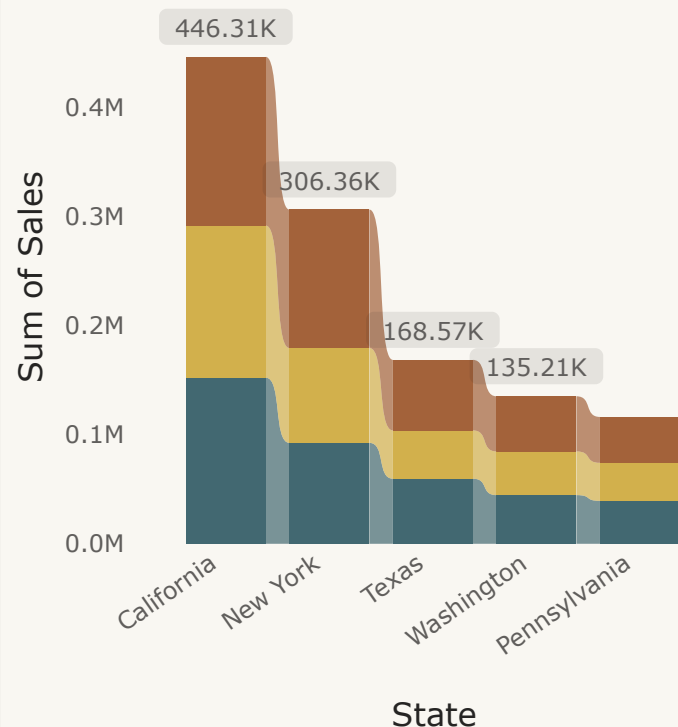
Category	Sub-Category	Sum of Sales
Furniture	Bookcases	1,13,813
Furniture	Chairs	3,22,823
Furniture	Furnishings	89,212
Furniture	Tables	2,02,811
Office Supplies	Appliances	1,04,618
Office Supplies	Art	26,705
Office Supplies	Binders	2,00,029
Office Supplies	Envelopes	16,128
Office Supplies	Fasteners	3,002
Office Supplies	Labels	12,348
Office Supplies	Paper	76,828
Office Supplies	Storage	2,19,343
Office Supplies	Supplies	46,420
Technology	Accessories	1,64,187
Technology	Copiers	1,46,248
Technology	Machines	1,89,239
Total		**22,61,537**

Sales per category
- Office Supplies 705.42K (31.19%)
- Technology 827.46K (36.59%)
- Furniture 728.66K (32.22%)
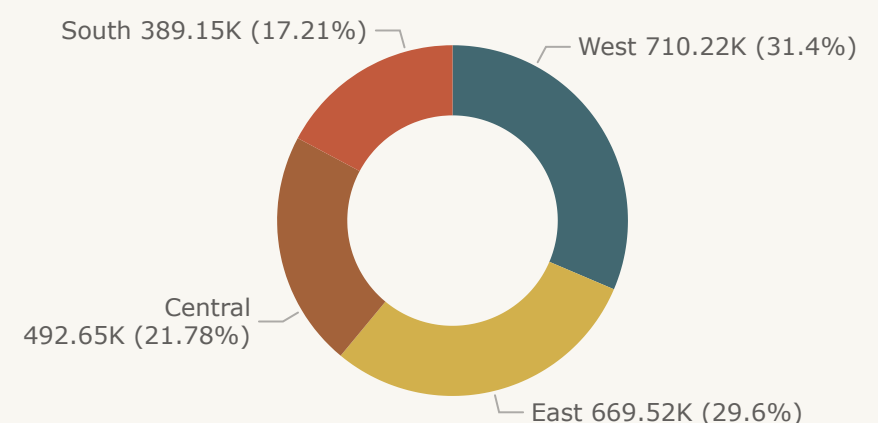
🌍 Regional Performance

• West leads in orders and sales — California is the top-performing state.

• New York, Texas, and Pennsylvania also show strong order volumes.

🛍️ Category Performance

• Most ordered: Office Supplies (Binders)

• Most revenue: Technology (Phones, Machines)

• AOV: ₹459.48 – High-value sales from fewer transactions.

📅 Time Series (2015–2018)

• Sales grew at 14.3% CAGR.

• Orders increased at 18.3% CAGR.

• Sales dipped slightly in 2016 (0.46 vs. 0.48 in 2015), possibly due to pricing or product mix changes.

🚚 Shipping

• 60% orders via Standard Class.

• Same Day and First Class underused — room to optimize logistics.

👤 Segment Analysis

• Consumer segment dominates with 52% of orders and 51% of sales.

💡 Business Suggestions & Actions

◆ 1. Focus Marketing on High AOV Categories

• Promote Technology products — especially Phones and Copiers
• Upsell accessories to tech buyers

◆ 2. Revive Post-2016 Momentum

• Analyze factors behind 2016 dip (seasonality, SKUs, campaigns)
• Reintroduce or adapt successful past strategies

◆ 3. Geo-Targeting

• Invest more in California (top region)
• Boost efforts in Texas & New York where orders are high but sales lag

◆ 4. Optimize Shipping Options

• Offer faster shipping for high-value customers
• Promote premium shipping via discounts or loyalty perks

◆ 5. Refocus Furniture Strategy

• Assess profitability — high orders but low revenue
• Try bundling or adjust pricing approach