

Retail Store Sales Data Analysis



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.

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1st

Orders

Sales

Insights

Suggestions



Retail Store Sales Data Analysis (Orders)



Office Supplies

Most Ordered Category

Consumer

Largest Segment

Region, State, City

All

Order Date

03-01-2015

30-12-2018

Category, Sub-Ca...

All

9800

Total Orders

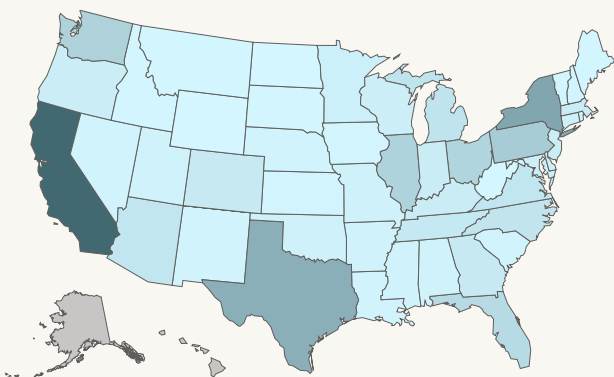
4

AST (Days)

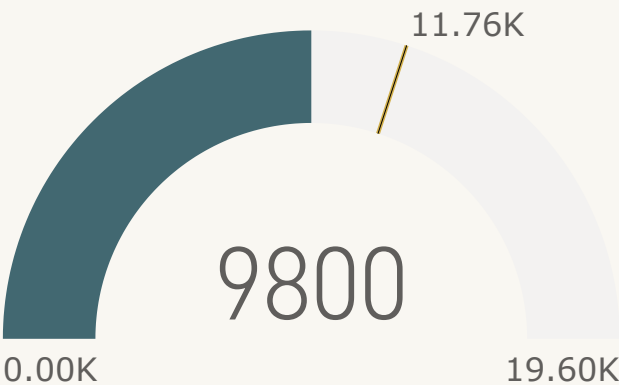
Binders

Most Ordered Product

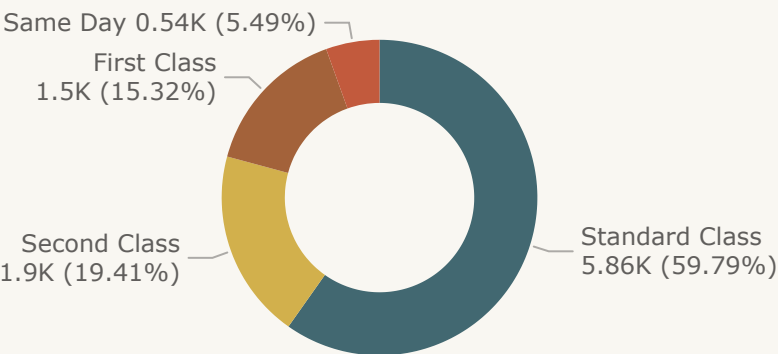
State Wise Order distribution



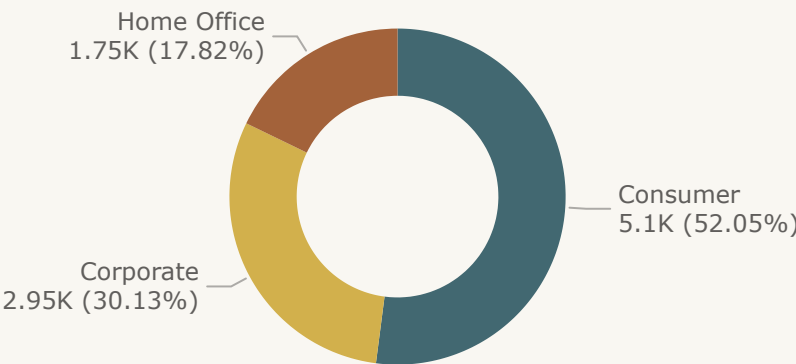
Tageted Order



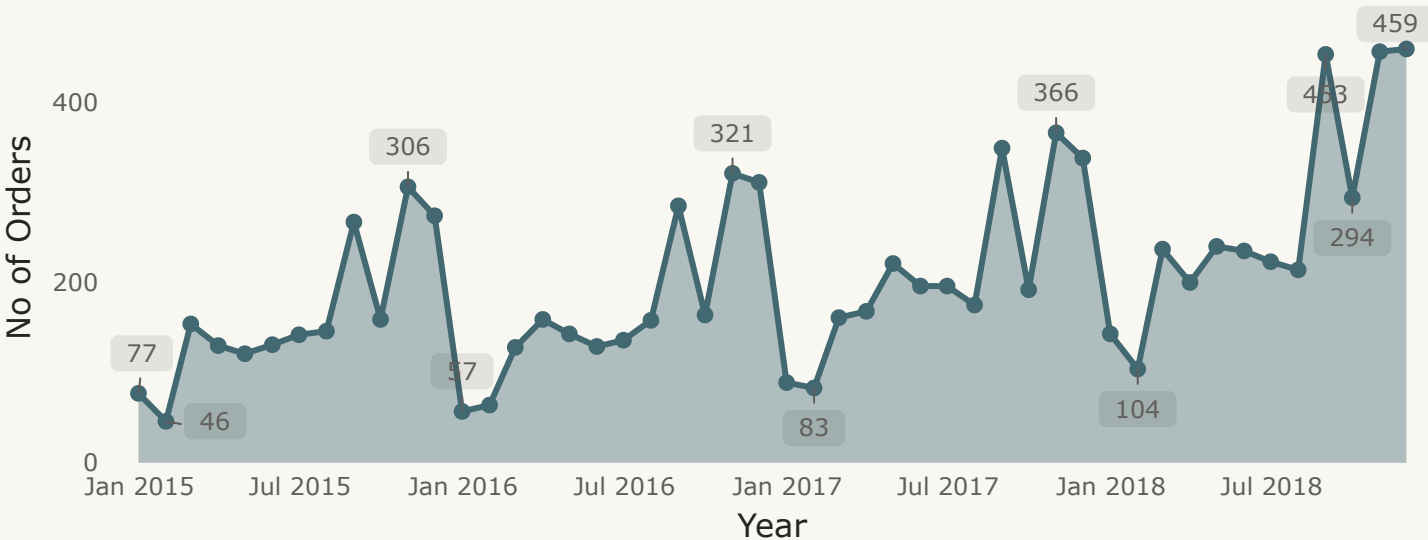
Ship Mode distributions



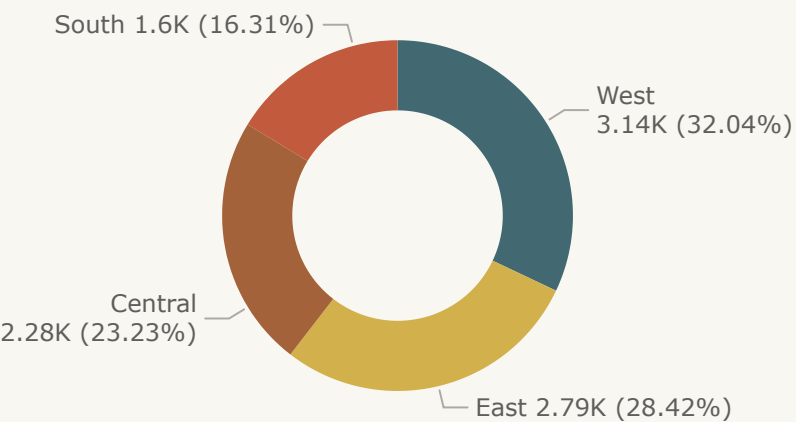
Segment Distribution



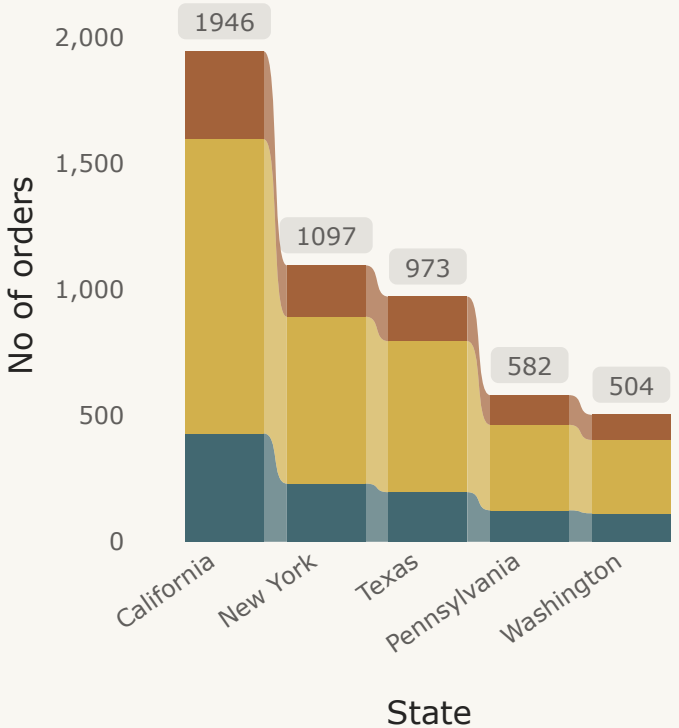
Number of Orders over the time



Regional Distribution of Orders

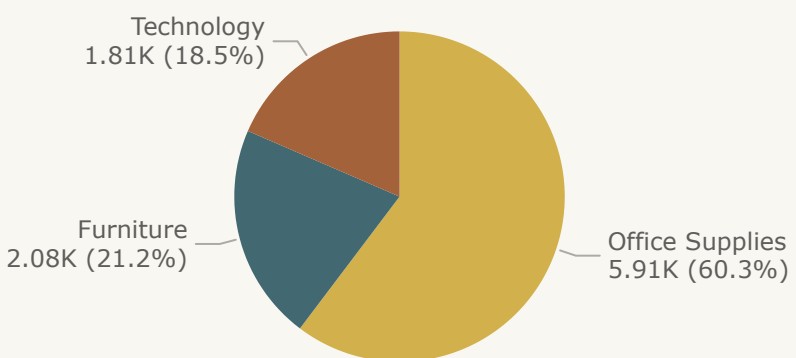


Top 5 states with most orders



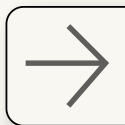
Category	Sub-Category	No of orders
Furniture	Bookcases	226
Furniture	Chairs	607
Furniture	Furnishings	931
Furniture	Tables	314
Office Supplies	Appliances	459
Office Supplies	Art	785
Office Supplies	Binders	1492
Office Supplies	Envelopes	248
Office Supplies	Fasteners	214
Office Supplies	Labels	357
Office Supplies	Paper	1338
Office Supplies	Storage	832
Office Supplies	Supplies	184
Technology	Accessories	756
Technology	Copiers	66
Technology	Machines	115
Total		9800

Count of Order ID by Category





Retail Store Sales Data Analysis (Sales)



Canon imageCLASS 2200
Advanced Copier
Product with highest sale

Technology
Top Category by sales

Region, State, City
All

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

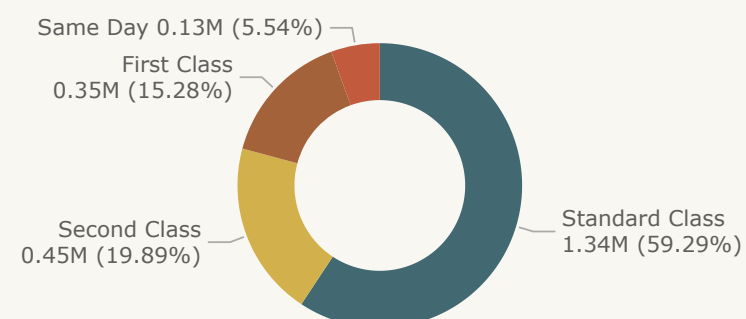
Category, Sub-Ca...
All

2.3M
Total Sales

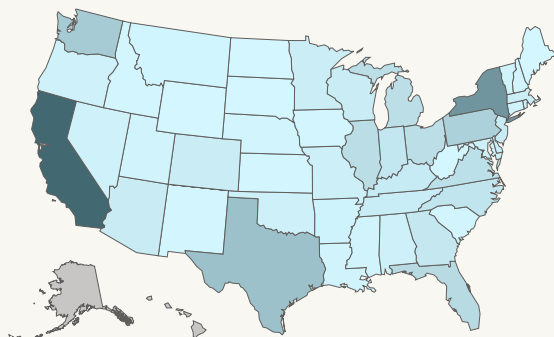
459.48
AOV

Consumer
Segment with highest Sales

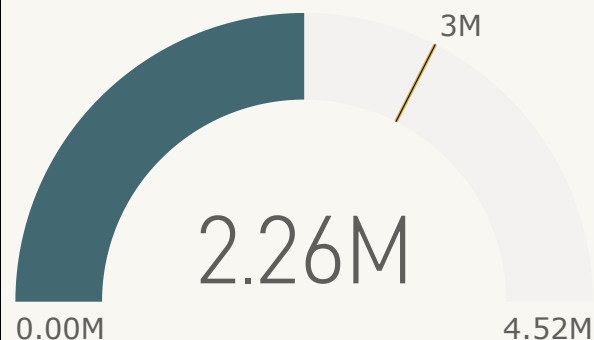
Ship Mode distributions



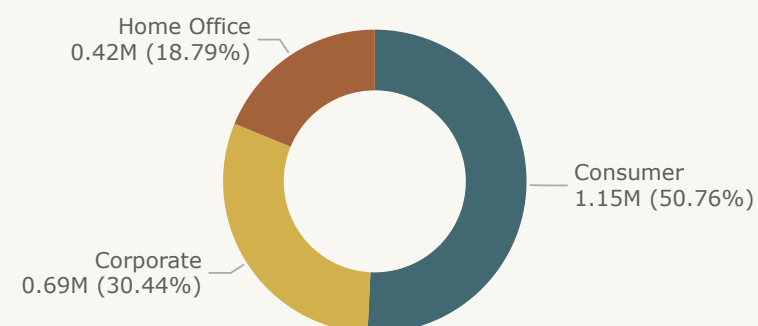
State Wise Sales distribution



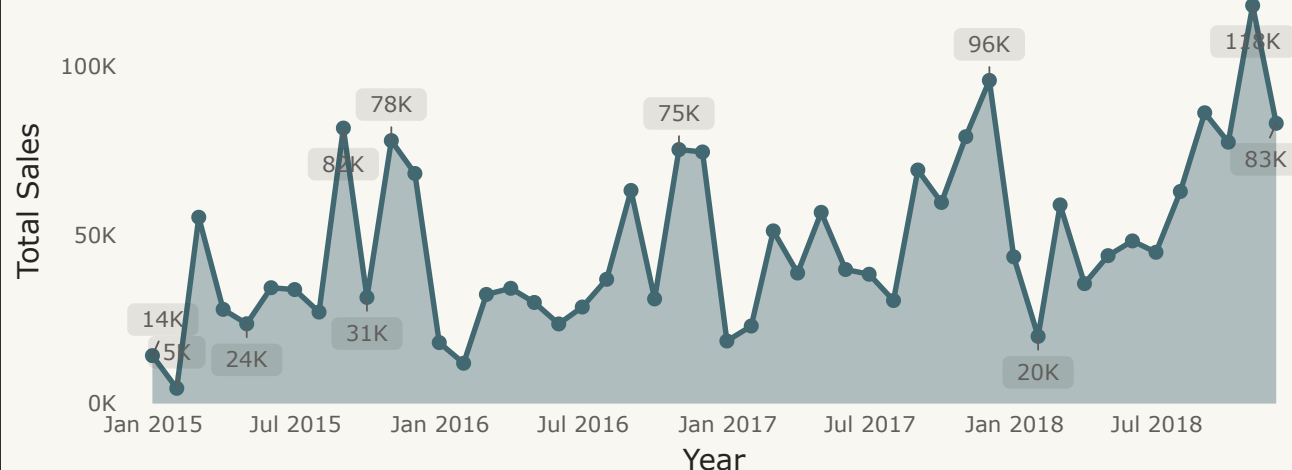
Tageted Sales



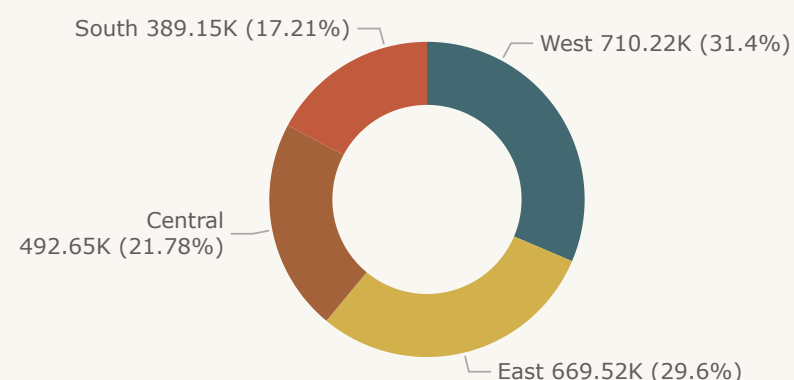
Segment Distribution



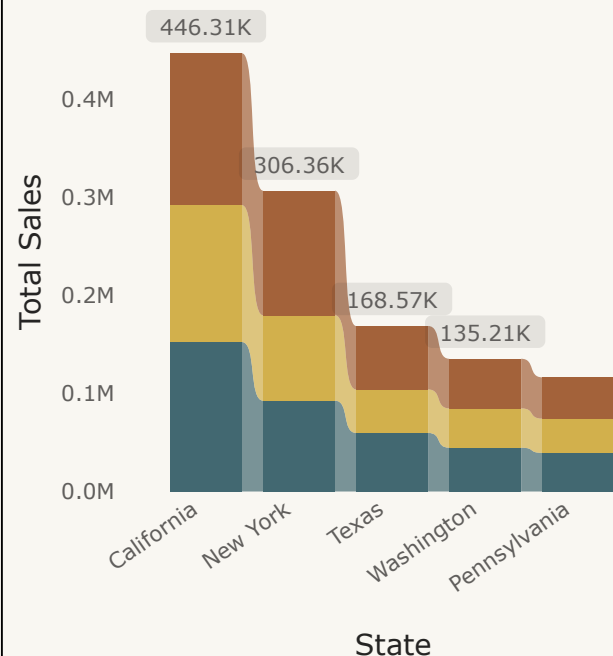
Sales Over time



Regional Distribution of sales

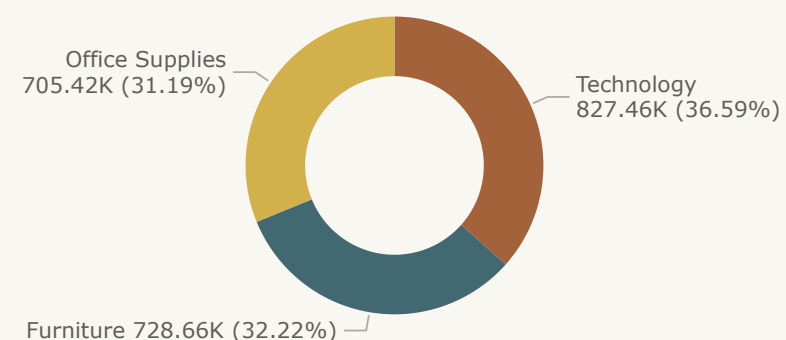


Top 5 states with highest sales



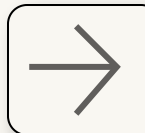
Category	Sub-Category	Total Sales
Furniture	Bookcases	1,13,813
Furniture	Chairs	3,22,823
Furniture	Furnishings	89,212
Furniture	Tables	2,02,811
Office Supplies	Appliances	1,04,618
Office Supplies	Art	26,705
Office Supplies	Binders	2,00,029
Office Supplies	Envelopes	16,128
Office Supplies	Fasteners	3,002
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





Retail Store Sales Data Analysis (Insights)



Regional Performance

- West leads in orders and sales — California is the top-performing state.
- New York, Texas, and Pennsylvania also show strong order volumes.



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.



Segment Analysis

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



Category Performance

- Most ordered: Office Supplies (Binders)
- Most revenue: Technology (Phones, Machines)
- AOV: ₹459.48 – High-value sales from fewer transactions.



Shipping

- 60% orders via Standard Class.
- Same Day and First Class underused — room to optimize logistics.



Retail Store Sales Data Analysis (Business Suggestions)



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