Overview

Sum of Sales 3M	**TotalOrders** 3K
Delivered_Orders 2K	**ReturnedOrders** 546

General Assessment

The business achieved $3 million in sales within a month, indicating stable operations and a significant number of orders.

With approximately 3,000 total orders, the sales performance is quite good, especially if this revenue comes from a specific market.

Among them, 2,000 orders were successfully delivered, while 546 orders were returned; the remaining orders are in transit or being returned.

It can be observed that customer reach on sales platforms is effective, but the high return rate may indicate that the product quality does not meet customer expectations. This issue needs further investigation.

Top 5 Sales Employees with the Highest
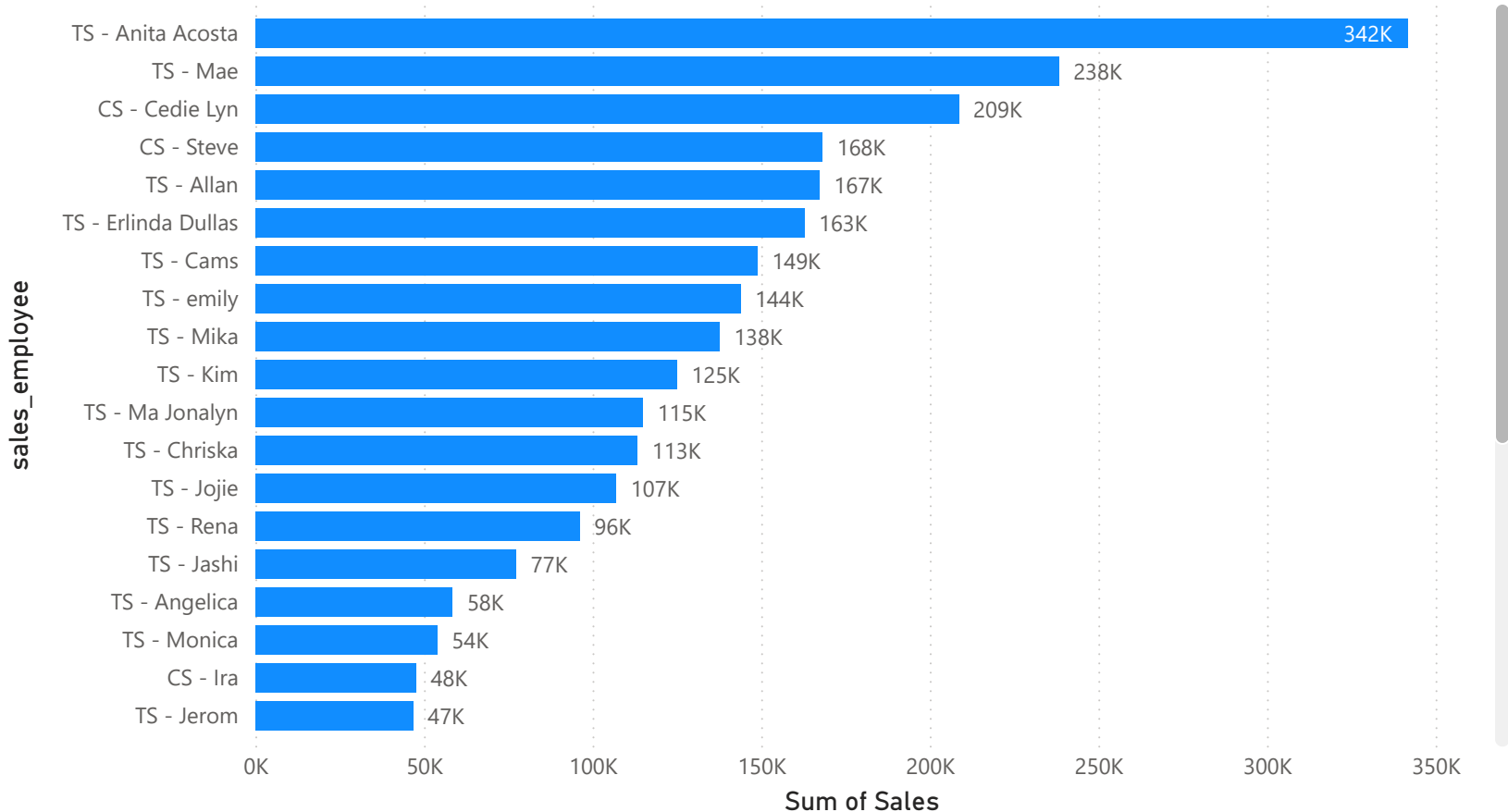
Sum of Sales	Sum of quantity
3M	3K

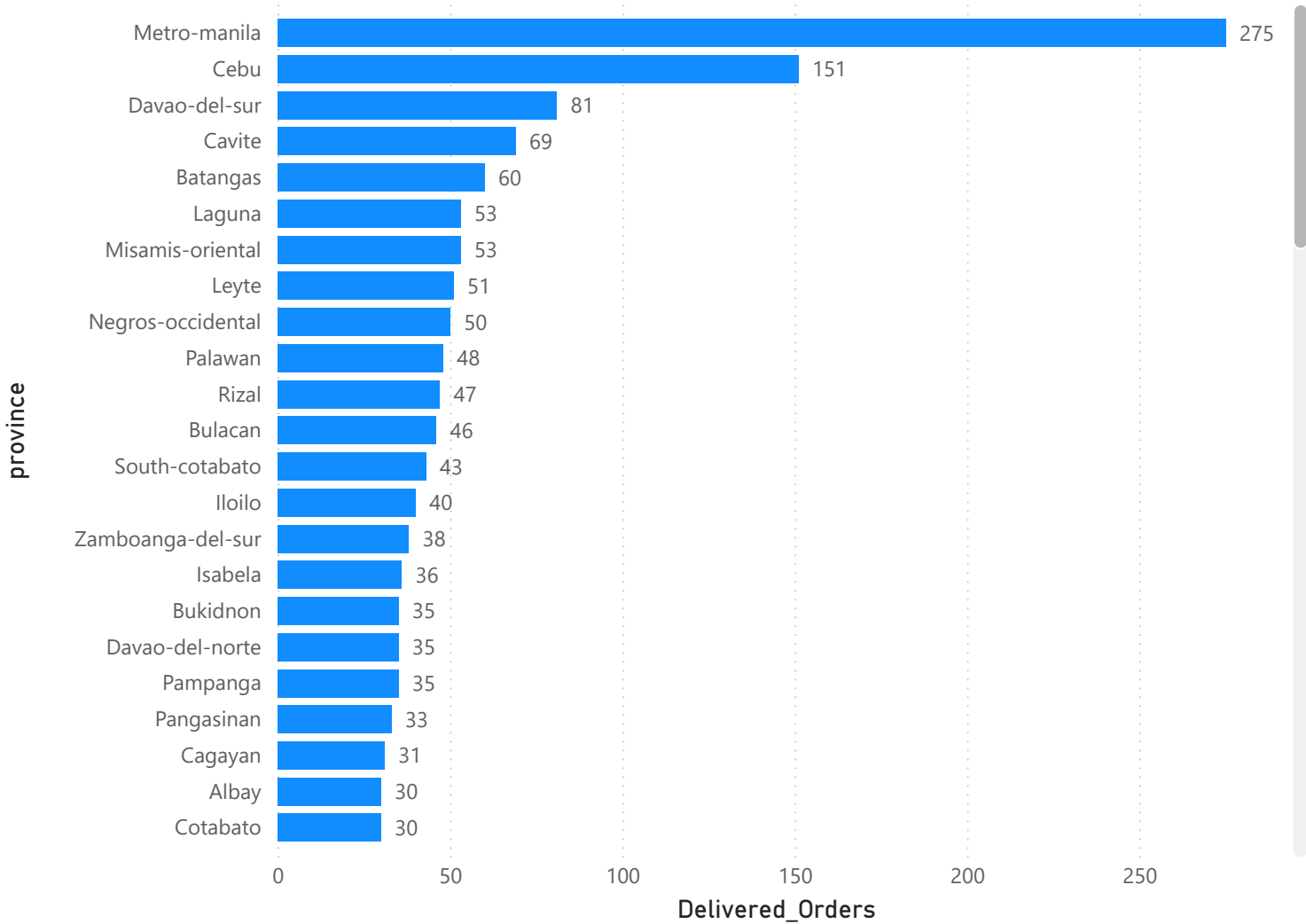| sales_employee	Sum of quantity ▼
TS - Anita Acosta	380
TS - Mae	265
CS - Cedie Lyn	232
CS - Steve	187
TS - Allan	186
TS - Erlinda Dullas	181
TS - Cams	166
Total	**3115**

Sum of Sales by sales_employee

Observations:
- The top-performing salesperson, TS - Anita Acosta, generated $342K, which is significantly higher than the second-best salesperson, TS - Mae ($238K).
- There is a large gap in sales performance among employees, with the top three significantly outperforming the rest.
- The company should consider studying successful sales strategies from top performers and applying them to other employees.
- Implementing commission or bonus incentives could help boost motivation and overall performance.

Top 5 Regions with the Highest Number of Successfully Delivered

Delivered_Orders by province

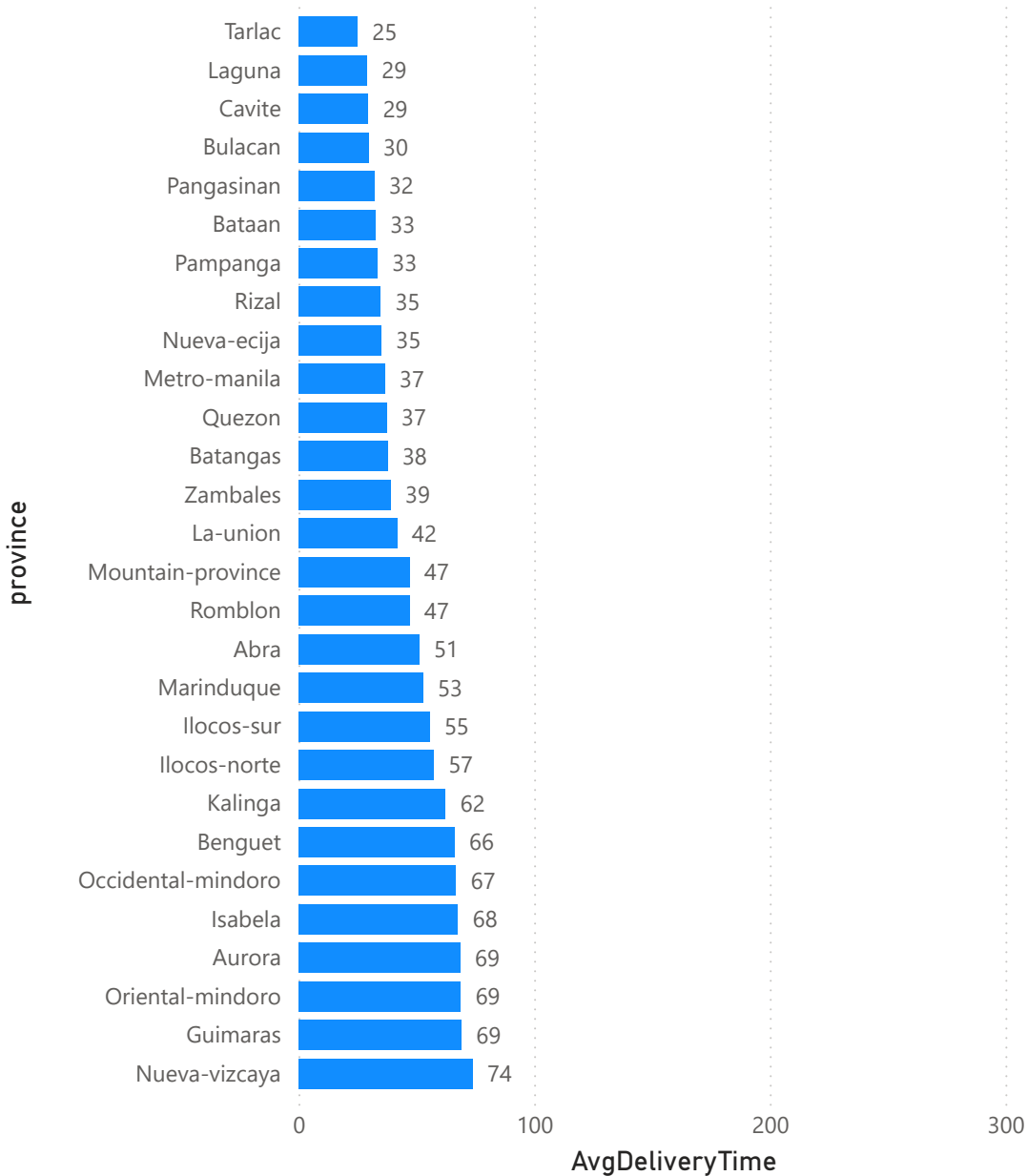| Province	Delivered_Orders
Metro-manila	275
Cebu	151
Davao-del-sur	81
Cavite	69
Batangas	60
Laguna	53
Misamis-oriental	53
Leyte	51
Negros-occidental	50
Palawan	48
Rizal	47
Bulacan	46
South-cotabato	43
Iloilo	40
Zamboanga-del-sur	38
Isabela	36
Bukidnon	35
Davao-del-norte	35
Pampanga	35
Pangasinan	33
Cagayan	31
Albay	30
Cotabato	30

Key Insights:

- Metro Manila has the highest number of successful deliveries (275 orders), more than double the second-ranking region, Cebu (151 orders).
- Davao-del-sur, Cavite, and Batangas also have strong delivery performance.
- The steady decline in order numbers after the top regions indicates that Metro Manila is the most potential market, followed by Cebu.
- The company should focus marketing campaigns and shipping incentives in these areas to boost revenue.
- Additionally, warehouse and logistics operations should be prioritized in these locations to streamline deliveries.

Top 5 Regions with the Fastest Average Delivery Time

AvgDeliveryTime by province

province	AvgDeliveryTime
Tarlac	25
Laguna	29
Cavite	29
Bulacan	30
Pangasinan	32
Bataan	33
Pampanga	33
Rizal	35
Nueva-ecija	35
Metro-manila	37
Quezon	37
Batangas	38
Zambales	39
La-union	42
Mountain-province	47
Romblon	47
Abra	51
Marinduque	53
Ilocos-sur	55
Ilocos-norte	57
Kalinga	62
Benguet	66
Occidental-mindoro	67
Isabela	68
Aurora	69
Oriental-mindoro	69
Guimaras	69
Nueva-vizcaya	74

province	Average of DeliveryTime ▲
Tarlac	24.86
Laguna	29.00
Cavite	29.41
Bulacan	29.59
Pangasinan	31.97
Bataan	32.60
Pampanga	33.37
Rizal	34.68
Nueva-ecija	35.00
Metro-manila	36.55
Quezon	37.30
Batangas	37.63
Zambales	38.91
La-union	41.78
Mountain-province	47.00
Total	**110.48**

Sum of Sales by province

Microsoft Bing

Key Insights:

- Tarlac has the fastest delivery time (~24.86 hours).
- The top 5 fastest regions have delivery times ranging from 24 to 32 hours.
- However, Metro Manila, despite its high order volume, has a relatively slow delivery time (~36.55 hours).
- The company should focus on improving delivery efficiency in Metro Manila to meet the high demand.
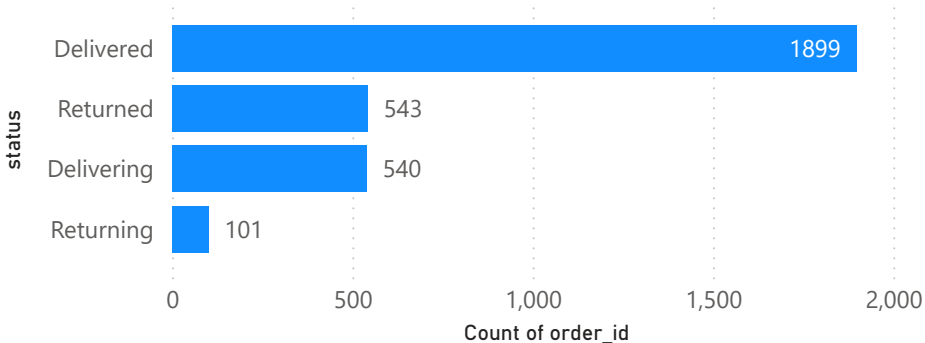
Top 5 Products with the Highest
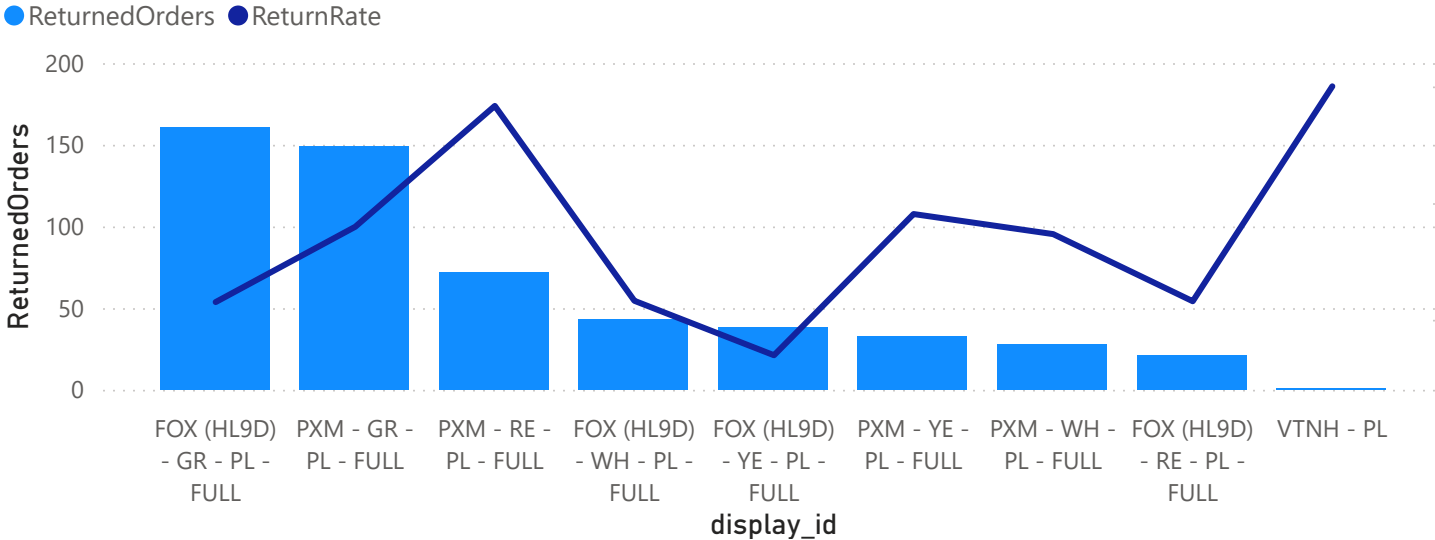
TotalOrders	ReturnedOrders	ReturnRate
3K	**546**	**0.18**

Count of order_id by status

ReturnedOrders and ReturnRate by display_id

● ReturnedOrders ● ReturnRate

Key Insights:
- The average return rate is 18%, which is relatively high.
- The highest return rate reaches 25% (VTNH - PL).
- Other products, including FOX (HL9D) and PXM series, also have return rates exceeding 20%.
- The company must investigate the reasons for product returns:
    - Defective products?
    - Incorrect descriptions?
    - Customer-related issues?
- If the high return rate is due to product defects, stricter quality control measures should be implemented before shipping.
- If returns result from incorrect descriptions or customer dissatisfaction, the company should enhance product listings and improve return policies.

ReturnRate	display_id
0.25	VTNH - PL
0.24	PXM - RE - PL - FULL
0.20	PXM - YE - PL - FULL
0.19	PXM - GR - PL - FULL
0.19	PXM - WH - PL - FULL
0.16	FOX (HL9D) - WH - PL - FULL
0.16	FOX (HL9D) - RE - PL - FULL
0.16	FOX (HL9D) - GR - PL - FULL
0.13	FOX (HL9D) - YE - PL - FULL
0.18	

Sales Channel Performance

sales_channel	Sum of Sales
Website	1504126
E-commerce platform	1055426
Facebook	240033
Total	**2799585**

Sum of Sales by sales_channel

0M (8.57%)

1M (37.7%)

2M (53.73%)

sales_channel
- Website
- E-commerce platform
- Facebook
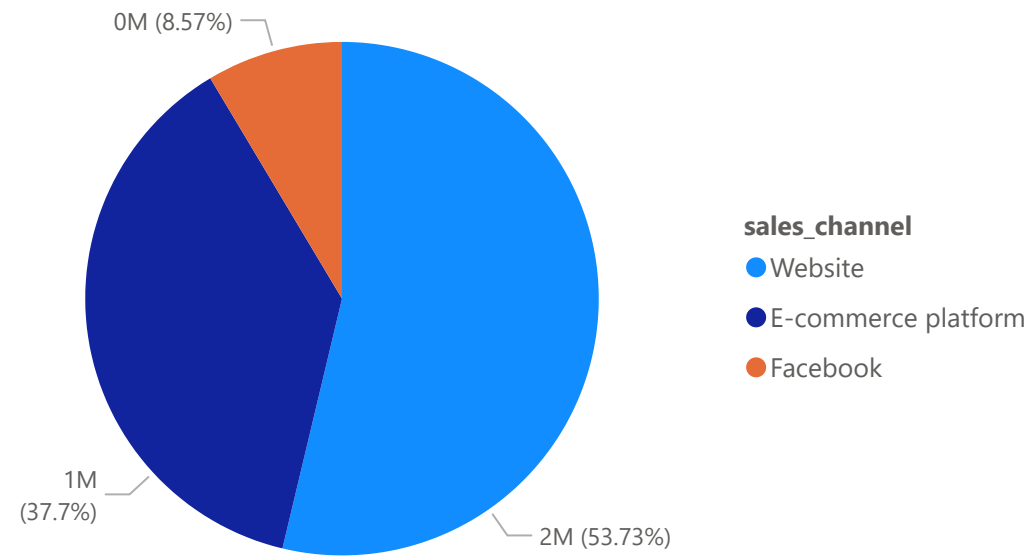
Observations:
- The website is the most profitable sales channel, accounting for 53.73% of total sales.
- E-commerce platforms contribute 37.7%, which is also significant.
- Facebook sales are considerably lower (8.57%).
- The company should enhance marketing efforts and assess the potential of Facebook as a sales platform.

Summary & Recommendations

Key Takeaways:
- Outstanding sales employees: The company should train lower-performing employees using strategies from top sales performers.
- High-potential markets: Metro Manila, Cebu, and Davao-del-sur are key markets, so the company should optimize operations and apply targeted promotional strategies.
- Competitive advantage in fast shipping: Some areas deliver within 30 hours, making logistics an advantage. Optimizing delivery routes or partnering with faster couriers can further improve efficiency.
- High return rate (18%): The company must identify causes and address product quality issues.
- Delivery inefficiency in Metro Manila: Despite high order volume, slow shipping must be improved.
- Revenue concentration in a few employees: Implement training and incentive programs to balance performance across the workforce.

Operational Improvement Strategies

Enhance Delivery Operations:
- Optimize delivery routes or collaborate with faster shipping partners.
- Establish warehouses in key locations to reduce delivery times.

Increase Sales Performance:
- Analyze top-performing employees' strategies and apply them to others.
- Strengthen training programs and commission-based incentives.

Reduce Return Rates:
- Improve product quality control before shipping.
- Develop better return policies to minimize unnecessary returns.