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Sales by Ship Mode

- We have visualized the Sales by Ship Mode, coloured by profit.
- Since we can also observe the orders made for individual Ship mode, we can observe sales for each mode.
- From this chart, we can note that Standard Class is the most profitable and used option for the customers.
- The magnitude of sales through the Standard Class shows business's preference of shipping.

Sales by Ship Mode colored by Profit

Ship Mode	Profit Level	Sales Volume (approx.)
First Class	Low	1,800,000
Same Day	Low	1,000,000
Second Class	Medium	2,500,000
Standard Class	High	7,500,000

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Sales by Segment

- We have visualized the sales by segments, over the years.
- Since we can also observe the sales made for individual segments, we can observe the performance, segment wise.
- From the chart, we can note that more than half of the sales is done by the average Consumer rather than Home Offices or Corporate.
- This shows that the primary market for the business are the average consumers.

Sales by Segment

Segment	Percentage
Consumer	51.6%
Corporate	30.3%
Home Office	18.3%

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Sales by Country

- We have visualized the Sales over a map.
- From the Sales by Country chart, we can note the top 10 sales made, country wise overall, over the years.
- We have noted that US stands to be the most profitable since it has the most sales for the business.

Top 10 Sales by Country

381,106.48 - 2,197,200.94
38,000.48 - 100,587.01
3,000.00 - 38,000.48

United States
Mexico
China
India
Brazil
Indonesia
Australia
United Kingdom
France
Germany

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Sales Forecast

Sales and Profit by Month

Forecast

Sales (Sum) Profit (Sum)

Month	Sales (Sum)	Profit (Sum)
1	675,192.47	73,515.38
2	542,799.38	70,932.2
3	770,200.94	94,087.52
4	698,861.21	73,513.63
5	904,012.34	104,309.79
6	1,269,716.75	147,079.42
7	749,301.64	78,070.09
8	1,293,833.17	151,854.11
9	1,437,180.11	170,401.10
10	1,168,184.39	157,269.36
11	1,351,277.34	176,449.48
12	1,580,780.77	170,218.12
13	1,715,363.56	199,452.5
14	1,472,104.13	218,005.17
15	1,899,977.65	

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Analytics

Sales by Word Cloud

Country colored by Region sized by Sales

- Utilizing a Word Cloud, we have made the chart illustrating the size of sales made represented through the size of the actual country's names.
- It can be noted that the United States are prominent which shows their dominance in the sales.
- Followed by countries such as United Kingdom, Australia, Germany, France, Mexico and India.

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Sales by Market

- We have visualized the Sales segregated by the market of the business.
- Since we can also observe the sales made for individual markets, we can observe dominance of each market.
- From the Sales by Market chart, we can note that Canada has been the country with the least sales with a staggering 0.5% sales, showcasing a problem that can be addressed.
- APAC seems to be the most performing markets although EU and US are close.

Sales by Market

Market	Percentage
APAC	26.4%
EU	23.2%
US	18.2%
LATAM	17.1%
EMEA	6.4%
Africa	6.2%
Canada	0.5%

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