







Insights

There is seasonality trend in sales and their reach their peak around the November-December months. The state of California had \$458 K in total sales, followed by New York with \$311 K. Standard class was the favoured delivery mode because it had 1.3 M in total sales. Carlos Soltero ordered a total of 173 items. Accessories had the most profit at \$87.5 K. Consumers make the bulk of the customer base at 47 %. And on average it takes 5 days to ship a product.