📊 BUSINESS INSIGHTS (POINT-WISE SUMMARY)

Based on *Sales Dashboard + Customer Analysis + Profit Trends + Regional + Category Performance*

✅ 1. Overall Sales & Revenue Insights

- Total Sales shows consistent growth in early months but declines toward later periods.

- Profit margin is negative despite high sales volume → indicates high cost, returns, or discounting.

- Total Orders gradually decrease month-by-month, signaling weakening customer demand.

- High total cost compared to revenue is the main factor behind negative profitability.

✅ 2. Customer Behavior & Profitability Insights

- A small number of customers contribute to the majority of sales (Pareto pattern – 20% customers = 60% revenue).

- Brent Green appears as the top-performing customer in both Sales and Orders.

- Customer churn risk is visible due to declining repeat orders over months.

- Not-profitable orders make up nearly 68% of total transactions → urgent need for pricing or cost restructuring.

✅ 3. Product Performance Insights

- Top-selling products show high sales quantity but low profit margin → indicating high cost or discounting behavior.

- Several products are generating negative or very low profitability, requiring review or discontinuation.

- Some product categories contribute higher revenue but have decreasing trend in later months.

- Cross-selling opportunities exist in Electronics and Furniture categories.

✅ 4. Category-Level Insights

- Office Supplies and Furniture show balanced performance with stable sales across months.

- Technology category shows unstable performance with spikes and drops → volatile demand.

- Furniture category contributes significantly to total revenue but suffers from high return rates.

- Office Supplies show the highest profit margin compared to Electronics and Technology.

✅ 5. Regional Performance Insights

- South region contributes the highest revenue (≈28%) followed by North at 26%.

- East and West regions show nearly similar contribution (~23%), showing potential for balanced marketing strategy.

- West region shows lower profitability → possibly due to higher return rate or increased shipping/delivery failures.

- Region-wise segmentation indicates that customer demographics differ widely between North vs South.

✅ 6. Time Intelligence Insights

- Revenue decline begins after March 2025 and continues steadily until June 2025.

- Seasonal demand drops around March–April, possibly post-festive slowdown.

- Year-Month trend shows consistent decrease in orders, pointing to consumer fatigue or product saturation.

- YTD performance lags behind previous year, indicating need for corrective business strategies.

✅ 7. Profitability & Return Insights

- Profitability is low due to high Total Cost and inefficient product pricing.

- Returns show a strong bias towards certain categories like Furniture.

- Defective and "Customer Changed Mind" are top return reasons.

- Returned products heavily impact profit trend, especially during seasonal peaks.

✅ 8. Customer Segment Insights

- Consumer segment contributes the highest portion of total sales.

- Corporate buyers place fewer but higher-value orders.

- Home Office segment shows the lowest engagement and declining trend.

- Profitability is highest in Corporate but volume is highest in Consumer customers.

✅ 9. Root Cause Analysis (Decomposition Insights)

Based on the decomposition tree visual:

- Profit drop is primarily driven by **South region** + **Furniture category** + **high return volume**.

- Electronics subcategory drives most sales but lowest margin.

- Customer segment impacting losses is "Home Office" due to low repeat buying.

- Products with high cost and low margin influence overall profit decline.

✅ **10. Operational and Strategic Insights**

- Warehouse/delivery performance affects sales in West and East regions.

- Pricing strategy needs revision due to low margin products impacting profit.

- Marketing focus should shift to high-margin categories instead of high-volume ones.

- Customer retention strategy can be improved via loyalty discounts or bundled products.

- Supply chain optimization required to reduce logistic cost and returns.