Company x data department report:

## Executive summary:

We explorted the sales data from our data base and we conducted some analysis on it to gain some insights into our sales operations and study ways of enhancing our services based on a certain scope.

### Scope:

* Customer loyalty
* Performance
* Strength and weak points
* Customers experience

### Data specs:

Here are the tables we used to conduct our analysis

* Oreder table
* People table
* Return table
* Shipping cost

# The analysis of data

## Customer loyalty

* What is the most ship mode is used by our customers?

A screenshot of a computer

Description automatically generated

Based on the table above most ship mode is standard class =27 and his value in percentage is = 72% .

#### Recommendations:

* We should focus more promotions on the standard shipping Mode as it is the most used.
* We should find ways to reduce the cost of the standard shipping mode and make sure it's profitable as it is the most used shipping mode.
* The first class is the least to use and we should receive cost of it and can possible scenarios to remove