

## Insights:

- 1) Over the 4-year period, the total sales reached 742K, total profit amounted to 18.45K, the total discount was 17%, and the average shipping time was 5 days.
- 2) California and New York were the top states for sales, with 156.1K and 93.4K respectively.
- 3) New York City was the best-performing city overall, with 76K in sales, a profit of 5.31K, and an 11% discount.
- 4) Among sub-categories, chairs had the highest sales at 328K and a profit of 26.59K. Furnishings had the lowest sales at 92K, with a profit of 13.06K. New York City was the leading city for both sub-categories.
- 5) The best-selling product was Westinghouse Clip-On Gooseneck Lamps, with 280 sales, a profit of 44.19, an average shipping time of 6 days, and an 11% discount. Detroit was the top city for this product.
- 6) Standard class was the most preferred shipping mode, accounting for 58.74% of the total, with 436K in sales. Same day shipping was the least preferred, with 5.28% and 39K in sales.
- 7) The highest sales occurred in January, May, September, and December, with 74K, 65K, 66K, and 69K in sales respectively. February and March recorded the lowest sales, each with 52K.
- 8) The months with the highest profit were September, June, and October, with 4.8K, 3.8K, and 3.3K respectively. February, July, and November saw the lowest profits, with -0.5K, -1.5K, and -0.8K respectively.
- 9) The West region generated the highest sales with 252.61K and a profit of 11.50K. Los Angeles was the top-performing city in this region with 54K in sales.
- 10) The South region had the lowest sales at 117.30K and a profit of 6.77K. Jacksonville was the leading city in the South with 8,821 in sales.
- 11) The Consumer segment was the most significant contributor, with 391K in sales and an overall profit of 7K. New York City had the highest sales within this segment, total 49,519.
- 12) The Home Office segment contributed the least, with total sales of 122K. Seattle was the top city in this segment, with total sales of 12,443.