

# Business Analytics Overview **Of Blackbird's Sales Data**

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# Orders Breakdown

## ORDER DATE

03/01/2014

01/01/2015



## CATEGORY

All



7,581

Quantity

\$484K

Sales

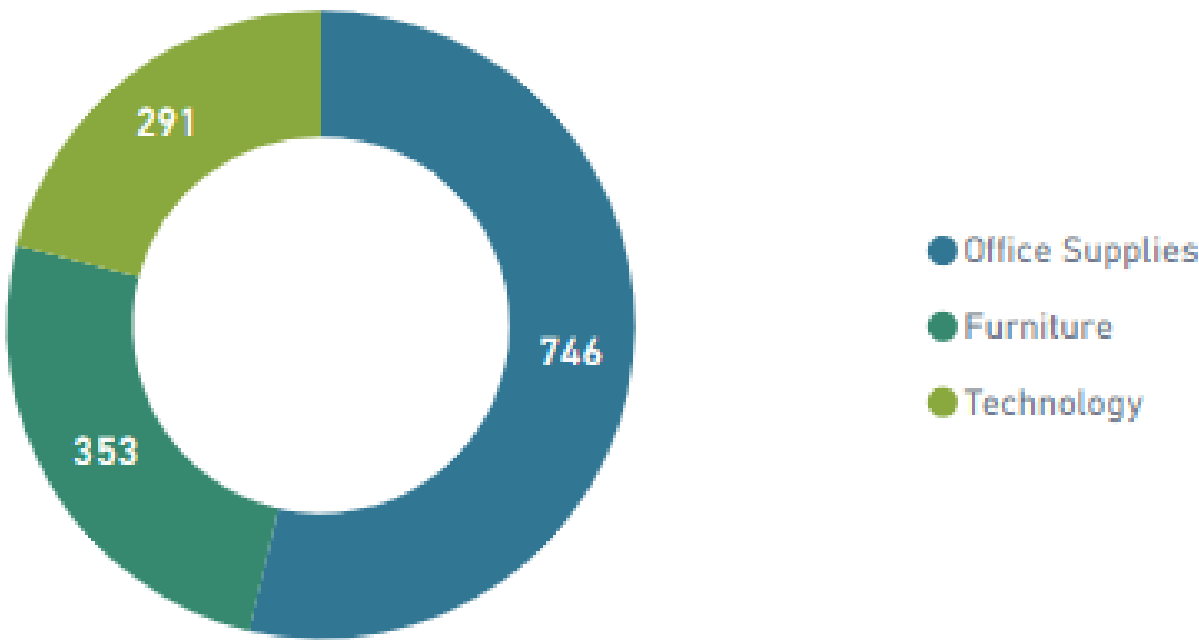
\$50K

Profit

## ORDERS BY DAY

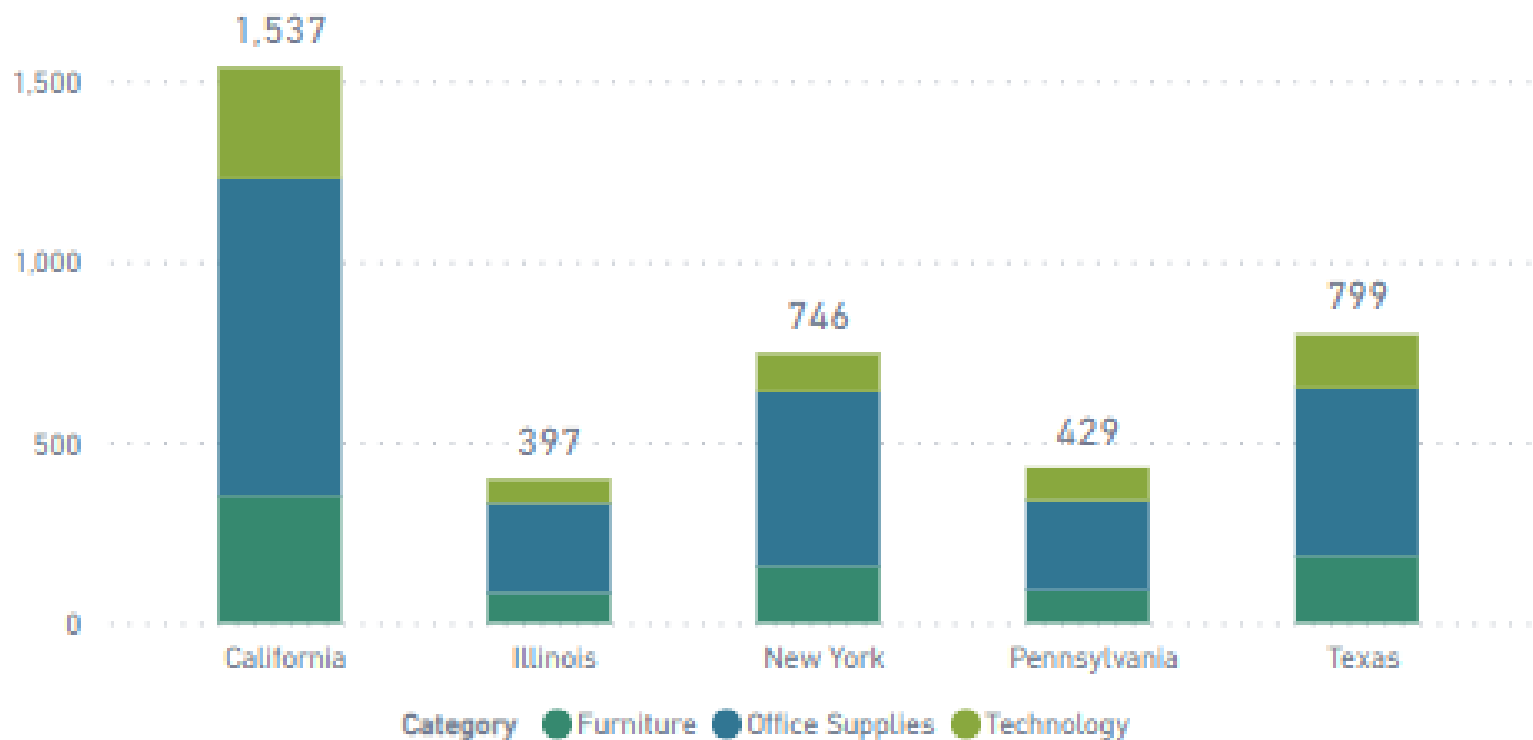
Order Date	Order ID	Customer ID	Customer Name	Country	City	State	Region	Quantity	Sales
10 May 2014	CA-2014-103310	GM-14680	Greg Matthias	United States	San Jose	California	West	14	\$1,770
10 May 2014	CA-2014-114181	AF-10885	Art Foster	United States	Philadelphia	Pennsylvania	East	12	\$372
10 May 2014	CA-2014-159709	AI-10855	Arianne Irving	United States	Kent	Washington	West	8	\$202
11 May 2014	CA-2014-103849	PG-18895	Paul Gonzalez	United States	Fort Worth	Texas	Central	7	\$225
11 May 2014	CA-2014-119172	HD-14785	Harold Dahlen	United States	Chicago	Illinois	Central	12	\$122
11 May 2014	CA-2014-127523	BG-11695	Brooke Gillingham	United States	Watertown	New York	East	3	\$36
11 May 2014	CA-2014-139017	RM-19375	Raymond Messe	United States	Houston	Texas	Central	2	\$47
11 May 2014	CA-2014-152100	VW-21775	Victoria Wilson	United States	Huntsville	Texas	Central	8	\$1,213

## ORDERS BY CATEGORY



## TOP-5 STATES BY ORDERS

BY SEGMENT





## Our findings

Office Supplies most  
profitable category  
(year 2014/2015)

Highest Sales in Office  
Supplies is Storage

Top state for orders is  
California

# Product/Sales Data

## PRODUCT SALES

Product Name	Sales	Quantity	Average Price per Unit	Profit	Discount
Canon ImageCLASS 2200 Advanced Copier	\$61,600	20	\$3,079.99	\$25,200	0.60
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	\$27,453	31	\$885.59	\$7,753	2.40
Cisco TelePresence System EX90 Videoconferencing Unit	\$22,638	6	\$3,773.08	(\$1,811)	0.50
HON 5400 Series Task Chairs for Big and Tall	\$21,871	39	\$560.78	\$0	1.60
GBC DocuBind TL300 Electric Binding System	\$19,823	37	\$535.77	\$2,234	3.30
Total	\$2,297,201	37,873	\$60.66	\$286,397	1,561.09

2.30M

Total Sales

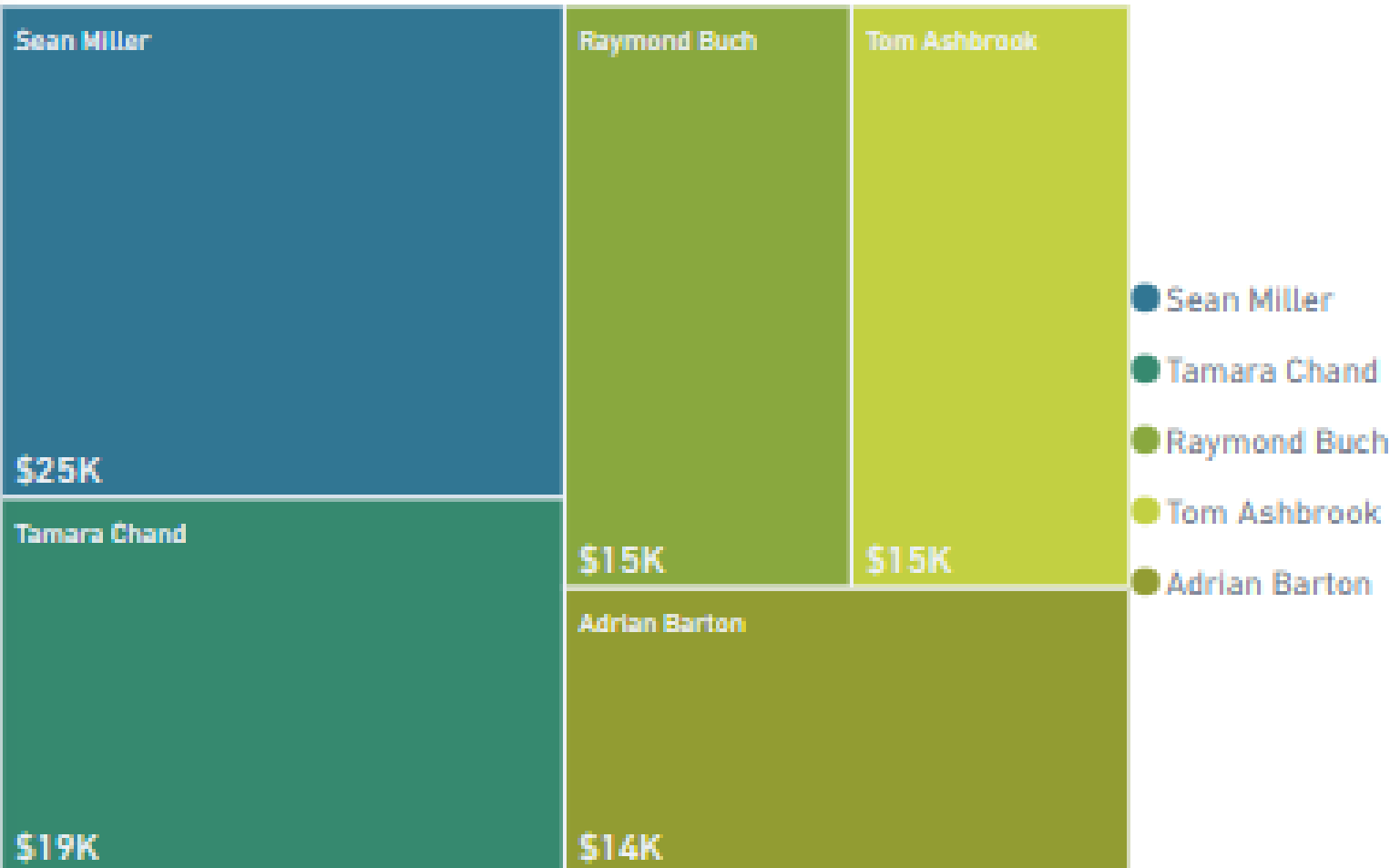
2.01M

Cost

1862

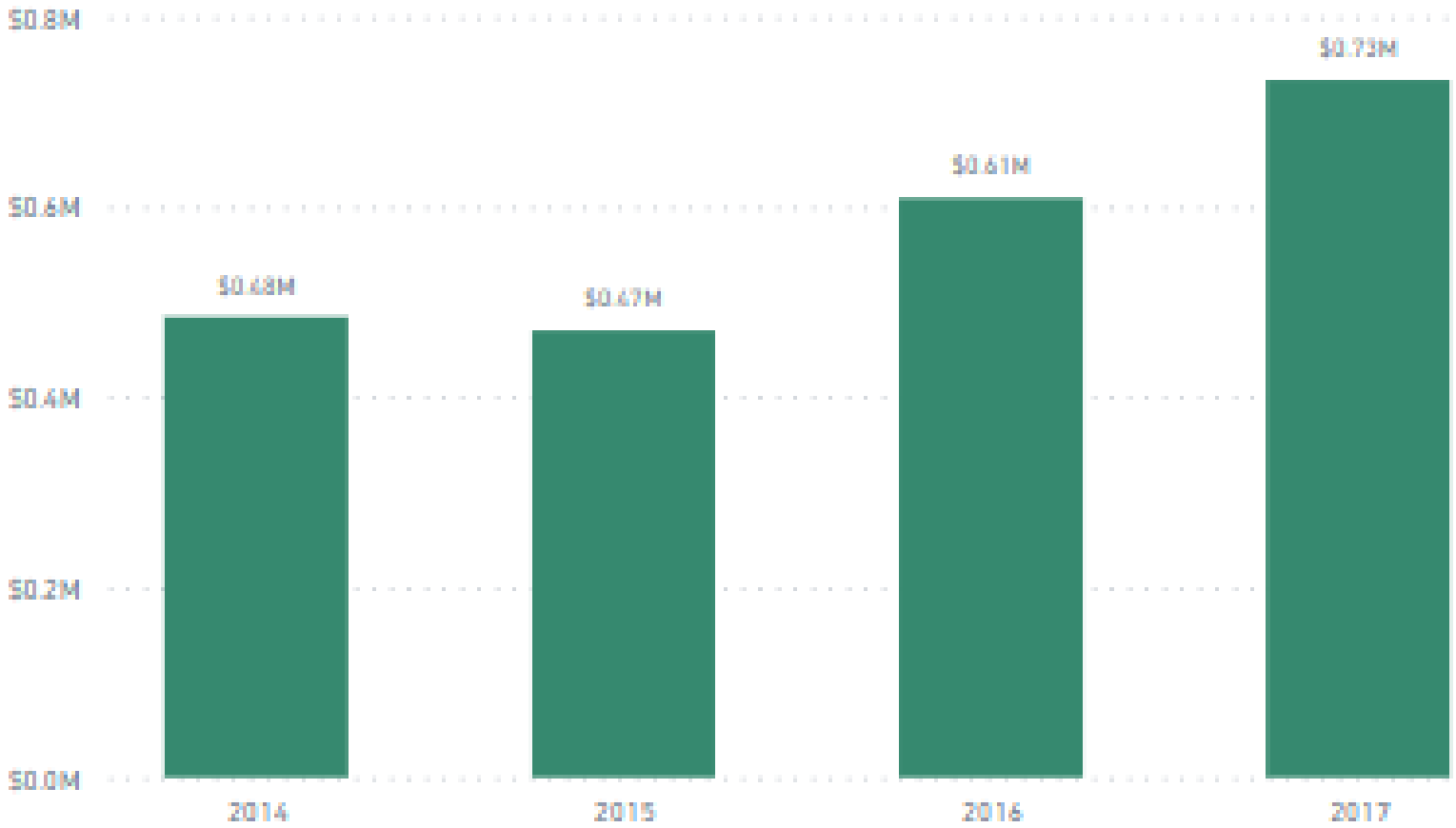
Unique Products

## TOP-5 CUSTOMERS



## SALES BY MONTHS

### BY SEGMENT





## Our findings

Office Supplies most profitable category (year 2014/2015)

Top state for orders is California

# Geographic Insights

## FILTER BY YEAR

- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017

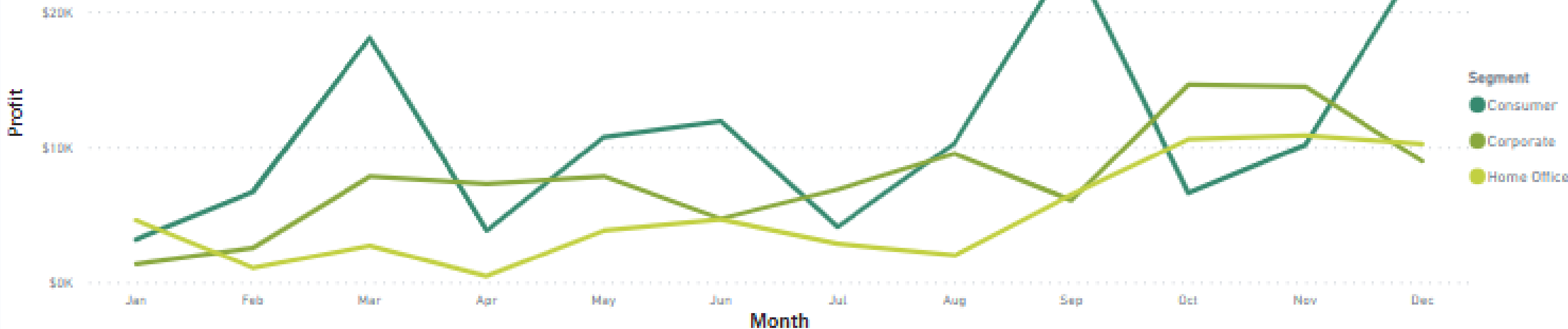
## FILTER BY STATE

- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ District of Columbia
- ☐ Florida
- ☐ Georgia
- ☐ Idaho
- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana

## FILTER BY SUB-CATEGORY

- ☐ Accessories
- ☐ Appliances
- ☐ Art
- ☐ Binders
- ☐ Bookcases
- ☐ Chairs
- ☐ Copiers
- ☐ Envelopes
- ☐ Fasteners
- ☐ Furnishings
- ☐ Labels
- ☐ Machines

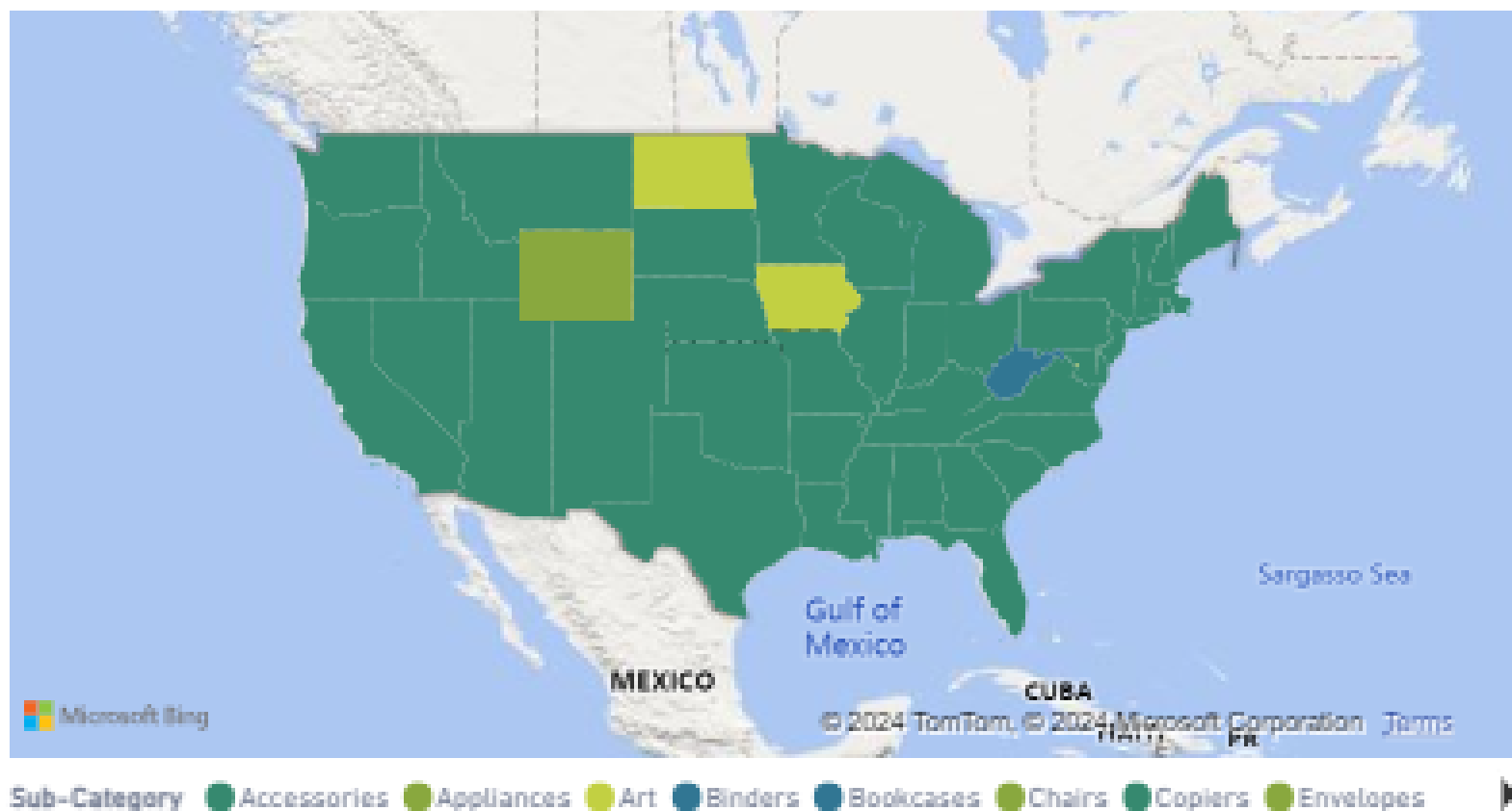
## MONTHLY SEGMENT PROFITABILITY



## Sales by State



## Most Popular Sub-Category by State





## Our findings

Most profit – Consumer Segment in Dec 2016.

Most loss – Home Office Segment in April 2017.

California has by far the most sales – only time it's close is with New York in 2015.

Accessories are the most popular subcategory across the United States.

# Operational Insights

Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Order Date

03/01/2014

30/12/2017

top states by total sales

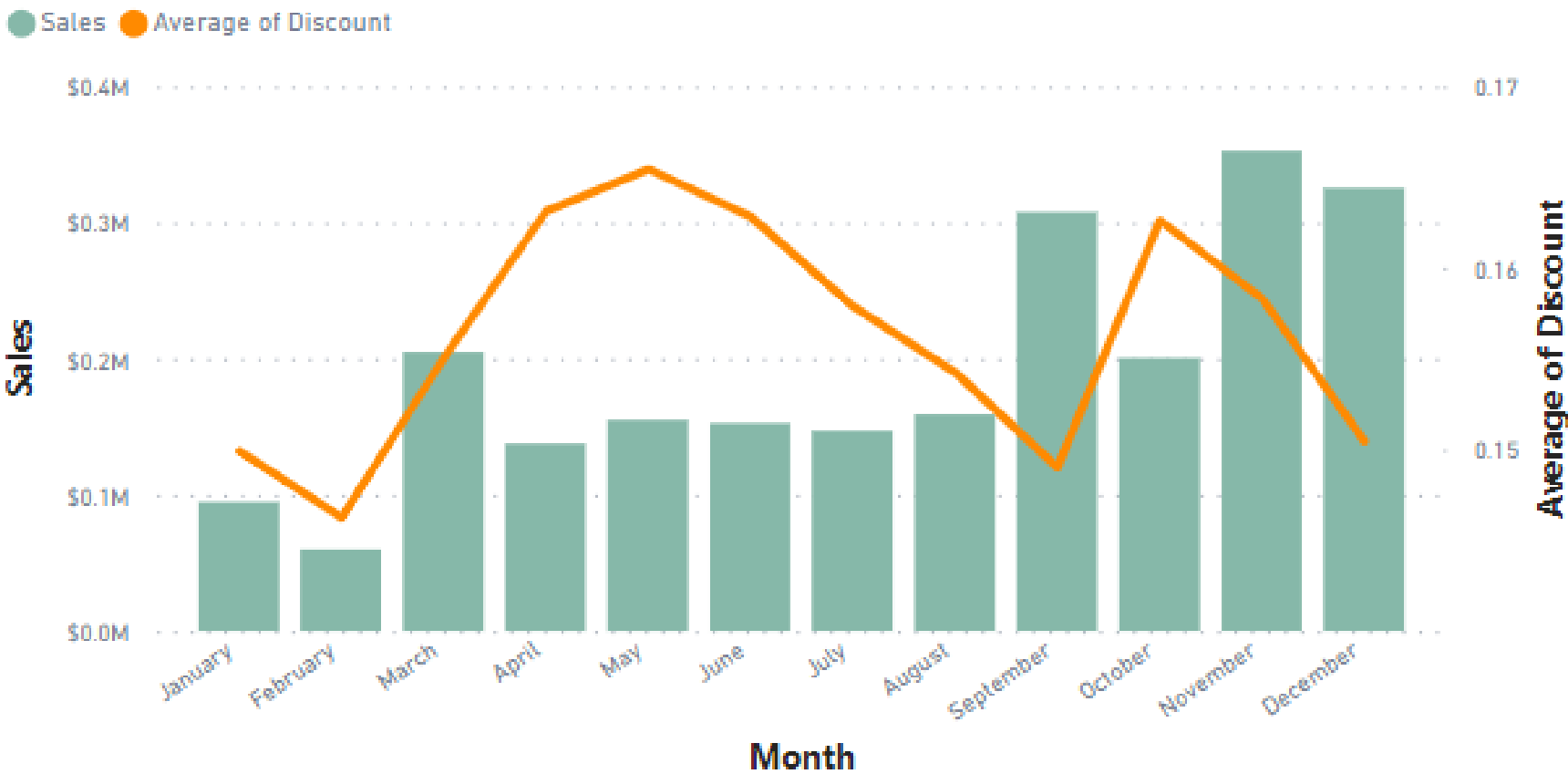
Showing results for *Top 10 state of orders by total sales of those orders*



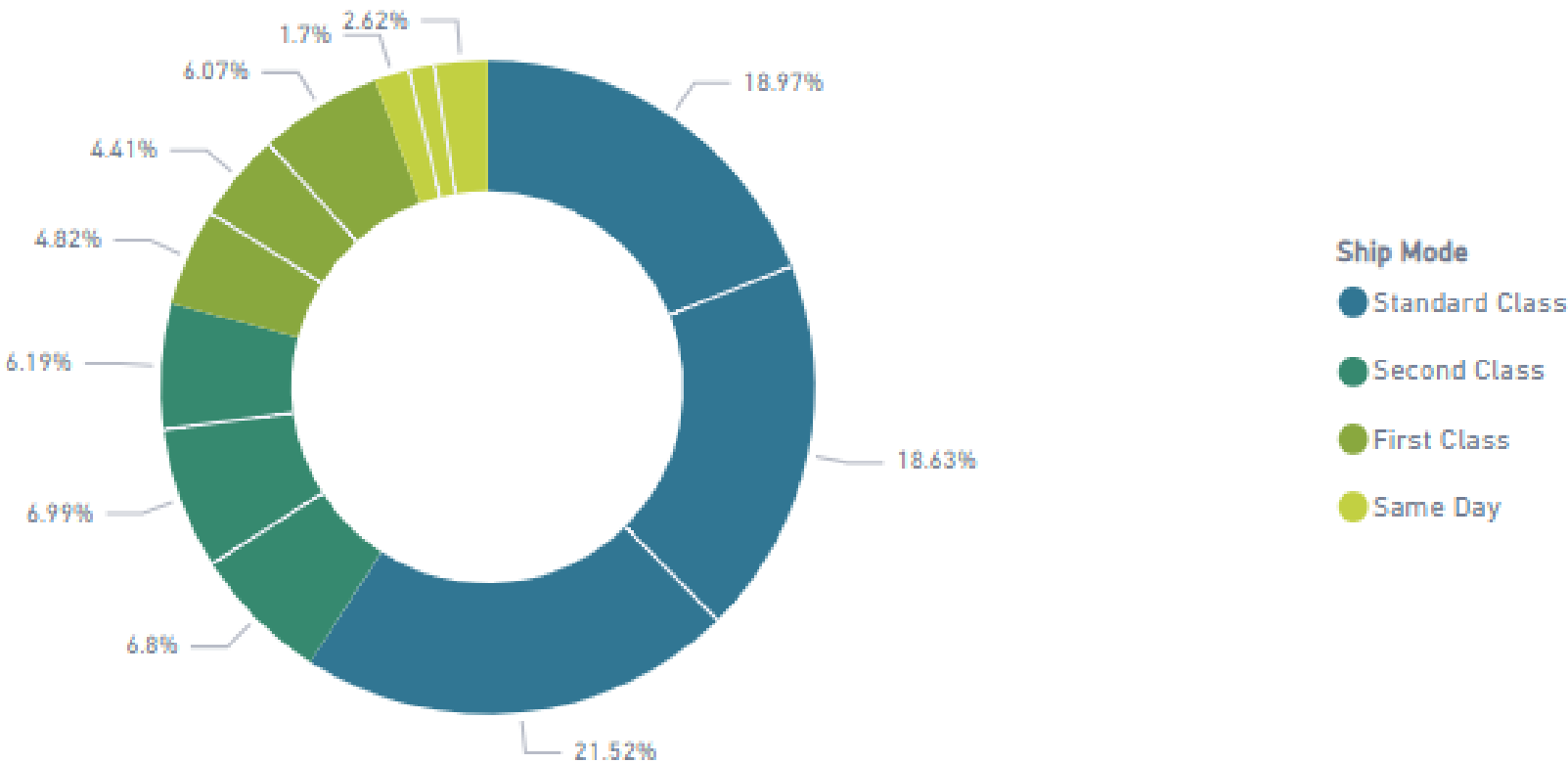
## Top Selling Product

Canon imageCLASS 2200 Advanced Copier

## Discount Impact Analysis



## Breakdown of Shipping Mode by Category







## Our findings

New York City was the top selling city every year

Furniture historically has seen the highest average discount rate

Same-Day-Delivery nearly doubled in size from 2014 to 2017



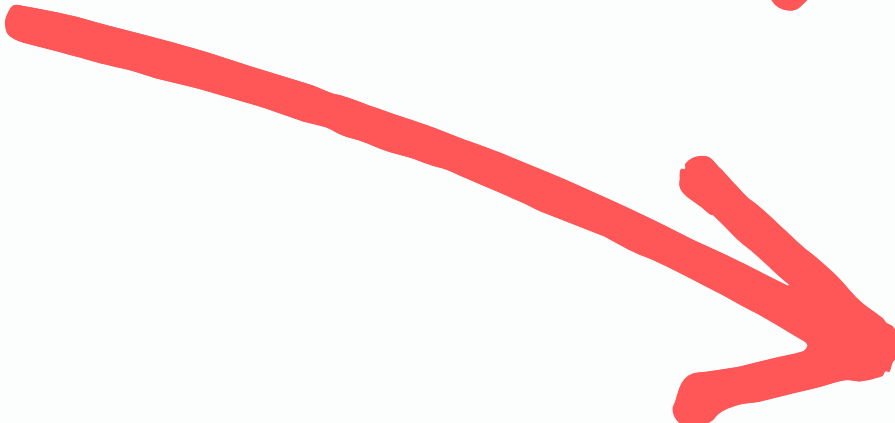
# Limitations



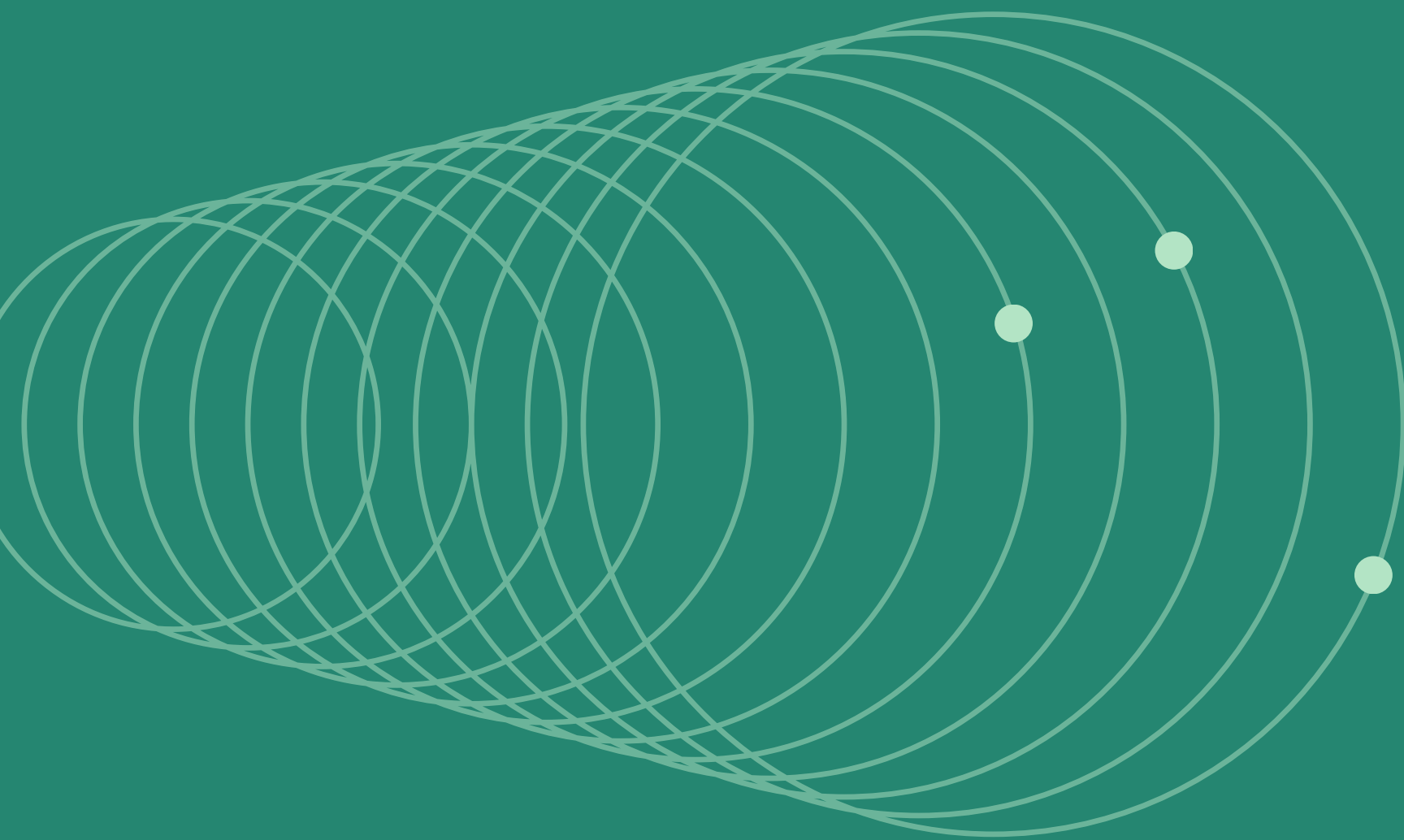
Some States missing date values  
which affects data visualisations



Main categories titles are too  
broad

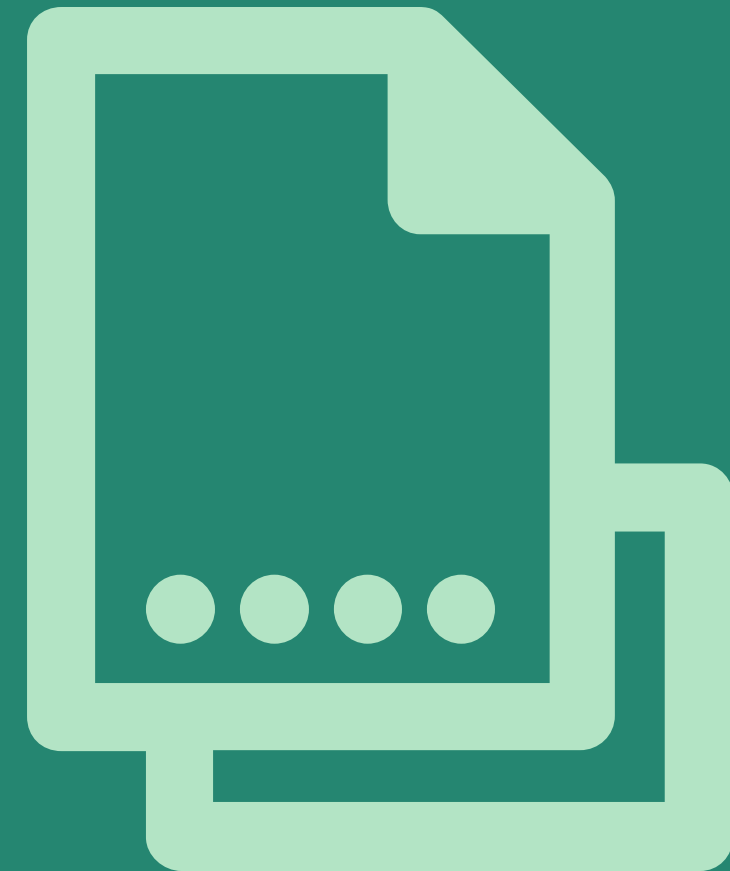


Key data values such as  
returns , costs etc. aren't  
available



Thank you!

# Appendix

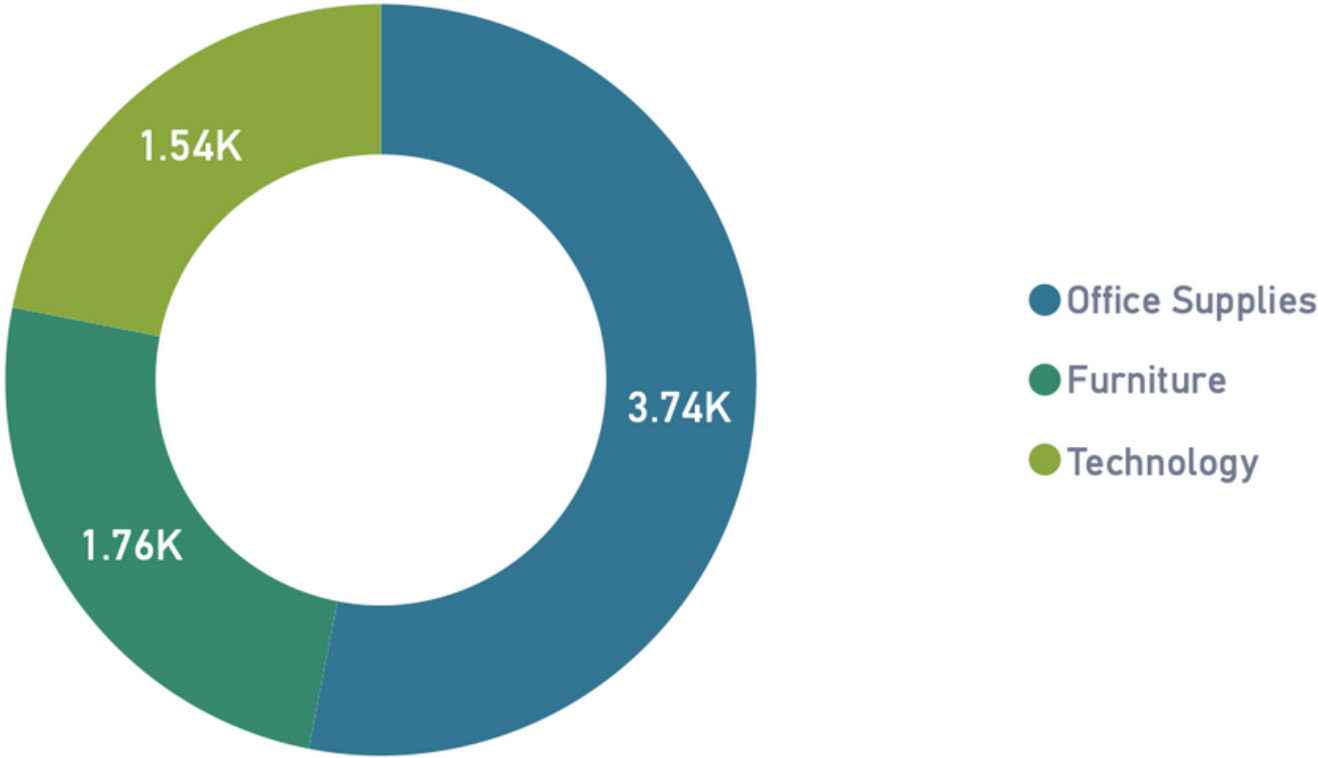


# Office Supplies: Market Penetration

23K  
Total Orders

\$719K  
Sales

ORDERS BY CATEGORY



Breakdown of orders by category (Office Supplies, Furniture, Technology)

ORDERS BY DAY

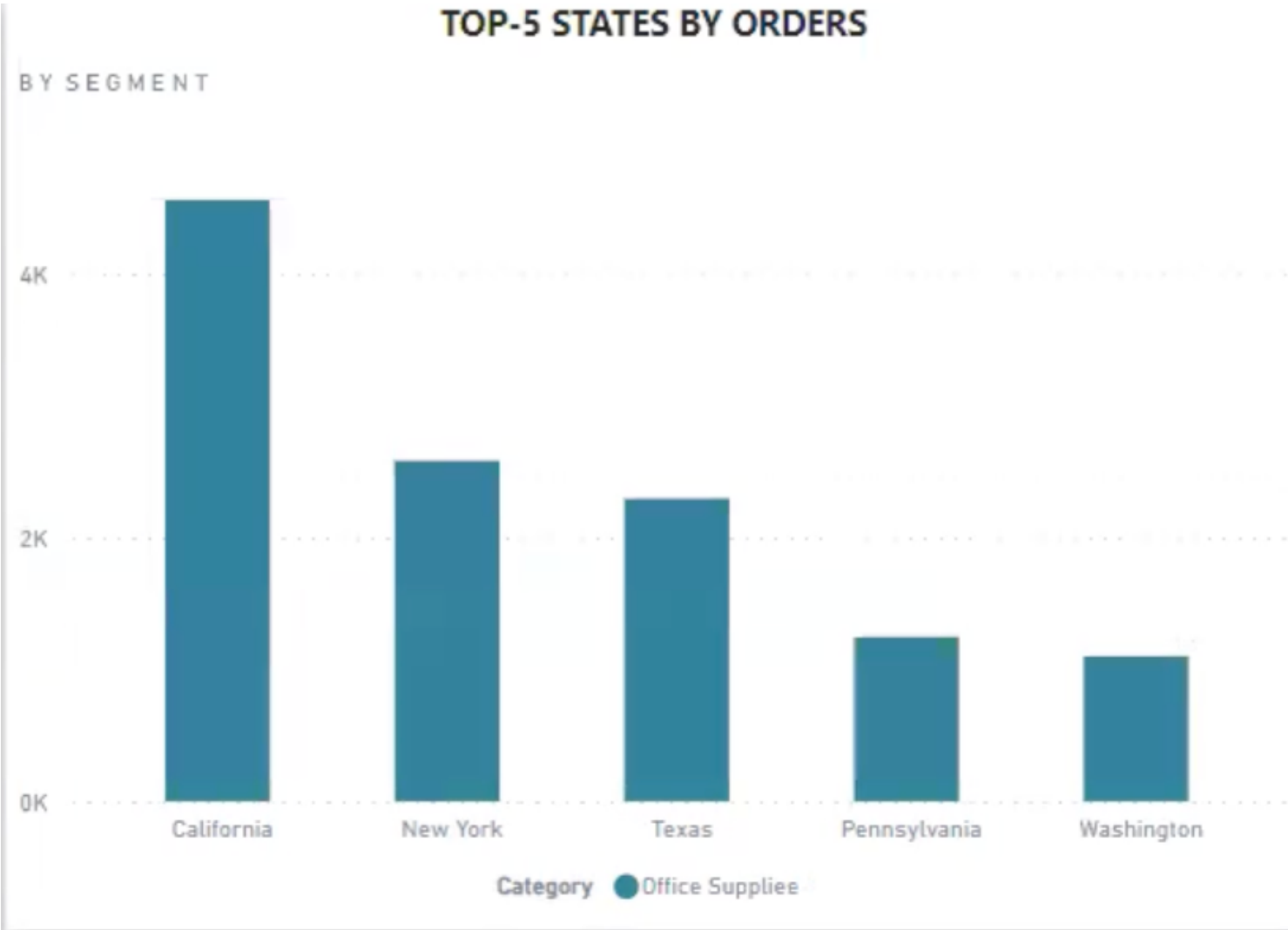
Order Date▲	Order ID	Customer ID	Customer Name	Country	City	State	Region	Quantity	Sales
03 January 2014	CA-2014-103800	DP-13000	Darren Powers	United States	Houston	Texas	Central	2	\$16
04 January 2014	CA-2014-112326	PO-19195	Phillina Ober	United States	Naperville	Illinois	Central	8	\$288
05 January 2014	CA-2014-141817	MB-18085	Mick Brown	United States	Philadelphia	Pennsylvania	East	3	\$20
06 January 2014	CA-2014-106054	JO-15145	Jack O'Briant	United States	Athens	Georgia	South	3	\$13
06 January 2014	CA-2014-130813	LS-17230	Lycoris Saunders	United States	Los Angeles	California	West	3	\$19
06 January 2014	CA-2014-167199	ME-17320	Maria Etezadi	United States	Henderson	Kentucky	South	24	\$4,375
07 January 2014	CA-2014-105417	VS-21820	Vivek Sundaresam	United States	Huntsville	Texas	Central	10	\$87
09 January 2014	CA-2014-135405	MS-17830	Melanie Seite	United States	Laredo	Texas	Central	5	\$41

Snapshot of daily orders for Office Supplies

# Office Supplies: Top-5 States and Customer Engagement

California

Key State



Top-5 States by Orders of Office Supplies

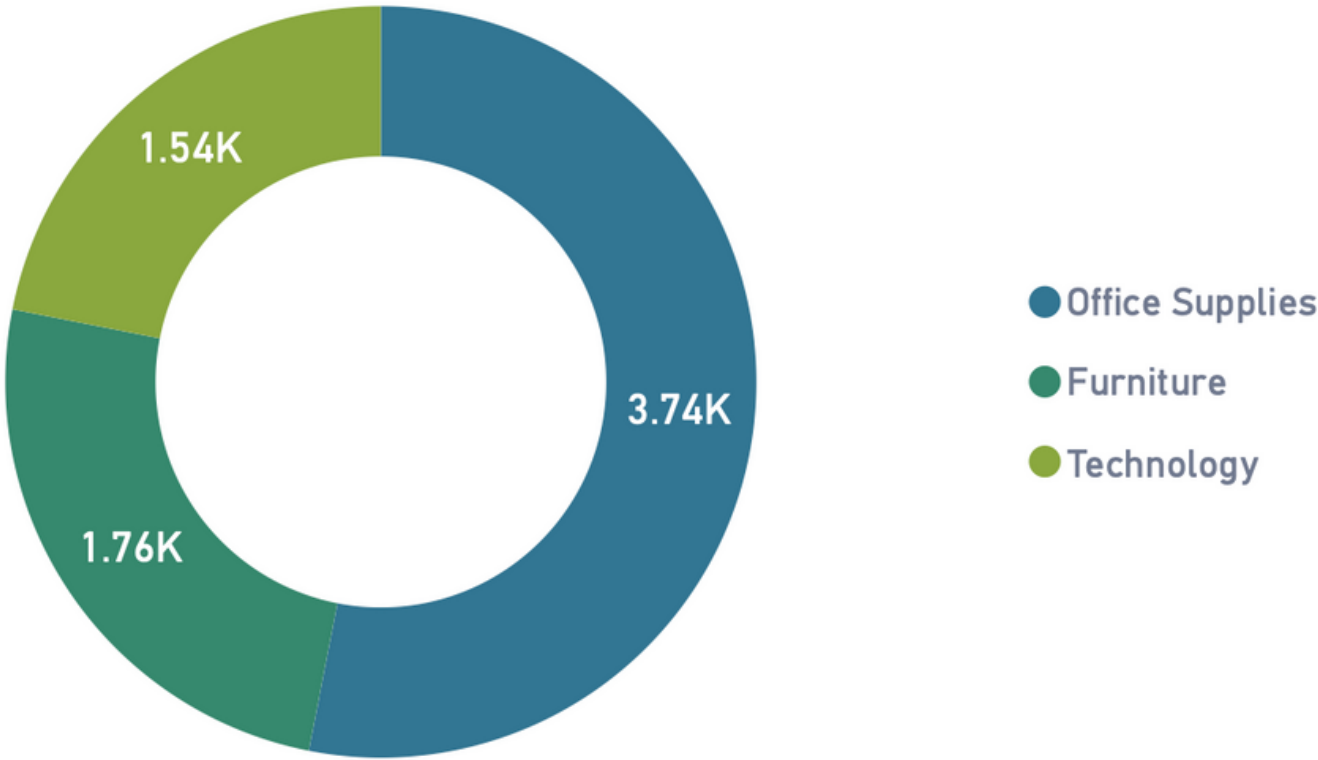
California dominates (4K+), New York and Texas follow (~2K each), with Pennsylvania and Washington trailing, indicating focused market potential

# Furniture: Sales Distribution

8K  
Total Orders

\$742K  
Sales

ORDERS BY CATEGORY



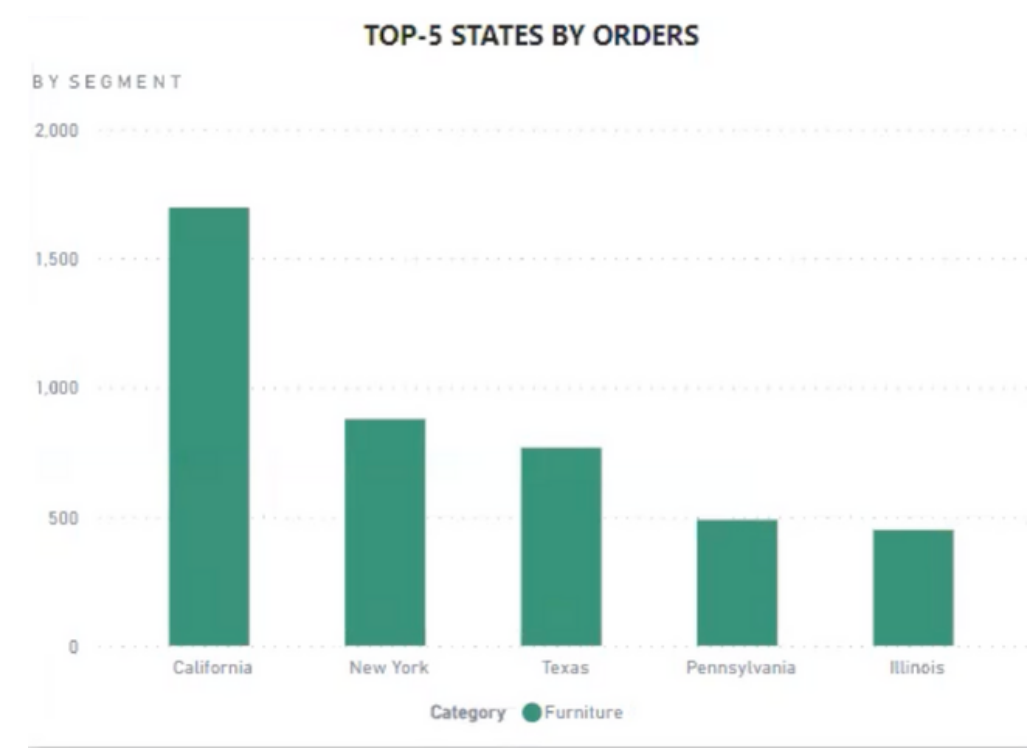
Breakdown of orders by category (Office Supplies, Furniture, Technology)

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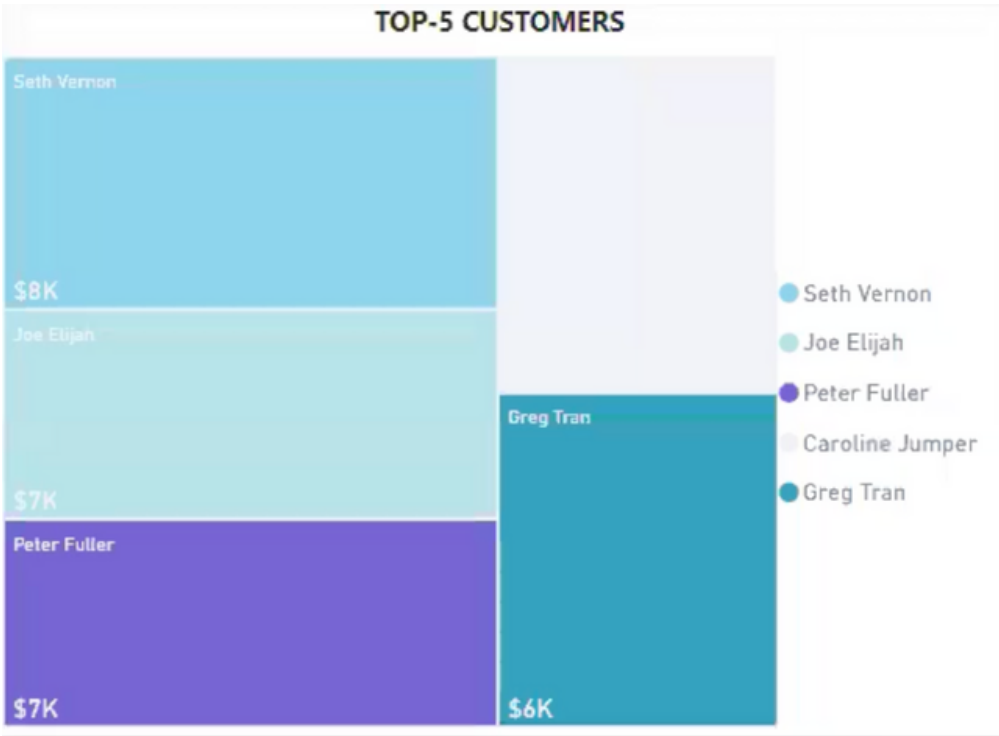
Snapshot of daily orders for Furniture

# Furniture: State-wise Sales and Top Customers



Top-5 States by Orders of Furniture

California  
Key State



Top-5 Customers of Furniture

Seth Vernon (\$8K)  
Joe Elijah (\$7K)  
Top buyers

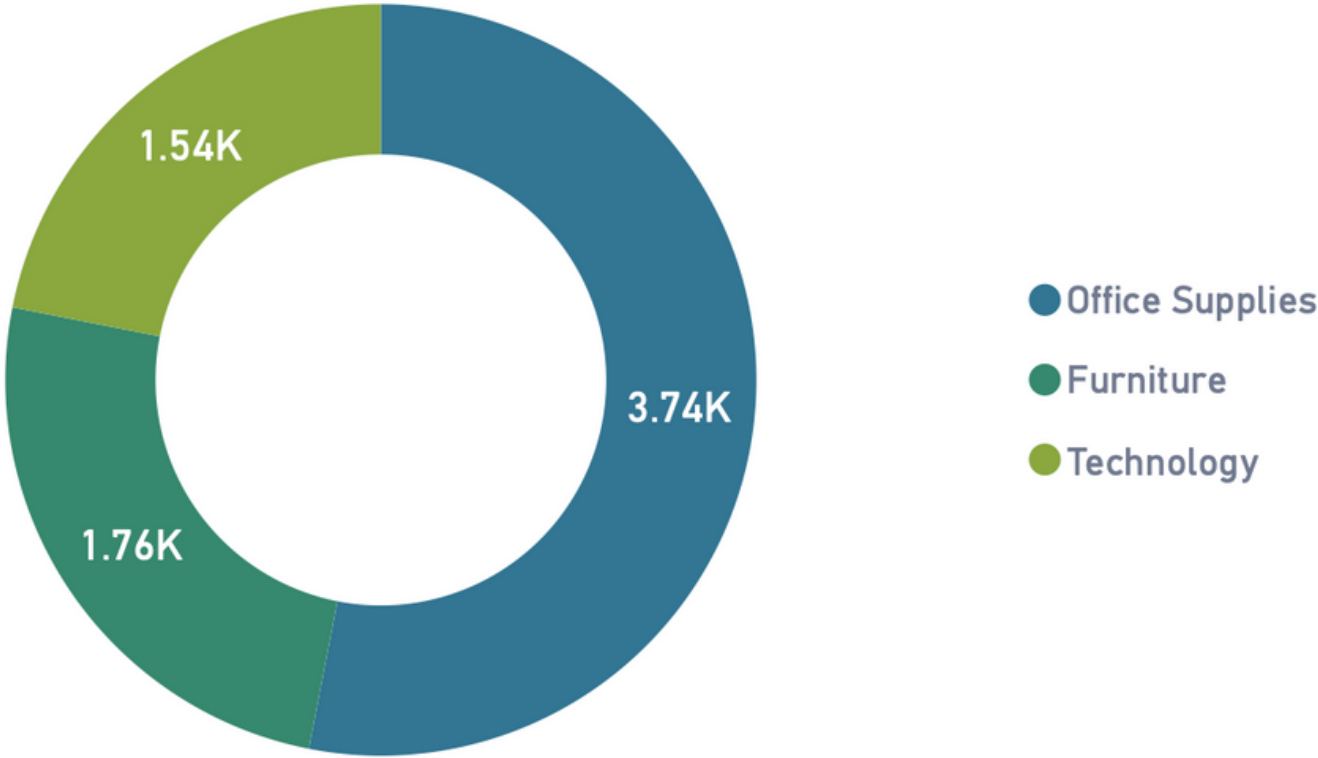


# Technology: Market Trends

6.9K  
Total Orders

\$836K  
Sales

ORDERS BY CATEGORY



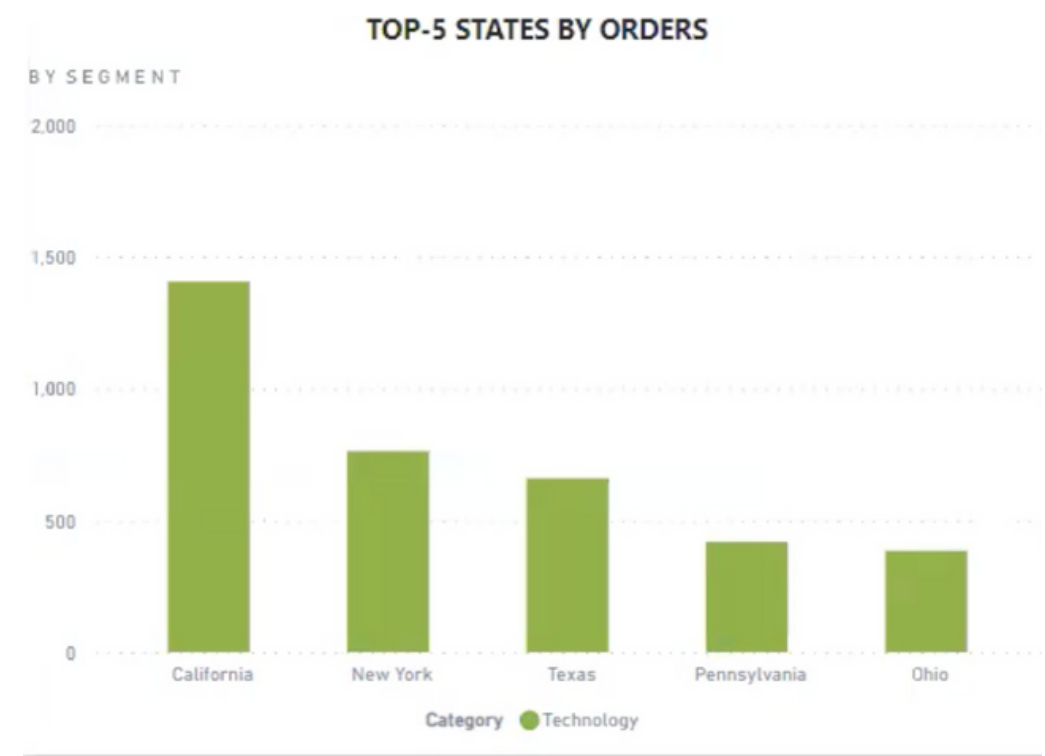
Breakdown of orders by category (Office Supplies, Furniture, Technology)

ORDERS BY DAY

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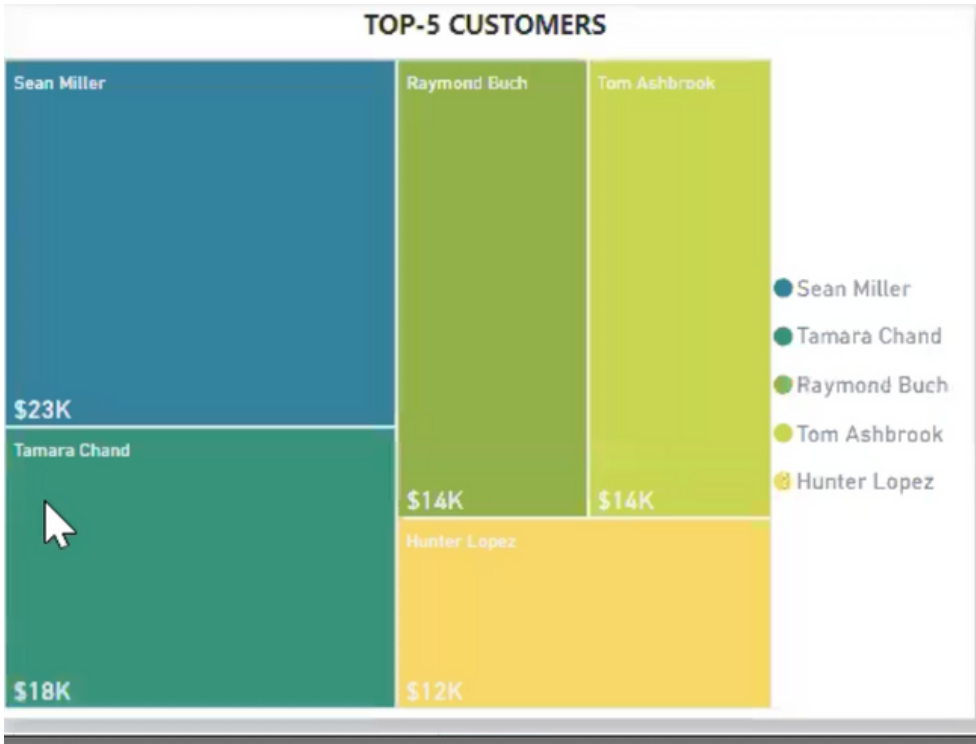
Snapshot of daily orders for Technology

# Technology: Leading Markets and Customer Base



Top-5 States by Orders of Furniture

California  
Key State

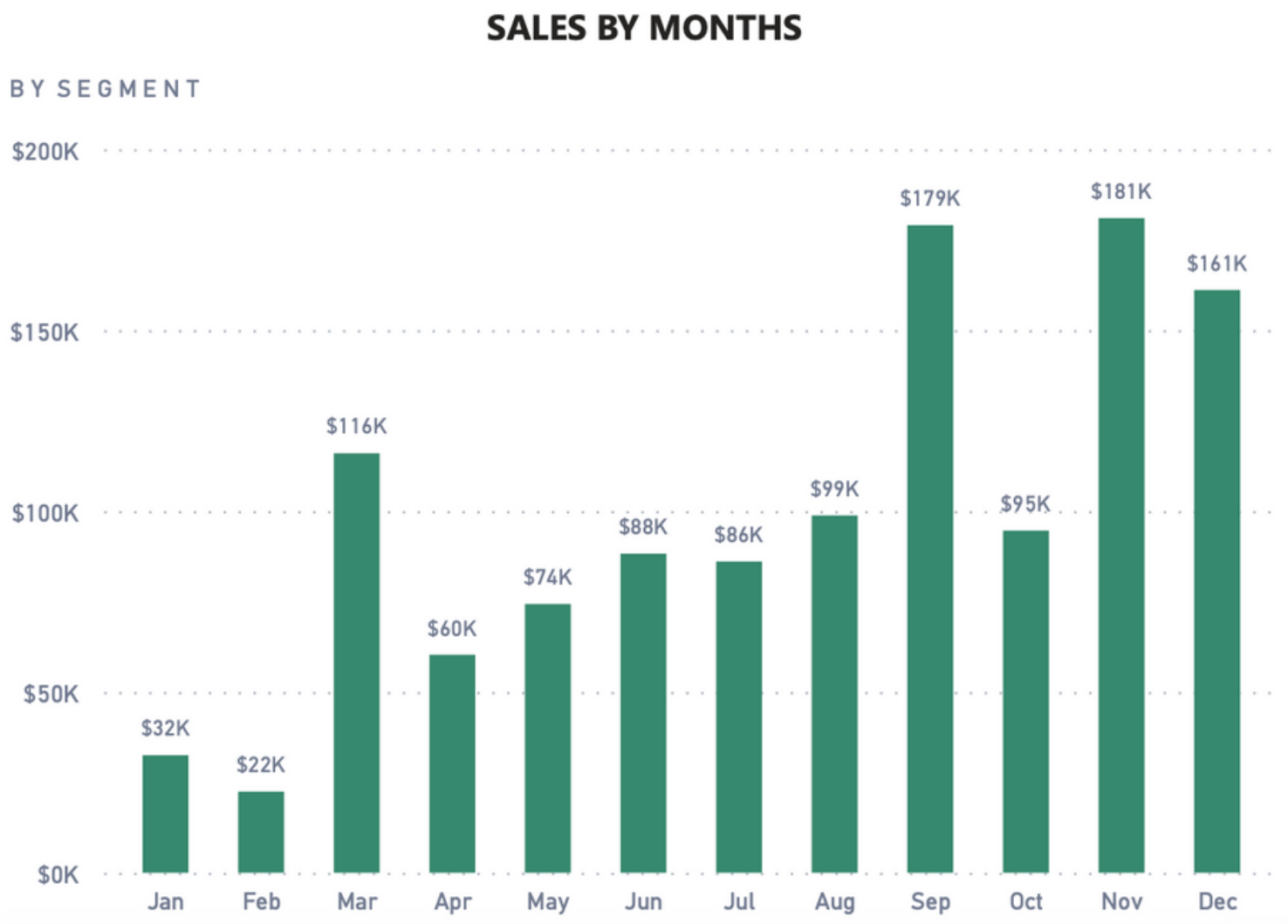


Top-5 Customers of Furniture

Sean Miller (\$23K)  
Tamara Chand (\$18K)  
Top buyers

# Monthly Sales Breakdown by Segment

October  
Key Month



Sales trends throughout the year for all categories combined

Peak performance in October at \$179K, strong year-end with \$181K in November, and notable growth from a starting point of \$32K in January