**OX Company Sales Department Report**

# **Executive Summary**

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

## **Scope**

* Customer Loyalty
* Our Strength And Week Points
* Performance
* Costumer Experience

## **Data Specs**

Here Are the Tables We Used To Conduct Our Analysis

* Orders table
* Return table
* People table
* Shipping cost table

# **Analysis**

## Customer Loyalty

Based on the table above we counted the number of each shipping mode occurred in orders table

And we found the standard class Shipping Mode was the most one used by our customers by **72.79%**

## **Recommendation**

* We should focus more promotion on standard class shipping mode as it is most used.
* We should find ways to reduce the cost of standard class shipping mode and make sure it is profitable as it is the most used shipping mode.
* In first class shipping mode was the least used shipping mode which might be better to revise the cost and the possible scenario where it might be removed.