

# Project Insights

- **Top Sales Categories**
- Office Supplies: \$0.64M
- **Top Sales Sub-Categories:**
- Phones: \$0.20M
- **Sales by Ship Mode:**
- Standard Class: \$0.33M
- **Sales by Segment:**
- Consumer: 48%
- **Sales by Region:**
- West: 33%
- **Overall Metrics:**
- **Total Sales: \$2M**
- **Total Profit: \$175K**
- **Average Ship Days: 4 days**

# Recommendations

- **Furniture Sales:**

- Slightly lagging compared to other categories. Consider promotions to boost sales.

- **Second Class and Same Day Shipping:**

- Lower sales indicate potential issues with shipping costs or delivery times. Evaluate and improve these aspects.

- **Central and South Regions:**

- Underperforming compared to West and East. Increase marketing efforts and optimize logistics in these regions.

- **Card Payments:**

- Only 22% of sales are via cards. Promote card payments with exclusive benefits or partnerships.

- **Overall Metrics**

- **Ship Days:** Aim to reduce the average ship days from 4 to 3 or lower to enhance customer satisfaction and competitiveness.

- **Time Series Analysis (Order Date)**

- **Sales Spikes and Dips:** Analyze the reasons behind significant sales spikes and dips. Use this information to plan inventory and marketing strategies more effectively.