

U.S. Sales Performance Overview

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01

Executive Summary

Key Sales Highlights

National Reach

Operations span 49 states and 529 cities across the U.S., showcasing broad market coverage.

Total Sales Performance

Recorded \$722.05K in total sales, reflecting overall market engagement and potential for growth.



02

State-Level Sales Analysis

Top Performing States

California Leads in Revenue

California achieves \$446K+ in total sales, establishing itself as a key market driver.

New York and Texas Follow

New York and Texas exhibit strong sales figures, indicating significant regional economic activity.



Strategy for Underperforming States



Addressing Lower Sales

States like Illinois, Ohio, and Michigan require regional campaigns to boost sales.

Improve Distribution Channels

Improving distribution channels can enhance market penetration and customer satisfaction.





03

City-Level Sales Dynamics

Top Cities Driving Sales



New York City's High Revenue

New York City generates \$252.46K, leading in urban market contributions.



Los Angeles and Seattle's Contribution

Los Angeles and Seattle show robust sales, reflecting their importance as urban economic hubs.

Focus on Emerging Markets

Tapping Untapped Potential

Cities like San Diego and Philadelphia exhibit moderate growth opportunities requiring tailored strategies.

Marketing in Houston

Focused campaigns in Houston may help develop untapped market potential.



04

Product Performance Insights

Top Product Line Overview



Canon Image Dominance

Canon Image leads sales (\$62K), highlighting product superiority, consider bundling.

Market Leader Strategy

Related products or bundle offers could increase sales volume and customer loyalty.



Diversification

Exploring Other Categories

Assess the market performance to determine future investment.

Bundling Opportunities

Bundling could offer a way to broaden sales.





05

Sales Trend Analysis

Optimizing Supply Planning



Data-Driven Inventory

Analyzing monthly peaks enables efficient inventory management and resource allocation.



Monitor Growth Patterns

Maintain seasonal campaigns to maximize customer engagement during peak seasons.





06

Shipping Mode Optimization

Understanding Customer Preferences



Ship Mode Monitoring

Monitoring Ship Mode preferences balances cost vs. delivery time creating value.

Promotion of Faster Options

More "Same Day" or "First Class" promotions attract customers seeking faster results.

Balancing Cost and Delivery

Enhance Customer Value

Enhance value by optimizing shipping strategy, and creating value for customer.

Evaluate Shipping Costs

Cost vs. delivery time affects customer satisfaction, evaluate cost vs delivery.



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Recommendations



Strategic Focus



01

Focus on High-Performing Regions

The East and Central regions offer sales boost with inventory, promotions, or premium delivery.

02

Leverage Star Products

Expand inventory, promotions, and premium delivery options to promote sales.

Future Opportunities

City-Level Growth Focus

Focused marketing could help tap into emerging markets such as San Diego, Houston.

State-Level Strategy

States with lower sales, like Illinois, Ohio, and Michigan, need regional campaigns or better distribution.

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Thank you.