Dashboard Based Insights/Recommendations

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Products and Regions Driving Revenue

- The top revenue drivers are IT devices, specifically the **MacBook Pro Laptop**, which is dominating the sales with nearly eight million units sold. This product is followed by the **iPhone**, **ThinkPad Laptop**, and **Google Phone**.
- The sales by city graph and map reveal that **California** is the most profitable region, accounting for about <u>39.7%</u> of all sales. Following this state is **Texas**, **Massachusetts**, and **Washington**, each exceeding <u>10%</u> of the market share.

Recommendations: I recommend that we focus on inventory, marketing, and bundled services on these high-performing products and regions. Allocating higher marketing resources will allow us to maintain leadership in sales in California and Texas while being able to explore growth in the lower-tier markets.

High Volume Order Periods

- I have created an order timestamp heatmap which shows the highest order volume consistently occurs during the mid-day (11am to 3pm). There is a gradual build-up that starts around 8am. Volume of orders is steady throughout the first two weeks of each month and there are very little extreme order spikes.

Recommendations: To maximize the order conversion during the peak daytime hours, we should meet with the marketing/advertising teams to schedule targeted flash sales and promotional campaigns during those hours. We also need to ensure that operational staffing and inventory capacities are aligned with the midday demand. This is especially true for the first half of the month.

Sales Trends Over Time

- When looking at the sales over time graphic, we can notice that there is a steady rise in sales from January to April, where sales peak at about 3.5 million before experiencing a gradual decline. During the mid-year, sales drop to about 2 million by September. Finally, during the last few months of the year, we notice sales drastically rebound as they reach their highest level in December at about 4.5 million.

Recommendations: Initially, the first four months suggest an effective campaign or seasonal demand for IT devices. I recommend that we continue with this campaign as it has been working effectively. During the mid-year decline, there is much investigation needed. There are a few possible reasons for this dip in sales: product fatigue, reduced market activity, or market saturation. To counteract this product fatigue, I recommend we push the devices with lower early-year sales in order to give more variety to customers.