

# ORDERXPERTS

Case Study: Sales and Forecasting  
Analysis

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# ABOUT US

**OrderXperts** is a leading provider, catering to businesses and individuals in need of high-quality office supplies, furniture, and technology products in Europe. With a comprehensive range of products, we offer a one-stop destination for all your procurement needs.

We pride ourselves on offering an extensive product range. From essential office supplies like paper, labels etc. to furniture items such as bookcases, chairs, and tables, to a wide selection of technology products, including phones, machines and appliance. Quality and reliability are at the core of our operations. We work closely with trusted suppliers and brands to deliver products that meet the highest standards.

Experience the advantage of partnering with **OrderXpert**. We are your reliable procurement partner, delivering expertise, a comprehensive product range, and outstanding service. Let us handle your orders while you focus on what you do best – running your business.





## PROBLEM OVERVIEW

To drive sales growth and remain competitive, **OrderXperts** understands the pivotal role of sales analysis in gaining valuable insights into customers' purchasing behaviors and patterns.

By delving deeper into customer data, **OrderXperts** aims to develop a comprehensive understanding of their sales, including their time required for shipment, geographical location and product categories.

As a data scientist at **OrderXperts**, you have been entrusted with the critical task of creating a sales dashboard that provides a comprehensive overview of the company's operations while also incorporating sales forecasts for the coming weeks.

This dashboard will serve as a powerful tool for the executive team, enabling them to make data-driven decisions and devise effective sales strategies.

# DATA DICTIONARY

- 1. Order ID:** A unique identifier assigned to each order made by a customer.
- 2. Order Date:** The date on which the order was placed by the customer.
- 3. Customer Name:** The name of the customer who placed the order.
- 4. City:** The city where the customer is located.
- 5. Country:** The country where the customer is located.
- 6. Region:** The geographical region where the customer is located.
- 7. Segment:** The segment to which the customer belongs (e.g., corporate, consumer, home office).
- 8. Ship Date:** The date on which the order was shipped to the customer.
- 9. Ship Mode:** The mode of shipment or delivery used for the order (e.g., economy, economy plus, immediate, priority).
- 10. State:** The state or province where the customer is located.



# DATA DICTIONARY

- 11. Product Name:** The name or description of the product purchased in the order.
- 12. Discount:** The amount of discount applied to the product or order, represented as a percentage.
- 13. Sales:** The total monetary value of the sales generated by the order, including any discounts applied.
- 14. Profit:** The profit earned from the order, calculated by subtracting the cost of goods sold (COGS) from the sales revenue.
- 15. Quantity:** The number of units of a product purchased in the order.
- 16. Category:** A broad classification or grouping of products offered by OrderXperts
- 17. Sub-Category:** A more specific classification or subgrouping of products within each category.





# TAILORED ANALYSIS

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1. Visualize total sales based on each region, total orders/profits
  2. Which Segment has the highest sales or revenue?
  3. What is the sales by category and sub-category?
  4. What is the total sales performance by state or country?
  5. Which mode of shipment generates more sales?
  6. Visualize the shipment status.(Early, Late and On-Time Shipment)
  7. On an average, what is the time taken to get an order shipped to a customer in each country, segment and region.
  8. Predict what sales and order quantity will be like in the next couple of weeks.
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