

Business Questions

Customers

- Which customers have the highest sales ?
- What are the highest and lowest states by customers number ?
- What is the most segment has customers ?
- which segment of clients generates the most sales?

Products

- Which products are the most requested and have the highest sales?
- What is sales volume for each category or sub_category over the year and quarter?
- What are units sold for each category?

Sales and Profits

- What are the highest states by Sales and profits ?
- What are sales and profit volume for each quarter? and what is the reason of loss?
- Who is the top sales representatives with the highest sales record ?

Orders and shipping

- What is orders volume over the year or quarter ?
- What is ship modes distribution by orders?
- What is average of delivery duration per ship mode?
- What is total returned orders and quantity of them ?
and what are top products in terms of returned orders?
- What is the most ship mode used in terms of orders volume?

What is Top_10 Customers by Sales?

Top_10 Customers	Sales for completed orders
Adrian Barton	12774
Bill Shonely	9200
Caroline Jumper	11165
Christopher Conant	12129
Edward Hooks	9929
Helen Wasserman	9034
Hunter Lopez	10941
Karen Ferguson	9999
Sanjit Engle	11939
Tom Ashbrook	13808
Grand Total	110917

What is sales distribution for each segment ?

Row Labels	Sales for completed orders
Consumer	789604
Corporate	507633
Home Office	302420
Grand Total	1599657

What is the customers number per segment?

Row Labels	Count of Customer ID
Consumer	4012
Corporate	2349
Home Office	1416
Grand Total	7777

What are Top_10 Bottom_10 States have Customers ?

States	Distinct Count of Customer ID
California	507
Florida	143
Illinois	189
Michigan	87
New York	342
North Carolina	100
Ohio	159
Pennsylvania	208
Texas	299
Washington	184
Grand Total	772

States	Distinct Count of Customer ID
District of Columbia	4
Idaho	9
Kansas	11
Maine	2
Montana	5
North Dakota	2
South Dakota	3
Vermont	5
West Virginia	2
Wyoming	1
Grand Total	44

Chart Area



Sales by Sub_category

Sub_Category	Sum of Sales
Accessories	139881
Appliances	90953
Art	20581
Binders	156089
Bookcases	92498
Chairs	246086
Copiers	115298
Envelopes	12271
Fasteners	2280
Furnishings	77219
Labels	9523
Machines	117433
Paper	62113
Phones	246583
Storage	169928
Supplies	32085
Tables	157822
Grand Total	1748643.115

What is sold units per category ?

Category	Sum of Quantity
Furniture	6265
Office Supplies	17813
Technology	5378
Grand Total	29456

Segment	Count of Order ID
Consumer	4012
Corporate	2349
Home Office	1416
Grand Total	7777

1- What are Top_10 and Bottom_10 Products in terms of Quantity ,Sales and Orders volume ?

Product Name	Count of Order ID	Sold Units	Sum of Sales	Returned Orders
Canon imageCL	4	11	44,100	1
Canon PC1060 P	4	19	11,620	
Cubify CubeX 3D	3	9	11,100	
Fellowes PB500	9	29	25,420	
GBC DocuBind F	4	16	12,521	
GBC DocuBind T	6	24	12,289	
GBC Ibimaster 5	9	48	19,025	
Hewlett Packard	6	24	11,640	
HON 5400 Serie	6	26	17,104	1
Riverside Palais	5	24	15,611	
Grand Total	56	230	180,429	2

Average of delivery duration for each ship mode

Row Labels	Average of Delivery Duration
First Class	2
Same Day	0
Second Class	3
Standard Class	5
Grand Total	4

The most ship mode is used by our customers

Row Labels	Total Orders
First Class	617
Same Day	211
Second Class	754
Standard Class	2336
Grand Total	3918

Top_10 products in returned orders

Row Labels	Returned Orders	Sum of Quantity
Advantus Push Pins	3	24
Fellowes Black Plastic Comb Bindings	3	27
Fellowes Strictly Business Drawer File, Letter/Legal Size	3	28
Novimex Turbo Task Chair	3	22
Prang Drawing Pencil Set	3	28
Stanley Bostitch Contemporary Electric Pencil Sharpeners	3	17
Staple holder	3	43
Staple remover	3	57
Wilson Jones Clip & Carry Folder Binder Tool for Ring Binders, Clear	3	44
Wilson Jones Easy Flow II Sheet Lifters	3	40
Grand Total	29	330

Orders volume for each month

Row Labels	Count of Order ID
يناير	302
فبراير	254
مارس	539
أبريل	533
مايو	613
يونيو	582
يوليو	567
أغسطس	553
سبتمبر	1021
أكتوبر	530
نوفمبر	1153
ديسمبر	1130
Grand Total	7777

Commerce Dashboard

Customers

Products

Sales&Profits

Orders&Shippin

Segment

Consumer

Corporate

Home Office

Customers

790

Net Sales

1,379,588

NET Profit

312,407

Total Orders

3918

Sales for completed orders

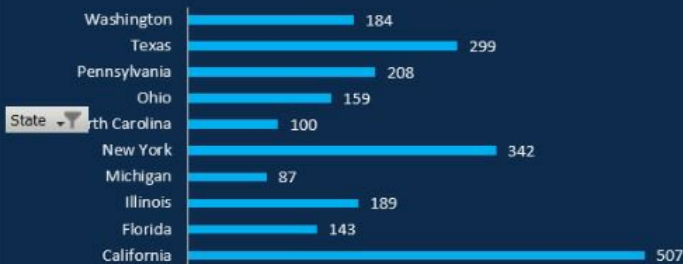
Top 10 Customers by Sales



Customer Name

Distinct Count of Customer ID

Top 10 States by Costumer Numbers



State

Year

2015

2016

Quarter

Qtr1

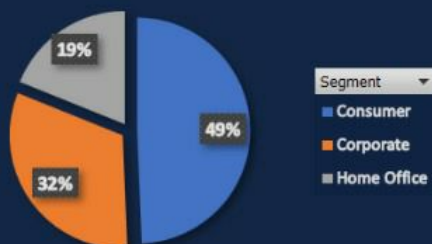
Qtr2

Qtr3

Qtr4

Sales for completed orders

Sales Distribution Per Segment



Segment

Consumer

Corporate

Home Office

Count of Customer ID

Customers number per segment



Segment

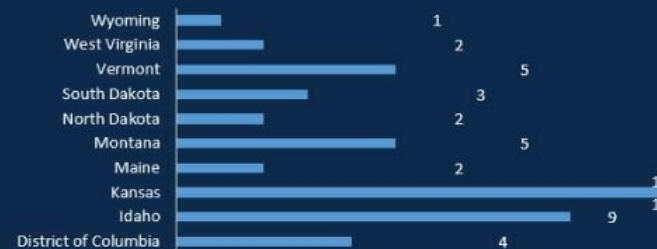
Consumer

Corporate

Home Office

Distinct Count of Customer ID

Bottom 10 States by Customer Numbers



State

Activate Windows

Commerce Dashboard

Customers

Products

Sales&Profits

Orders&Shipping

Year

2015

2016

2017

Quantity

27,015

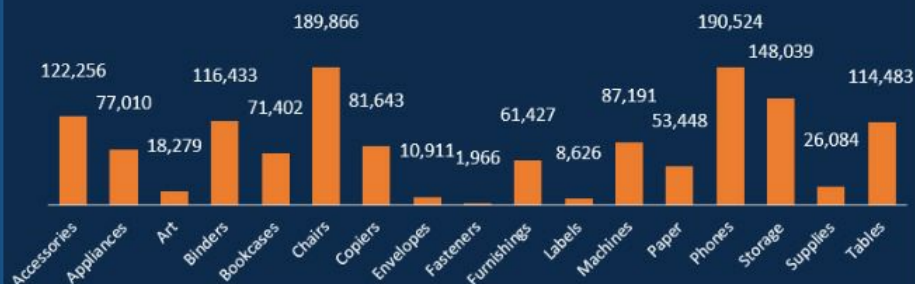
Total Orders

3918

Returned Orders

234

Sales by sub_category



Units Sold by Categories



Category

Furniture

Office Supplies

Technology

Sub-Category

Accessories

Appliances

Art

Binders

Bookcases

Chairs

Copiers

Envelopes

Fasteners

Product Name	Count of Order ID	Sold Units	Sum of Sales	Returned Orders
Canon imageCLASS 2200 Advanced Copier	4	11	44,100	1
Canon PC1060 Personal Laser Copier	4	19	11,620	
Cubify CubeX 3D Printer Double Head Print	3	9	11,100	
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	9	29	25,420	
GBC DocuBind P400 Electric Binding System	4	16	12,521	
GBC DocuBind TL300 Electric Binding System	6	24	12,289	
GBC Ibimaster 500 Manual ProClick Binding System	9	48	19,025	
Hewlett Packard LaserJet 3310 Copier	6	24	11,640	
HON 5400 Series Task Chairs for Big and Tall	6	26	17,104	1
Riverside Palais Royal Lawyers Bookcase, Royale Cherry Finish	5	24	15,611	
Grand Total	56	230	180,429	2

Activate Windows

Commerce Dashboard

Customers

Products

Sales&Profits

Orders&Shipping

Year

201520162017

Net Sales

1,379,588

Net Profit

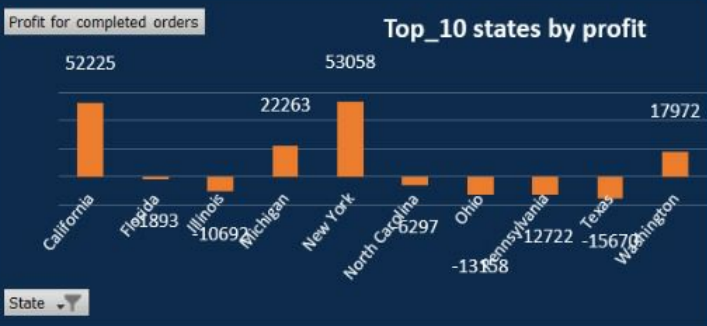
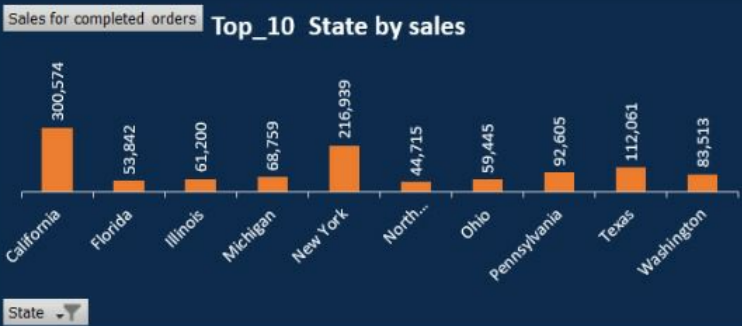
312,407

Loss

-114,485

Discount Value

220,069



Commerce Dashboard

Customers

Products

Sales&Profits

Orders&Shipping

Year

2015

2016

2017

Completed Orders

3684

Returned Orders

234

Quantity

27,015

Count of Order ID

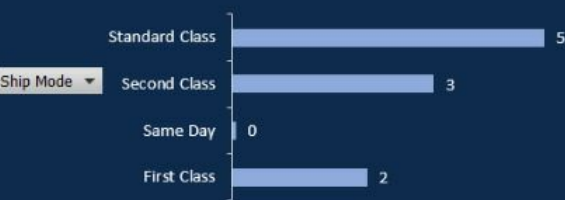
Orders Volume per month



Order Date (Month)

Average of Delivery Duration

Average of delivery duration per ship mode



Qua...

Qtr1

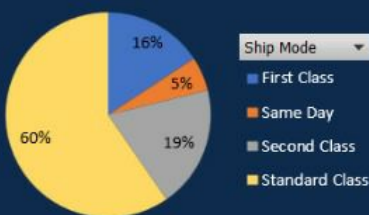
Qtr2

Qtr3

Qtr4

Total Orders

Ship mode distribution by orders



Top_10 Returned Products

Returned Orders	Sum of Quantity
Advantus Push Pins	24
Fellowes Black Plastic Comb Bindings	27
Fellowes Strictly Business Drawer File, Letter/Legal Size	28
Novimex Turbo Task Chair	22
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