

1. Overall Performance:
  - Total Sales: \$1.57M
  - Total Orders: 22K
  - Total Profit: \$175K
  - Average Delivery Days: 4
2. Sales by Category:
  1. Office Supplies: \$0.64M (40.8%)
  2. Technology: \$0.47M (29.9%)
  3. Furniture: \$0.45M (28.7%)
3. Sales by Segment:
  - Consumer: 48%
  - Corporate: 33%
  - Home Office: 19%
4. Sales by Region:
  - West: 33%
  - East: 29%
  - Central: 22%
  - South: 16%
5. Top 10 States by Sales:
  1. California: \$0.34M
  2. New York: \$0.19M
  3. Texas: \$0.12M
  4. Washington: \$0.09M
  5. Pennsylvania: \$0.08M
  6. Ohio: \$0.07M
  7. Illinois: \$0.06M
  8. Florida: \$0.05M
  9. Michigan: \$0.05M
  10. North Carolina: \$0.04M
6. Sales by Ship Mode:
  1. Standard Class: \$0.33M
  2. Second Class: \$0.11M
  3. First Class: \$0.08M
  4. Same Day: \$0.03M
7. Top 3 Sub-Categories by Sales:
  1. Phones: \$0.20M
  2. Chairs: \$0.18M
  3. Binders: \$0.17M
8. Payment Mode:
  - COD (Cash on Delivery): 43%
  - Online: 35%
  - Cards: 22%
9. Year-over-Year (YoY) Sales Performance: 2019 vs 2020 (in millions)
  - January: \$0.02M vs \$0.05M
  - February: \$0.02M vs \$0.05M
  - March: \$0.05M vs \$0.06M
  - April: \$0.04M vs \$0.05M
  - May: \$0.05M vs \$0.07M
  - June: \$0.04M vs \$0.07M
  - July: \$0.04M vs \$0.06M

- August: \$0.03M vs \$0.03M
  - September: \$0.07M vs \$0.12M
  - October: \$0.04M vs \$0.09M
  - November: \$0.08M vs \$0.13M
  - December: \$0.08M vs \$0.17M
10. Year-over-Year (YoY) Profit Performance: 2019 vs 2020 (in thousands)
- January: \$3K vs \$7K
  - February: \$5K vs \$5K
  - March: \$4K vs \$15K
  - April: \$3K vs 3K
  - May: \$9K vs \$6K
  - June: \$5K vs \$8K
  - July: \$4K vs \$7K
  - August: \$2K vs \$9K
  - September: \$9K vs \$11K
  - October: \$16K vs \$9K
  - November: \$4K vs \$10K
  - December: \$18K vs \$8K
11. Sales Forecast (15 days):

\$5k

#### Key Insights:

1. Office Supplies lead in sales, followed by Technology and Furniture.
2. The Consumer segment contributes almost half of the total sales.
3. The West and East regions are the strongest performers, accounting for 62% of sales combined.
4. California is the top-performing state, with sales nearly double that of New York.
5. Standard Class is the most popular shipping method.
6. Cash on Delivery is the preferred payment method.
7. Year-over-Year Sales Performance:
  - Significant growth in 2020 for most months, especially February, April, May, and December.
  - March 2020 saw a decrease compared to 2019, possibly due to the onset of the COVID-19 pandemic.
8. Year-over-Year Profit Performance:
  - Mixed results throughout the year.
  - Notable increases in profit for March, October, and December 2020.
  - Some months (February, April, June) saw decreased profits in 2020 compared to 2019.
9. The sales forecast shows fluctuations, with a peak in October, a dip in November, and a slight recovery in December.
10. Profit Efficiency in Certain Months:
  - In October 2019 and 2020, sales were lower but profits were higher, possibly due to increased order quantities, ongoing campaigns, promotions, and other reasons, which were also observed in March and December.
  - This suggests that the company may have implemented successful strategies to improve profit margins during these months, despite lower sales volumes.
11. Seasonal Trends:

- December shows a significant increase in both sales and profits in 2020, indicating strong holiday season performance.
- February also shows notable year-over-year growth in sales, though with a decrease in profits.

12. Resilience and Adaptation:

- Despite potential challenges in early 2020 (as seen in March), the company showed strong recovery and growth in subsequent months, suggesting effective adaptation to changing market conditions.

13. Profit Margin Variations:

- The relationship between sales and profits varies significantly month to month, indicating potential changes in product mix, pricing strategies, or cost management throughout the year.

14. Regional Performance:

- While the West leads in sales percentage, a deeper analysis of profit contributions by region could provide additional insights into regional efficiency.

15. Payment Preferences:

- The high percentage of COD payments might indicate a need for strategies to encourage more online and card payments, potentially improving cash flow.