



Business Case Study and Report

Objective

The aim of the analysis was to discover actionable insights into sales performance, profitability, and customer behavior. This includes evaluating key metrics like sales and profit, identifying trends in growth and seasonality, understanding regional and product performance, and analyzing customer segmentation and discount strategies.

Executive Summary

2017 Performance

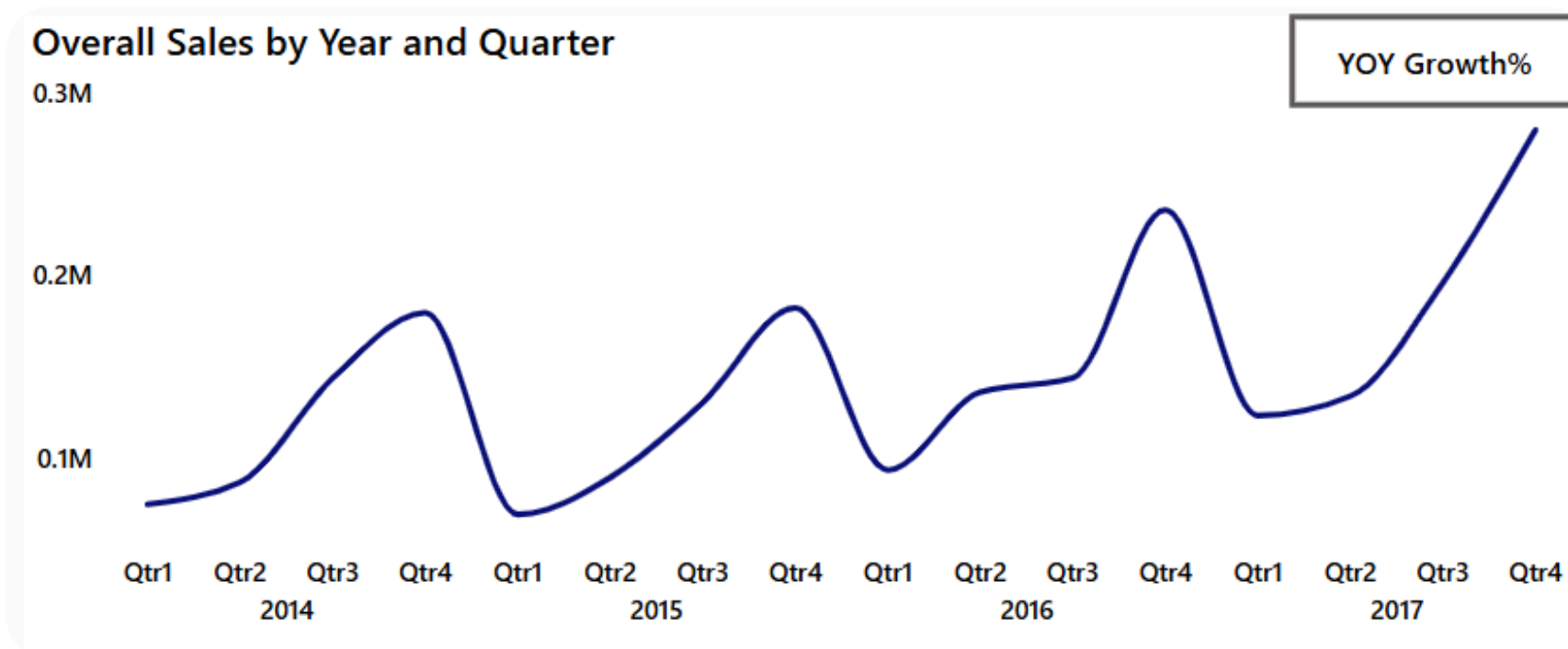
Sales	733.22 k
Profit	93.44 k
Product	1525

Overall Performance

Sales	2.30M
Profit	286.40K
Profit Margin	12.47%

Key Insights & Recommendations

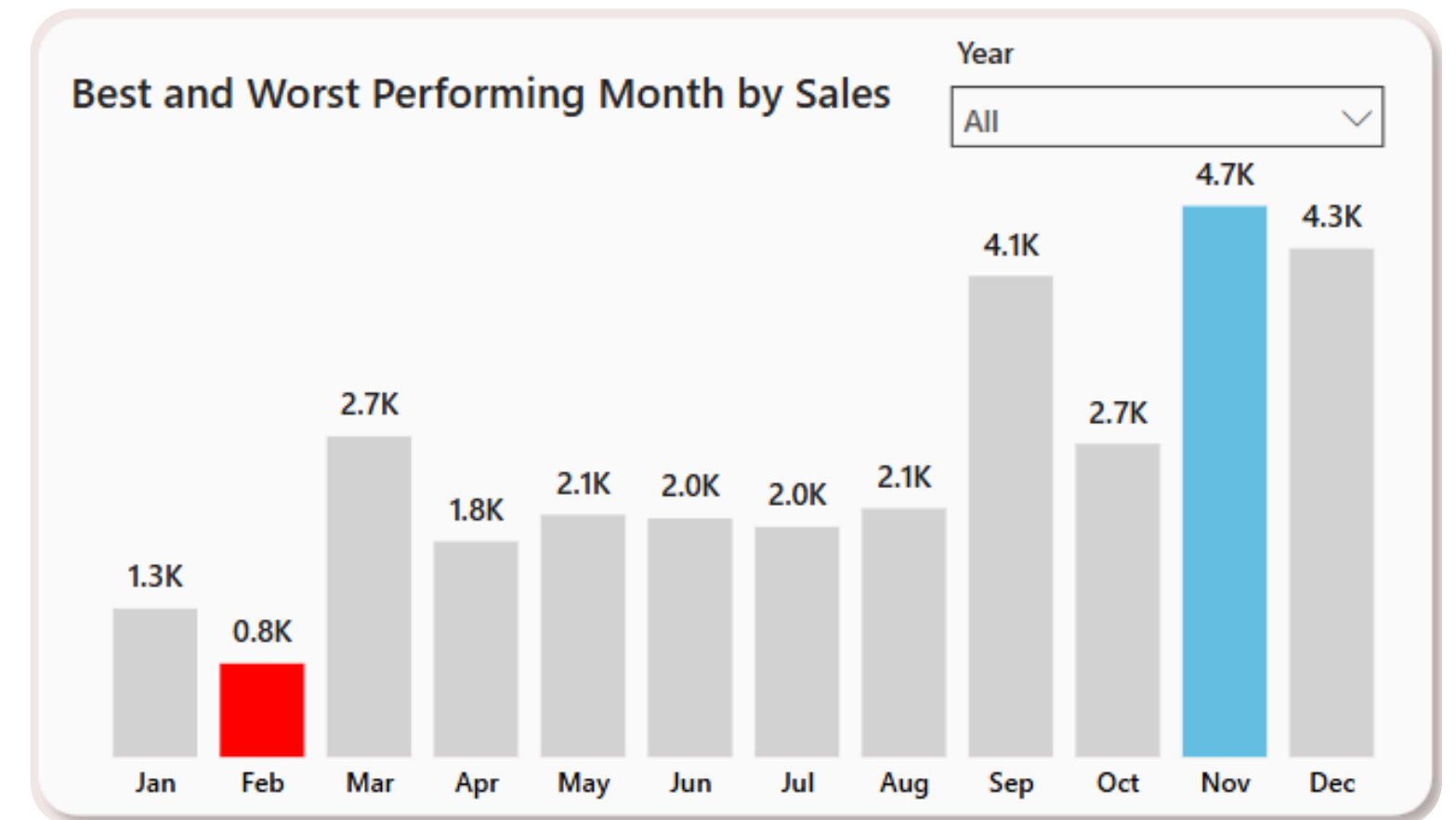
- Sales peak in Q3 and Q4, with the highest sales in Q4.



Focus on Q3 and Q4: Allocate more resources (marketing, inventory) during Q3 and Q4 to maximize sales.

- CAGR shows steady growth from 2014 to 2017 (14.3%).

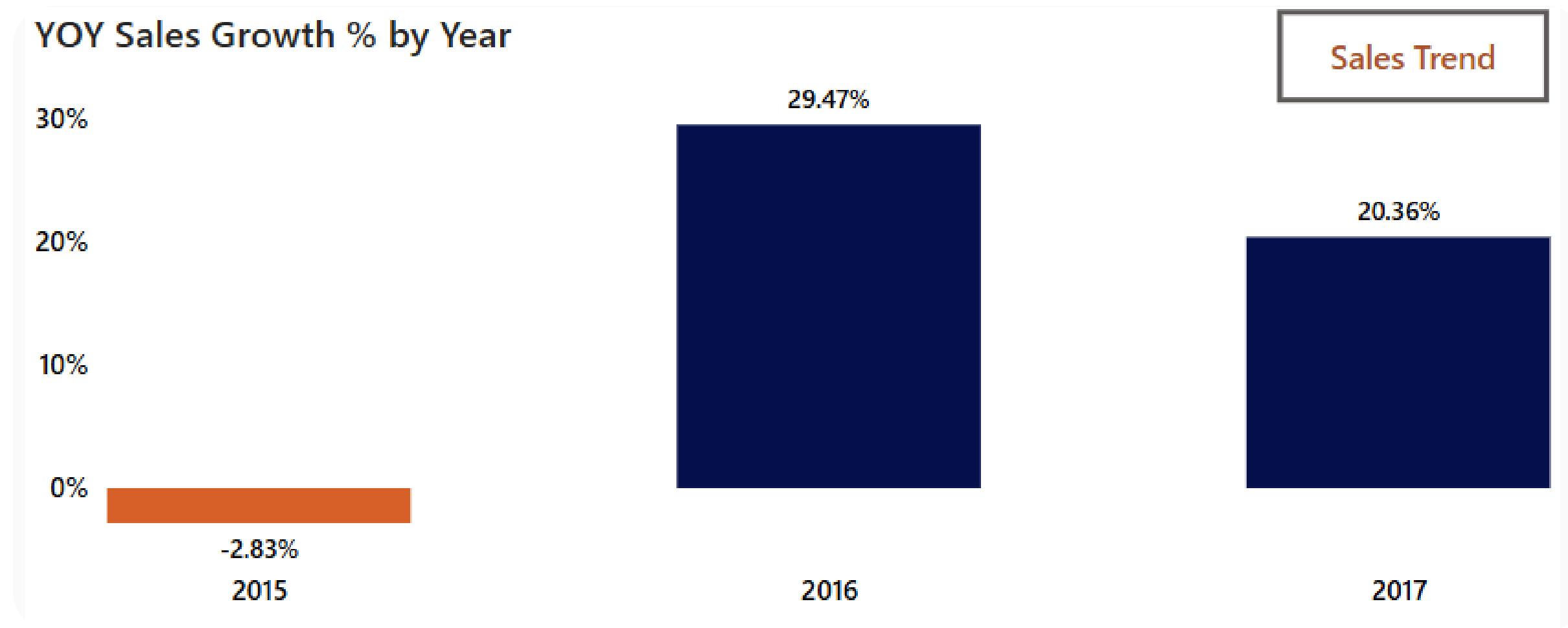
November is the best-performing month, while February is the worst.



Run seasonal promotions and analyze customer behavior to boost sales.

Key Insights & Recommendations

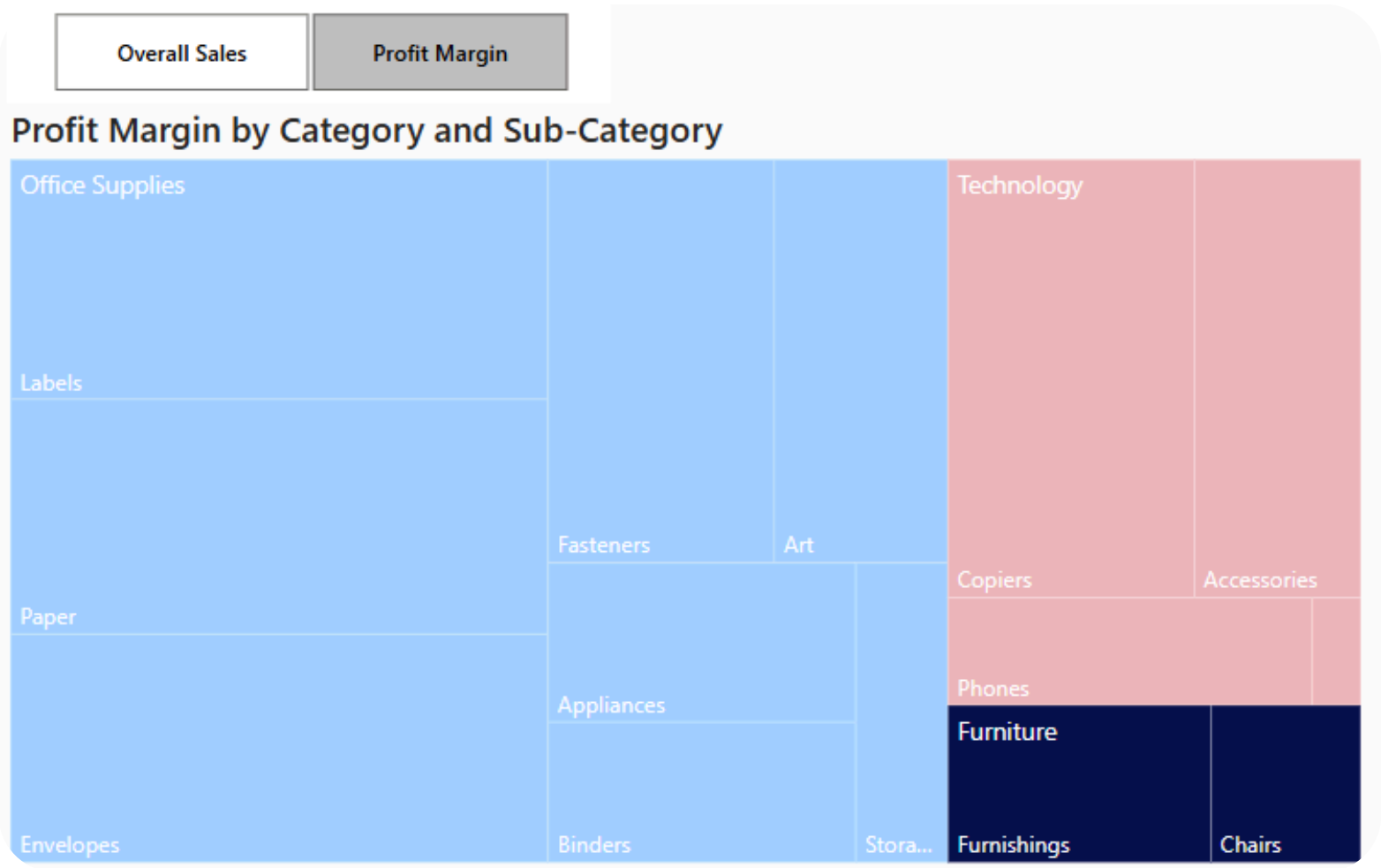
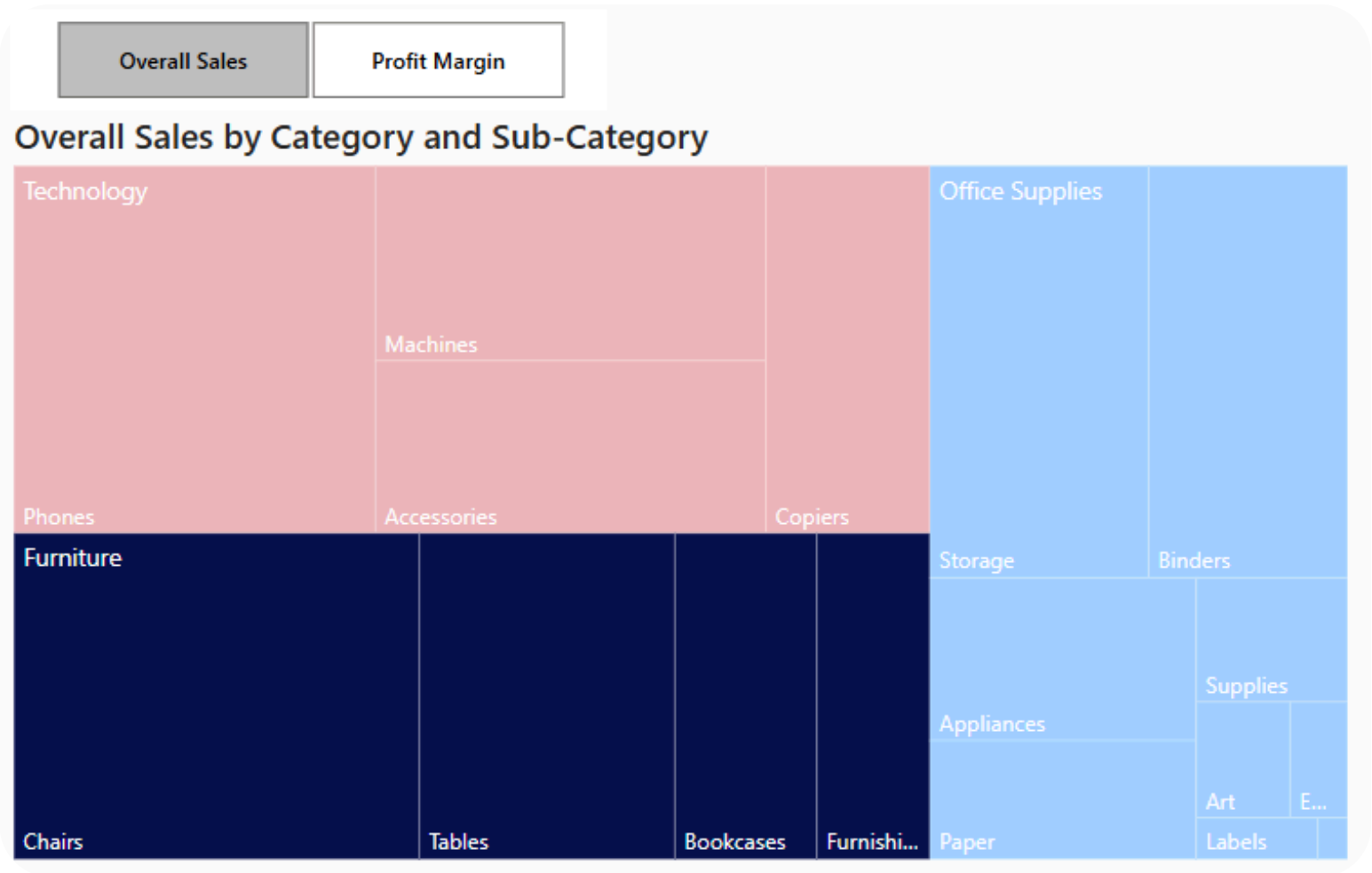
- Year-over-year growth dropped to -2.83% in 2015 but peaked at 29.47% in 2016



Sustain growth momentum by replicating successful strategies from 2016.

Key Insights & Recommendations

- Technology and Furniture have the highest sales, but Office Supplies (Labels and Paper) have the highest profit margins

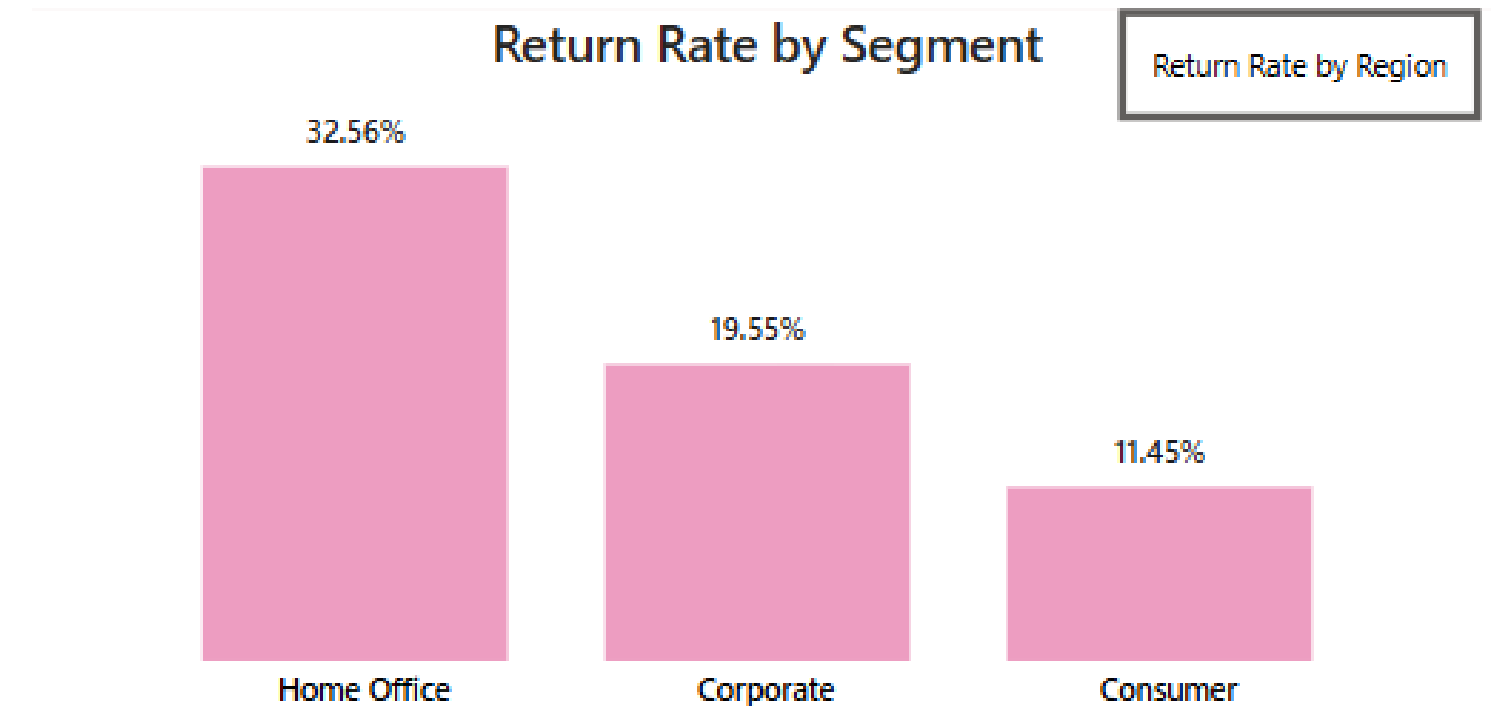
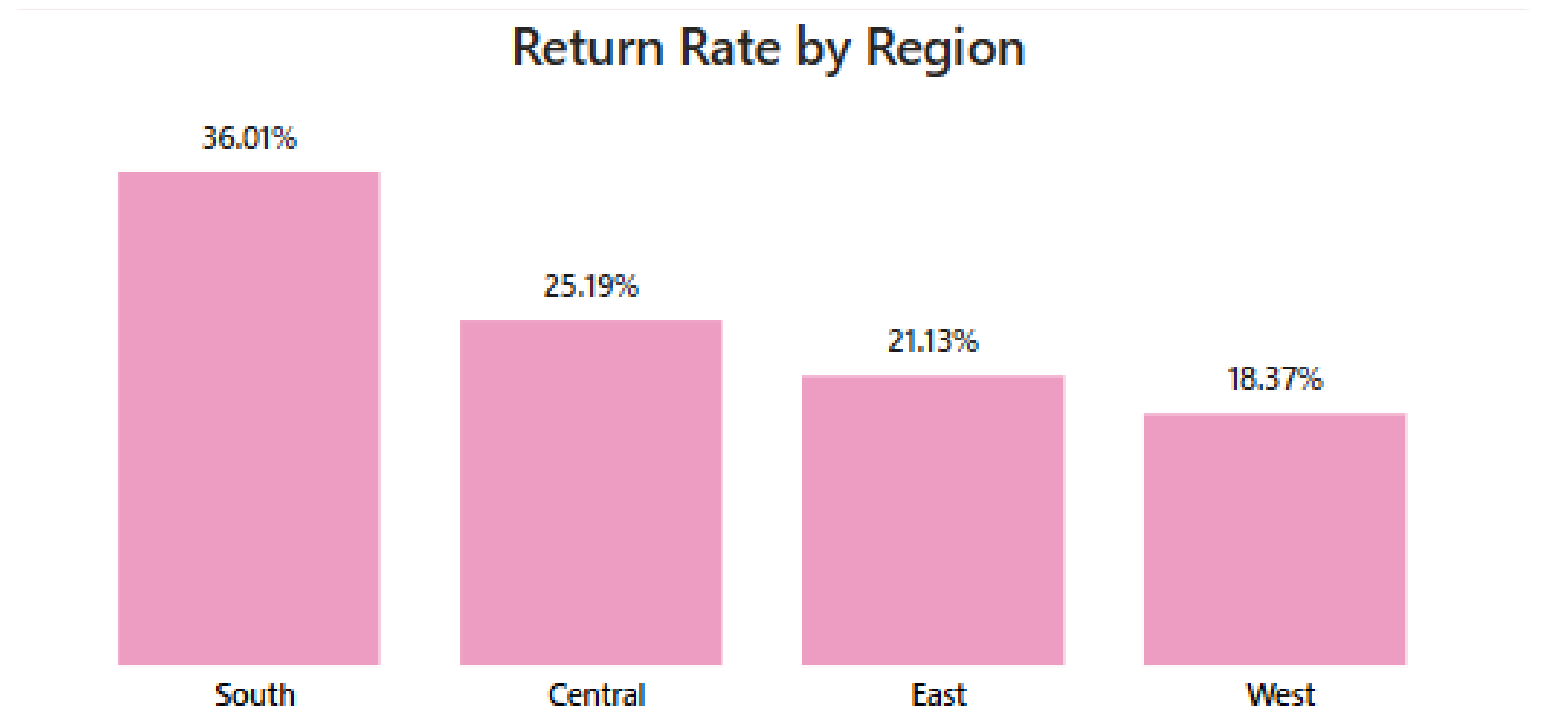


Optimize Product Mix: Increase focus on high-margin products like Labels and Paper.

Key Insights & Recommendations

- The South region has the highest return rates and requires attention.

High return rates in Home Office (32.56%) and Corporate (19.55%)



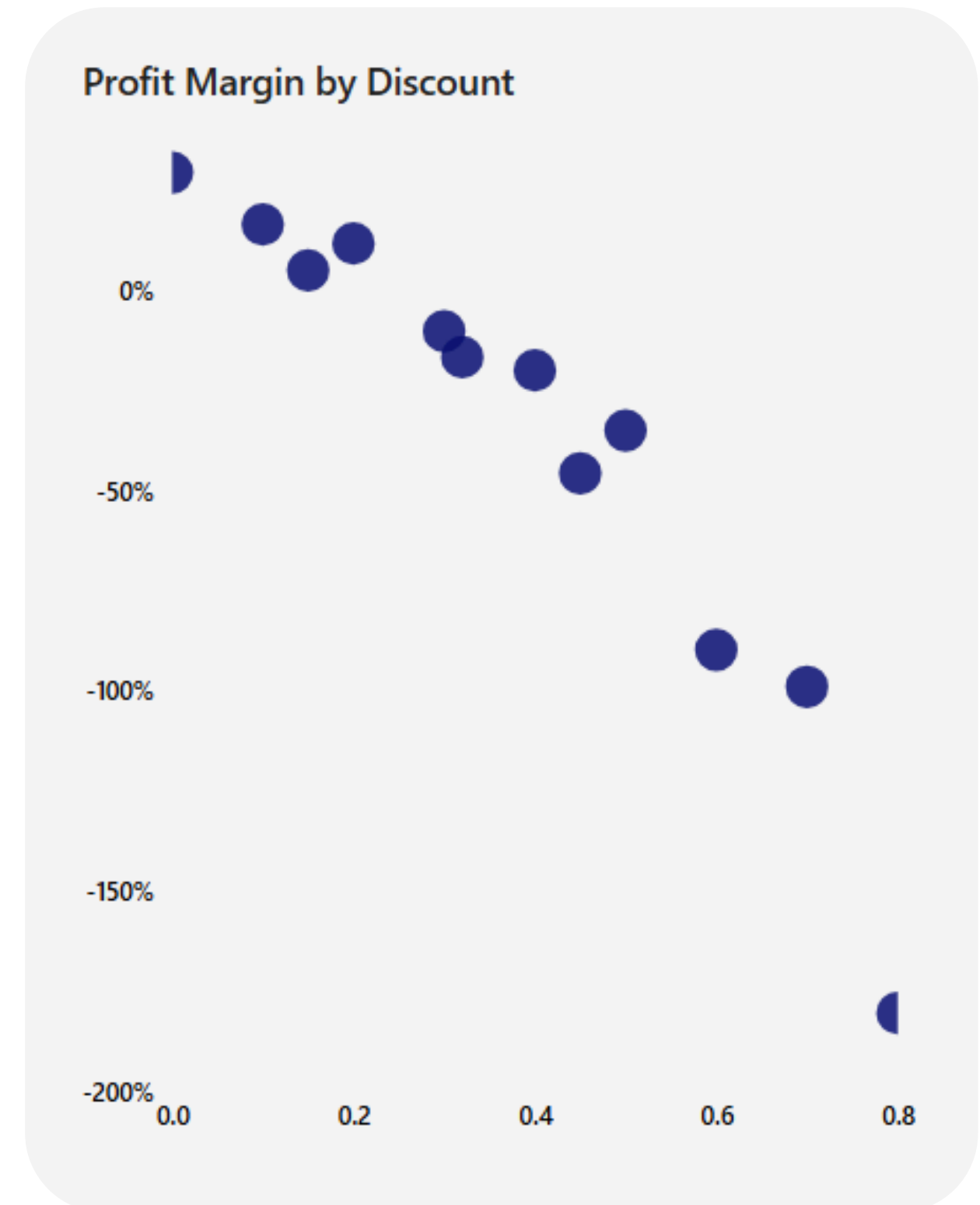
improve product accuracy, quality control, and customer support to reduce returns.

Key Insights & Recommendations

Discount Impact:

- 0% discounts = 29.5% profit margin (highest).
- 10-15% discounts = 16.6% to 5% profit margin (positive).
- Above 20% discounts = Negative profit margins (unsustainable).

Optimize Discounts: Limit discounts to 10-15% and avoid discounts above 20%.



Key Insights & Recommendations

Profit Margin by Customer Tier

- Only 1 high-tier customer with a negative profit contribution (-0.69%).
- medium-tier customers contribute positively (0.2% to 3.3%).
- Low-tier customers drive volume but have low individual profitability.

Focus on medium-tier customers to increase their CLV.

Leverage low-tier customers to improve volume and margins.