The Report

In the beginning, the case was just data for a company that did not indicate any useful information that would help decision-makers. In this case, I had to ask questions that could help extract and explore information that would help decision-makers improve and evaluate performance.

But before that, I did some operations in the data to help me to analyze it accurately:

1- Understand the data.

2- Clean the data "By power query".

3- insert some calculation and columns like "COGS" cost of goods sold by power query.

4- Modeling the data and adding some measures and other columns to help me in analysis.

Then I asked these questions:

To Enhance Customer Loyalty

What is the most used ship mode by our customer?

Who are our top 5 customers in terms of sales and order frequency?

To monitor our strength and weak points

Which segment of clients generates the most sales?

Which city has the most sales value?

Which state generates the most sales value?

Performance measurement

What are the top performing product categories in terms of sales and profit?

What is the most profitable product that we sell?

What is the lowest profitable product that we sell?

Customer Experience

On Average how long does it take the orders to reach our clients? Based on each Shipping Mode

Then started extracting her summaries and answers from the pivot tables and designing the data graphics in a dashboard for easy communication and reading of the information as well.

And after completing these operations, I made some calculations related to the KPI to calculate the extent to which sales officials achieved and the extent to which they achieved the target.

The answers for questions by pivot tables and charts from the dashboard

About distribution:

Which city has the most sales vale?

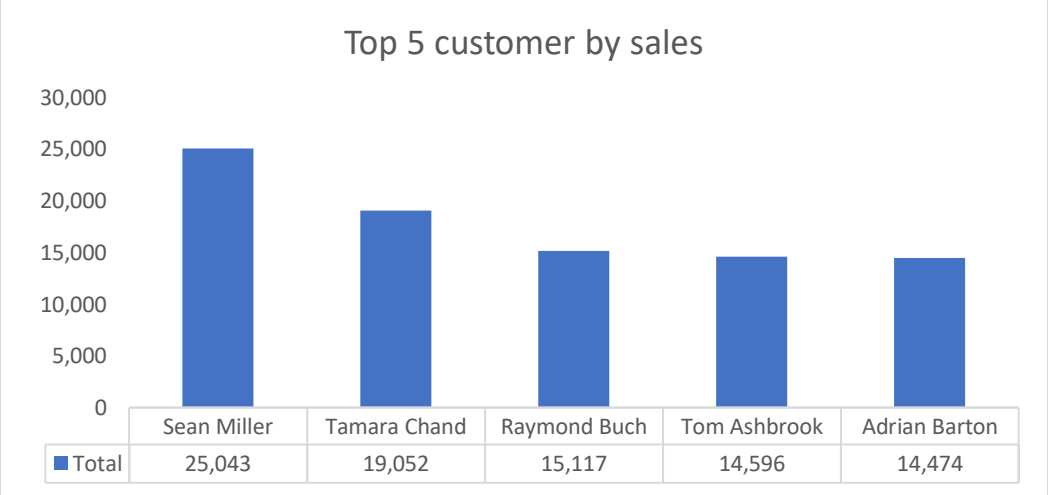
Row Labels	Sum of Sales
New York City	256,368
Grand Total	**256,368**

Which state generates the most sales value?

Row Labels	Sum of Sales
California	457,688
Grand Total	**457,688**

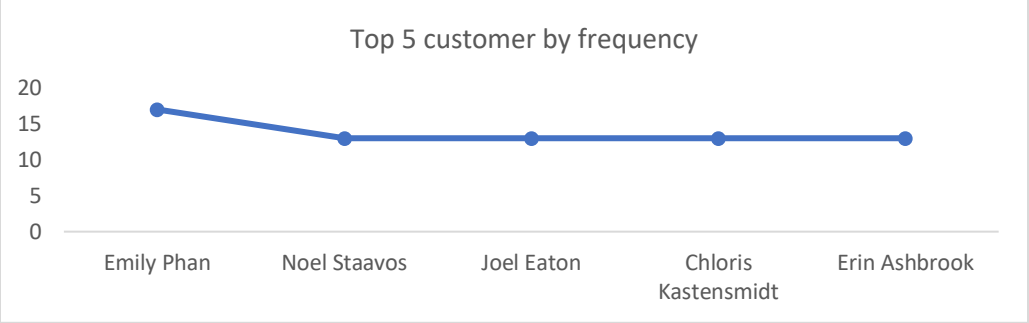
Who are our top 5 customers in terms of sales?

Row Labels	Sum of Sales
Sean Miller	25,043
Tamara Chand	19,052
Raymond Buch	15,117
Tom Ashbrook	14,596
Adrian Barton	14,474
Grand Total	**88,282**



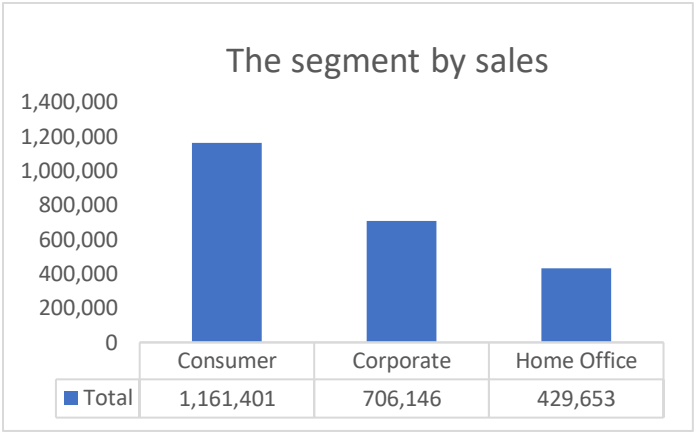
Who are our top 5 customers in terms of order frequency?

Row Labels	Distinct Count of Order ID
Emily Phan	17
Noel Staavos	13
Joel Eaton	13
Chloris Kastensmidt	13
Erin Ashbrook	13
Grand Total	**69**

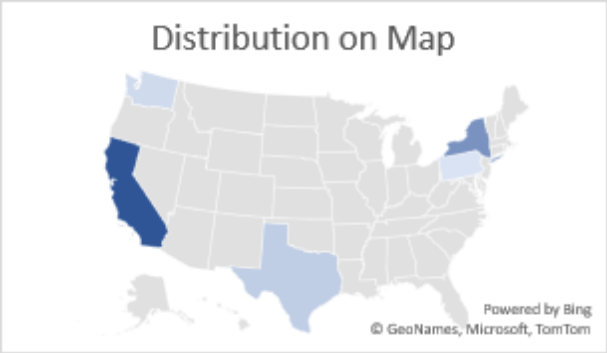


Which segment of clients generates the most sales?

Row Labels	Sum of Sales
Consumer	1,161,401
Corporate	706,146
Home Office	429,653
Grand Total	**2,297,201**



Top 5 States	Sales
California	457,688
New York	310,876
Pennsylvania	116,512
Texas	170,188
Washington	138,641



About Sales:

What is the most profitable product that we sell?

Row Labels	Sum of Profit
Canon imageCLASS 2200 Advanced Copier	25,200
Grand Total	**25,200**

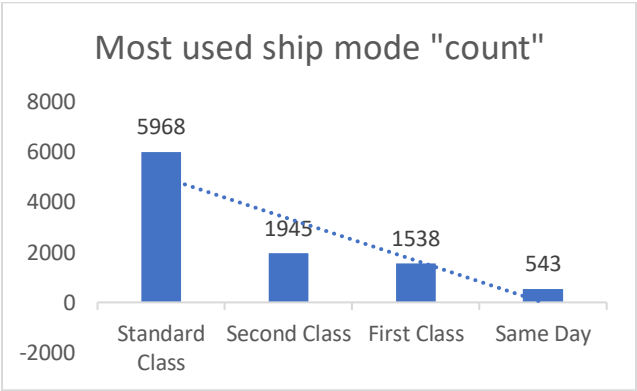
What is the lowest profitable product that we sell?

Row Labels	Sum of Profit
Cubify CubeX 3D Printer Double Head Print	-8,880
Grand Total	**-8,880**

What is the most used ship mode by our customer?

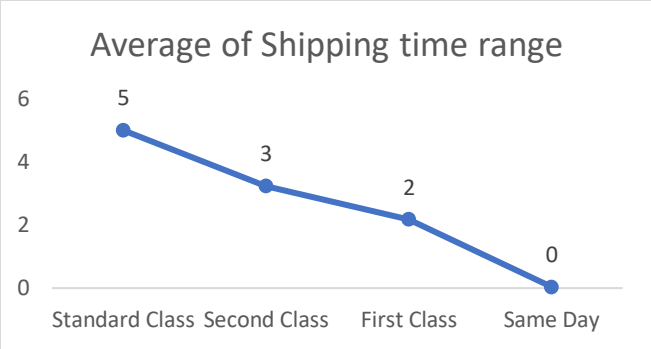
Row Labels	Count of Ship Mode
Standard Class	5968
Second Class	1945
First Class	1538
Same Day	543
Grand Total	**9994**

Standard Class is the most ship mode



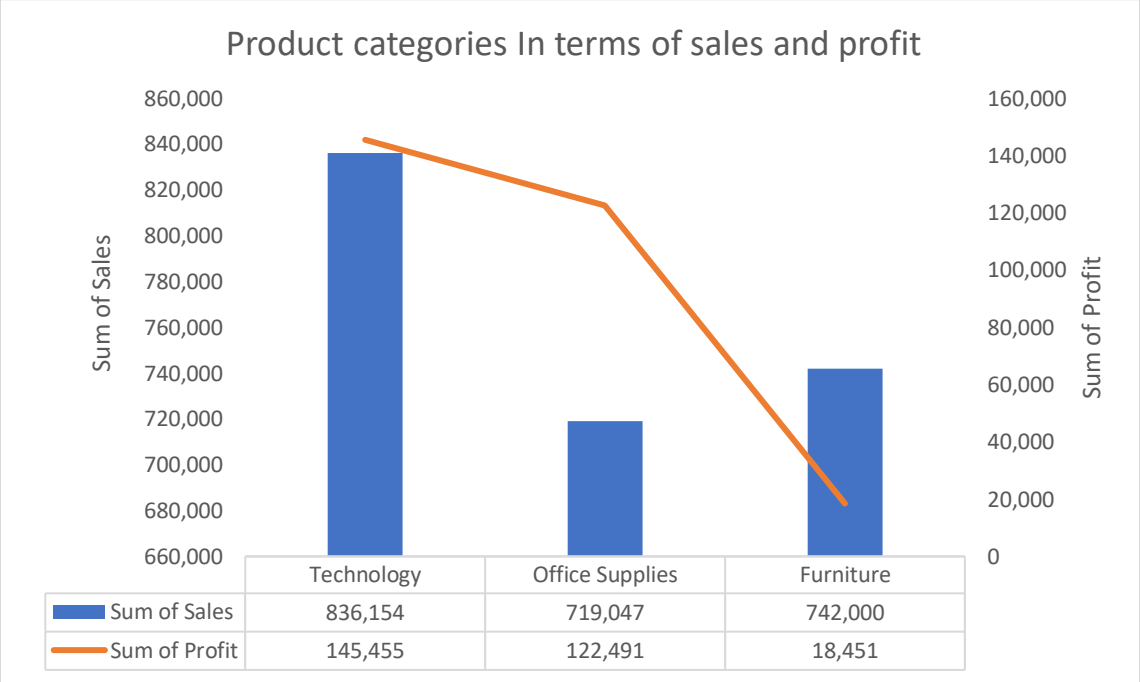
On Average how long does it take the orders to reach our clients?

Row Labels	Average of Shipping time range
Standard Class	5
Second Class	3
First Class	2
Same Day	0
Grand Total	**4**



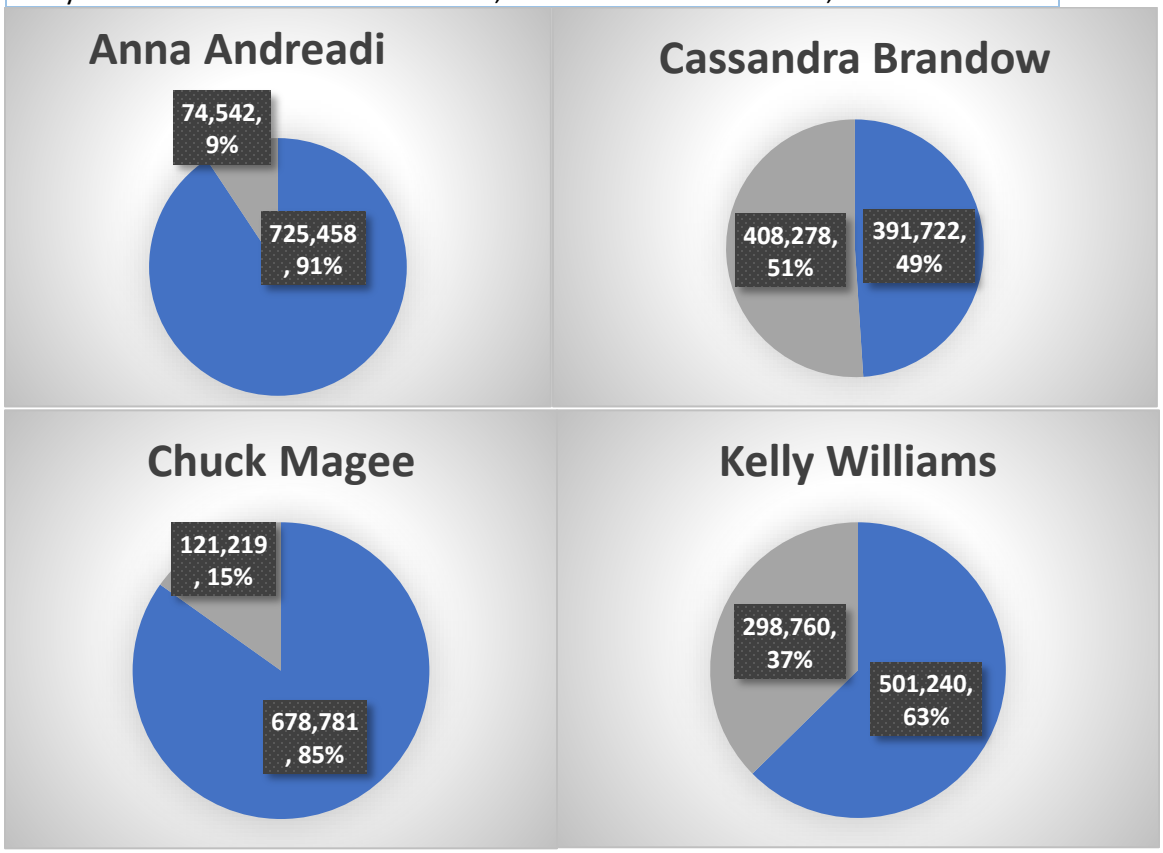
What are the top performing product categories In terms of sales and profit?

Row Labels	Sum of Sales	Sum of Profit
Technology	836,154	145,455
Office Supplies	719,047	122,491
Furniture	742,000	18,451
Grand Total	**2,297,201**	**286,397**



About KPIS:

Row Labels	Sum of Sales
Anna Andreadi	725,458
Cassandra Brandow	391,722
Chuck Magee	678,781
Kelly Williams	501,240
Grand Total	**2,297,201**

The target on the past period
800,000 $

Name	Achieve	Perc.	mis	Perc.
Anna Andreadi	725,458	91%	74,542	9%
Cassandra Brandow	391,722	49%	408,278	51%
Chuck Magee	678,781	85%	121,219	15%
Kelly Williams	501,240	63%	298,760	37%