Sales Analysis Insights & Recommendations

# 📈 1. Ship Mode Performance (Adjusted Sales)

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| --- | --- | --- |
| **Ship Mode** | **Adjusted Sales (₹)** | **% of Total Adjusted Sales** |
| Standard Class | 1,163,355.66 | 59% |
| Second Class | 403,362.83 | 20% |
| First Class | 299,633.23 | 15% |
| Same Day | 108,267.00 | 6% |
| Total | 1,974,618.73 | 100% |

**Insights:**  
- Standard Class dominates sales with 59% of total adjusted sales.  
- Same Day shipping contributes only 6% of total revenue.

**Recommendations:**  
- Focus promotions and bulk shipping via Standard Class.  
- Investigate underuse of Same Day shipping; limit it to premium items or urban areas.  
- Offer shipping discounts for First/Second Class to improve their uptake.

# 🏢 2. Product Category Performance (Adjusted Sales & Quantity)

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| --- | --- | --- |
| **Category** | **Adjusted Sales (₹)** | **Quantity Sold** |
| Technology | 713,493.38 | 6,939 |
| Office Supplies | 642,642.09 | 22,906 |
| Furniture | 618,483.25 | 8,028 |
| Total | 1,974,618.73 | 37,873 |

**Insights:**  
- Technology generates the highest revenue with the lowest quantity sold (high value items).  
- Office Supplies sold the most units but contributed less revenue.  
- Furniture had lower quantity and revenue overall.

**Recommendations:**  
- Promote Technology via bundles and accessories.  
- Introduce value packs/subscription plans for Office Supplies.  
- Rebrand and push Furniture through strategic offers.

# 💸 3. Discount Impact by Category

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Gross Sales (₹)** | **Adjusted Sales (₹)** | **Discount Loss (₹)** |
| Technology | 836,154.03 | 713,493.38 | 122,660.65 (14.68%) |
| Furniture | 741,999.80 | 618,483.25 | 123,516.54 (16.65%) |
| Office Supplies | 719,047.03 | 642,642.09 | 76,404.94 (10.62%) |
| Total | 2,297,200.86 | 1,974,618.73 | 322,582.13 (14.04% Avg) |

**Insights:**  
- Furniture has the highest percentage of revenue lost to discounts.  
- Office Supplies has the lowest discount impact.

**Recommendations:**  
- Review Furniture discount strategy; test smaller, targeted offers.  
- Maintain limited discounts for Office Supplies.  
- Avoid excessive discounts on popular Tech items.

# ✅ Overall Recommendations

- Boost Technology Sales: Highlight high-margin items in promotions.  
- Reposition Office Supplies: Use bundle deals and subscriptions to grow revenue.  
- Improve Furniture Strategy: Address low performance with targeted marketing.  
- Optimize Shipping Options: Focus on Standard Class; evaluate Same Day viability.  
- Smarter Discounting: Use data to refine discount levels per category.  
- Monitor Returns: Ensure product info clarity, packaging quality, and reduce returns for large items.