

To Enhance Customer Loyalty

1-What is the most used ship mode by our customer?

Row Labels	Sum of Sales
Consumer	1161401.345
Corporate	706146.3668
Home Office	429653.1485
Grand Total	2297200.86

Standard Class is the most ship mode

2-Who are our top 5 customers in terms of sales and order frequency 4-Top 10 cities which has most sales value?

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

Row Labels	frequency
Emily Phan	17
Noel Staavos	13
Joel Eaton	13
Chloris Kastensmi	13
Erin Ashbrook	13
Grand Total	69

To monitor our strength and weak points

3-Which segment of clients generates the most sales?

Row Labels
Consumer
Corporate
Home Office
Grand Total

5-Which state generates the most sales value?

Row Labels	Sum of Sales
California	4,57,688
Grand Total	4,57,688

Row Labels
New York City
Los Angeles
Seattle
San Francisco
Philadelphia
Houston
Chicago
San Diego
Jacksonville
Springfield
Grand Total

Performance measurement

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

Row Labels	Sum of Sales	Sum of Profit
Technology	8,36,154	1,45,455
Office Suppl	7,19,047	1,22,491
Furniture	7,42,000	18,451
Grand Total	22,97,201	2,86,397

7-What is the most profitable product that we sell?

Row Labels	Sum of Profit
Canon imag	25,200
Grand Total	25,200

8-What is the lowest profitable product that we sell?

Row Labels	Sum of Profit
Cubify CubeX 3D	-8,880
Grand Total	-8,880

Customer Experience

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

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

Top 5 States	Sales
California	4,57,688
New York	3,10,876
Pennsylvania	1,16,512
Texas	1,70,188
Washington	1,38,641

Most profitable product

Canon imageCLASS 2200 Advanced Copier

Lowest profitable product

Cubify CubeX 3D Printer Double Head Print

Average days to delivery

Standard Class - 5 days

Second Class - 3 days

First Class - 2 days

