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

To monitor our strength and weak points

3-Which segment of clients generates the most sales?

5-Which state generates the most sales value?

| Row Labels | |
|------------|--|
| Consumer | |

| Corporate | Row Labels | Sum of Sales |
|--------------------|--------------------|--------------|
| Home Office | California | 4,57,688 |
| Grand Total | Grand Total | 4,57,688 |

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 |

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 S | um 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?

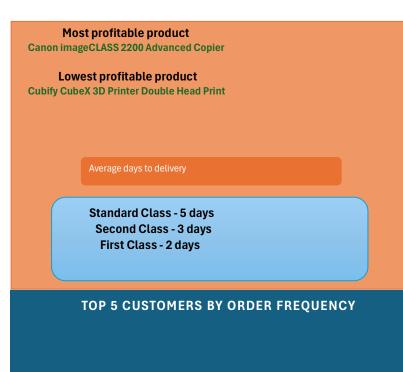
| Row Labels | Sum of Profit |
|--------------------|---------------|
| Cubify CubeX 3D | -8,880 |
| Grand Total | -8,880 |

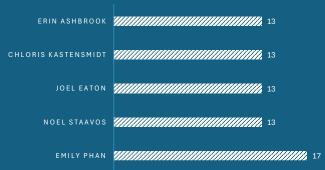
| Top 5 States | Sales |
|--------------|----------|
| California | 4,57,688 |
| New York | 3,10,876 |
| Pennsylvania | 1,16,512 |
| Texas | 1,70,188 |
| Washington | 1,38,641 |

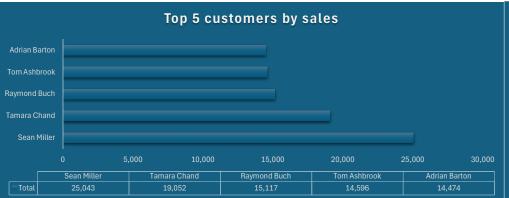
Customer Experience

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 performing product categories In

