

To Enhance Customer Loyalty

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

Row Labels	Count of Ship Mode
First Class	52
Same Day	17
Second Class	73
Standard Class	207
Grand Total	349

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

Row Labels	Sum of Sales
Sean Miller	23661.228
Sanjit Chand	12876.48
Becky Martin	10539.896
Ken Lonsdale	8694.63
Tom Boeckenhauer	8162.51
Grand Total	63934.744

Row Labels	Count of Order ID
Sam Craven	16
Arthur Pritchep	14
Resi Pölking	14
Shirley Daniels	12
Kunst Miller	11
Sanjit Chand	11
Ruben Dartt	11
Marina Lichtenstein	11
Grand Total	100

To monitor our strength and weak points

3-Which segment of clients generates the most sales?

Row Labels	Sum of Sales
Consumer	266095.9606
Corporate	128432.0557
Home Office	89715.8118
Grand Total	484243.8281

4-Top 10 cities which has most sales value?

Row Labels	Sum of Sales
New York City	256368.161
Los Angeles	175851.341
Seattle	119540.742
San Francisco	112668.102
Philadelphia	108951.961
Houston	64504.3164
Chicago	48538.705
San Diego	47521.029
Jacksonville	44713.183
Springfield	43054.342
Grand Total	1021711.882

Top 5 USA states by sales

Row Labels	Sum of Sales
California	91303.531
New York	64788.487
Texas	50622.3586
Florida	34248.2605
Washington	29871.576
Grand Total	270834.2131

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	50918.963	2607.2257
Furniture	26968.0025	4000.5794
Office Supplies	25958.878	5271.3149
Grand Total	103845.8435	11879.12

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

Row Labels	Sum of Profit
Canon imageCL	25199.928
Grand Total	25199.928

Customer Experience

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

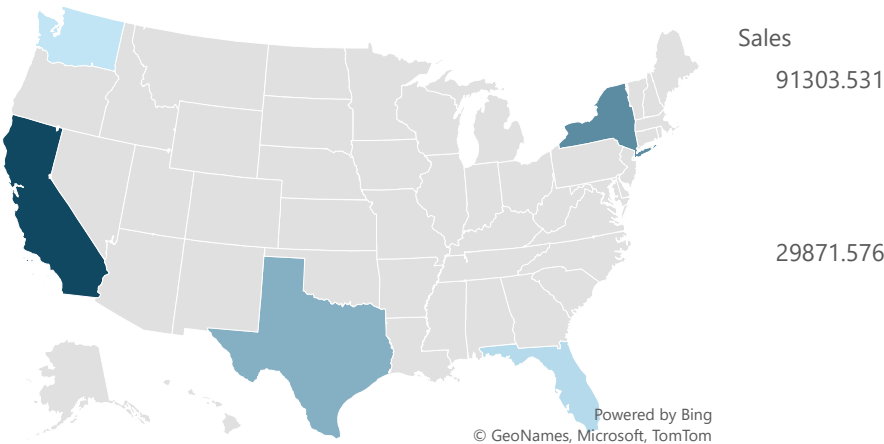
Row Labels	Average of Shipping time range(days)
Standard Class	5
Second Class	3
First Class	2
Same Day	0
Grand Total	4

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

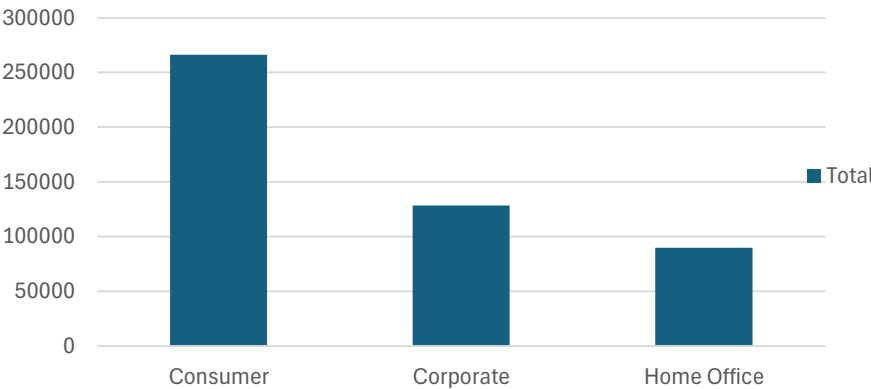
Row Labels	Sum of Profit
Cubify CubeX 3D Printer Double Head Print	-8879.9704
Grand Total	-8879.9704

# Distribution Dashboard

Top 5 states(USA) by sales

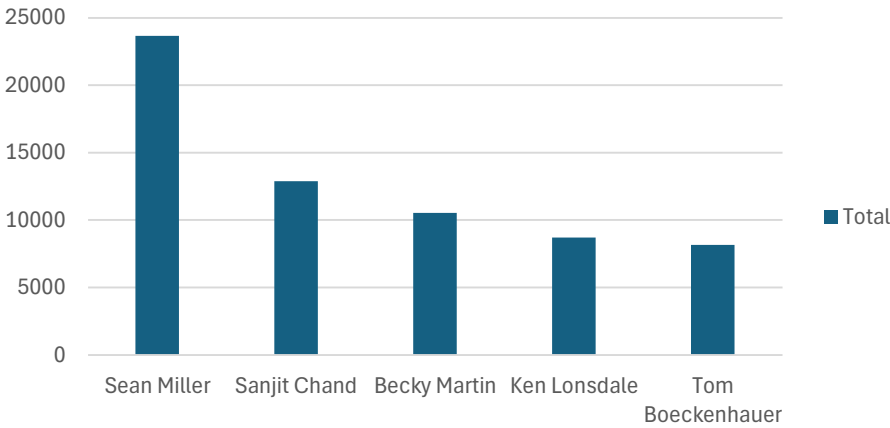


Top segment by sales

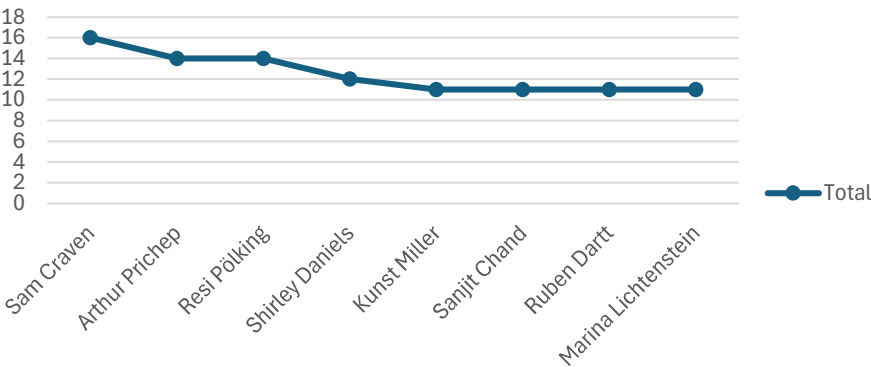


# Sales Dashboard

Top 5 customers by sales



Top customers by order frequency



# KPI Dashboard

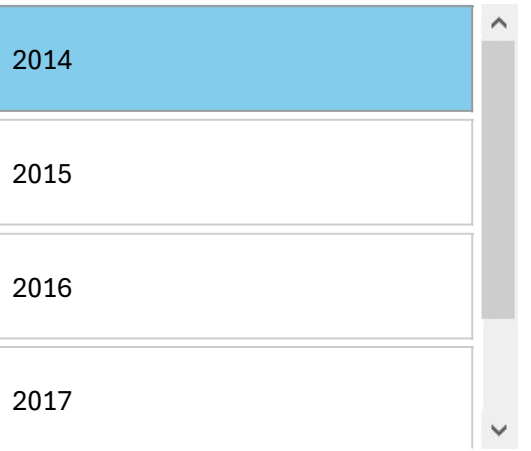
The most city on sales

New York  
2,56,368 \$

The most state on sales

California  
457,688 \$

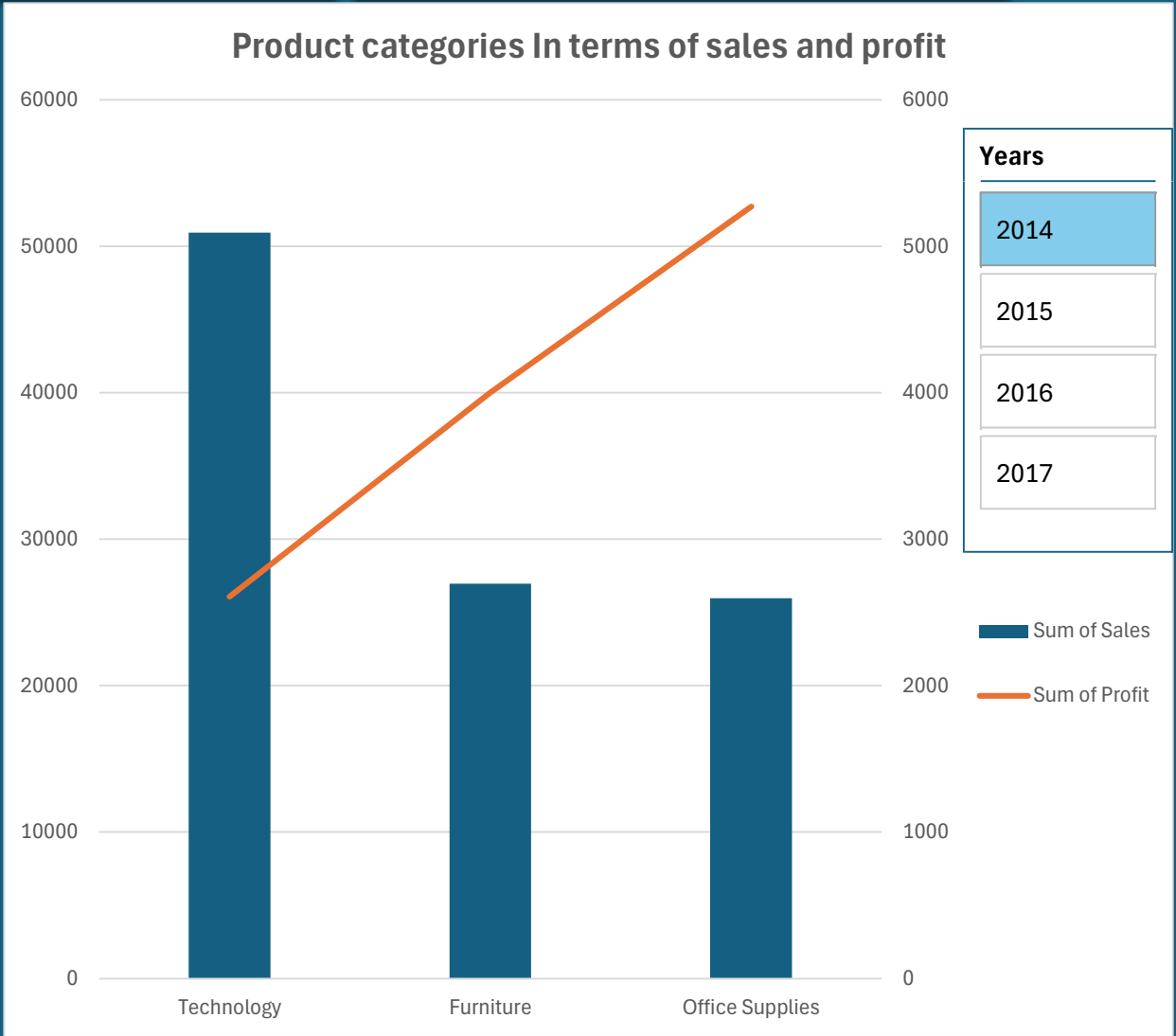
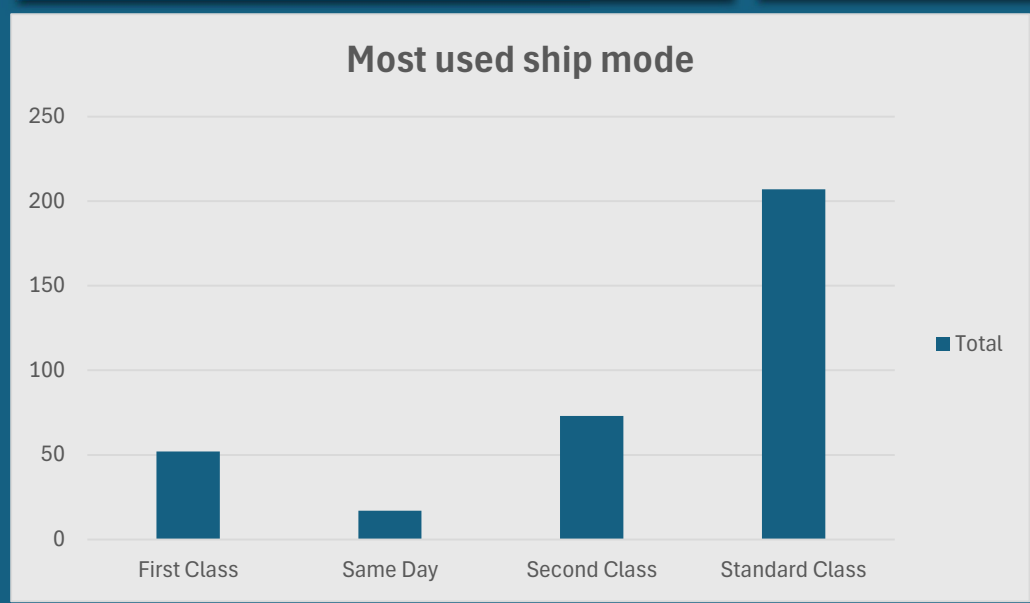
Year sales



## Distribution Dashboard

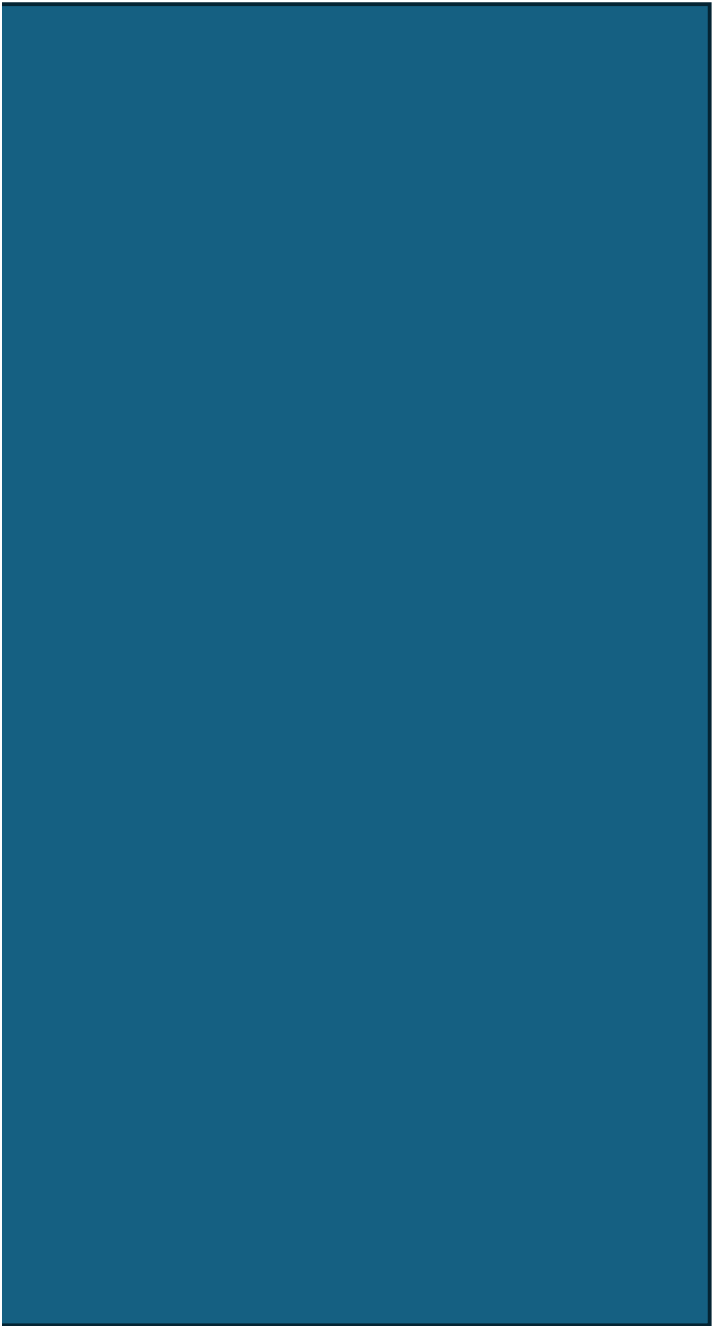
## Sales Dashboard

## KPI Dashboard

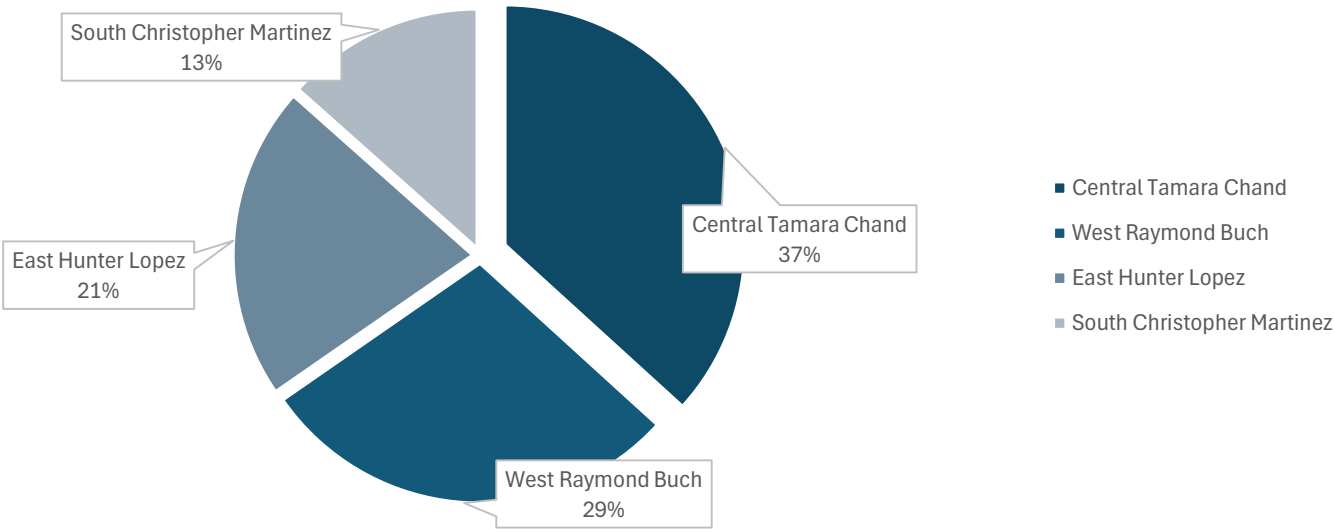


The most product on profit  
Canon imageCLASS 2200 Advanced Copier  
25,200 \$

The lowest product on profit  
Cubify CubeX 3D Printer Double Head Print

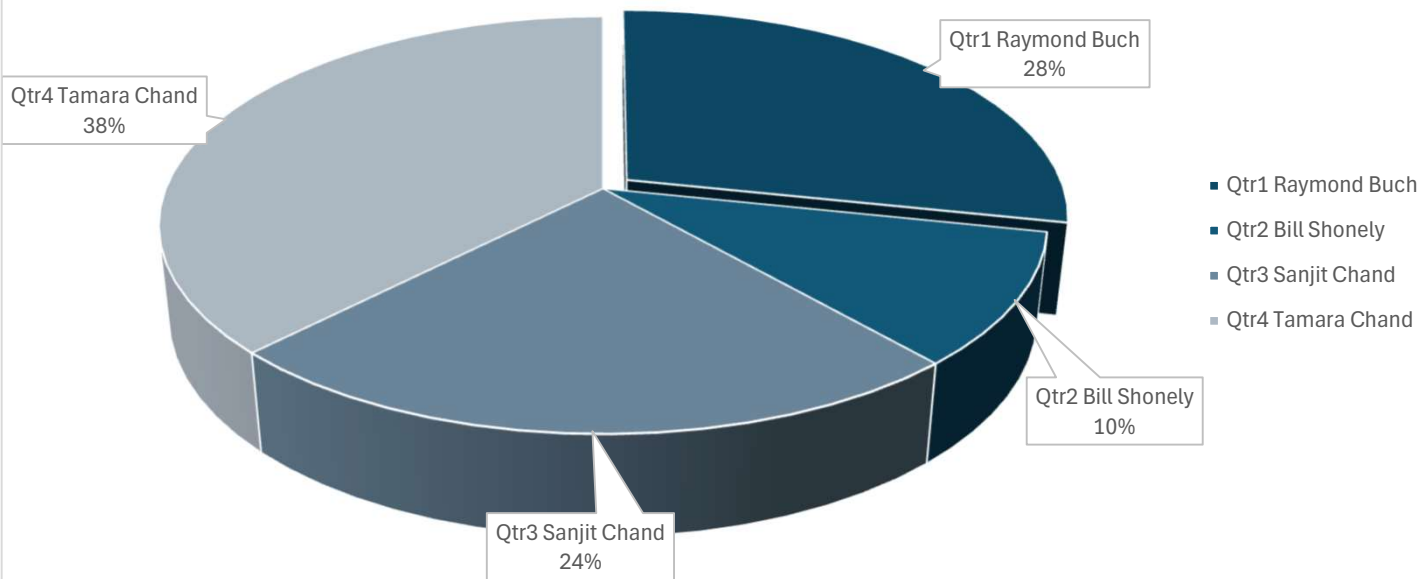


Top customers in each region by profit



Row Labels	Profits	Sum of Sales
Central	8745.064	18437.138
Tamara Chand	8745.064	18437.138
West	6807.088	14345.276
Raymond Buch	6807.088	14345.276
East	5045.856	10522.55
Hunter Lopez	5045.856	10522.55
South	3197.458	6682.26
Christopher Marti	3197.458	6682.26
Grand Total	23795.47	49987.224

Top customers in each quater by profit



Row Labels	Sum of Pro	Sum of total sales
Qtr1		
Raymond Buch	6734.472	56124.92
Qtr2		
Bill Shonely	2428.297	64341.88
Qtr3		
Sanjit Chand	5675.064	56136.894
Qtr4		
Tamara Chand	8943.604	92246.678
Grand Total	23781.44	268850.372