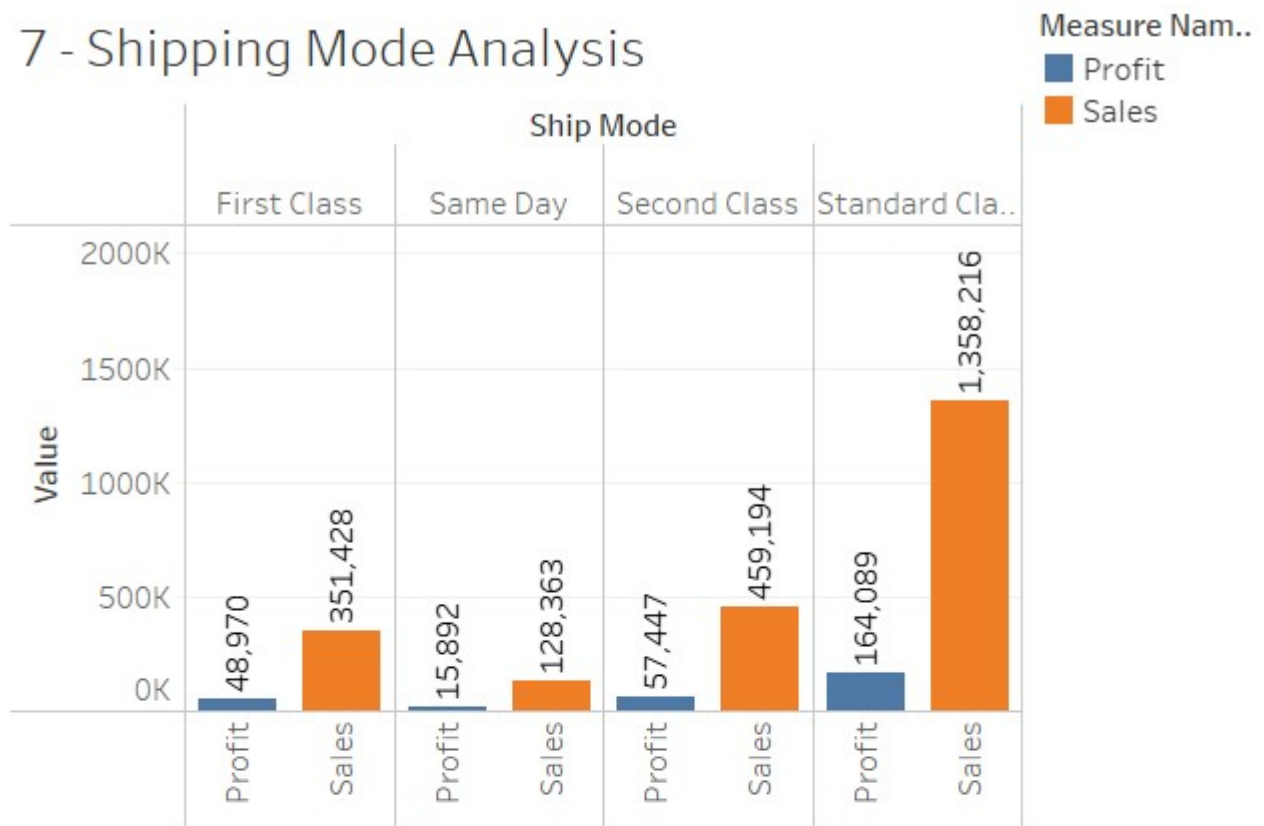


7 - Shipping Mode Analysis



💡 Insight for Shipping Mode Dashboard:

🚚 Shipping Mode Performance Summary

Standard Class is the most frequently used shipping method, contributing the highest to overall **sales** — likely due to its balanced delivery speed and cost.

Second Class and **First Class** offer moderate sales but relatively **lower profit margins**, suggesting possible cost inefficiencies or over-discounting.

Same Day delivery has the lowest sales, which is expected due to its premium nature, but it shows **higher profit per order**, making it a valuable option for high-value purchases.

📦 **Recommendation:** Optimize logistics and pricing strategies for Second and First Class shipping to improve overall profit margins while maintaining customer satisfaction.