

Shipping Data Report

Executive Summary

We Exported the Sales from our database and we conducted some analysis on it to gain insights.

Into some of our sales operations and study ways of enhancing our services based on a certain scope.

Scope

- **Customer Loyalty**
- **Strengths and Weak Points**
- **Performance**
- **Customer Experience**

Data Specs:

- **Order Table**
- **Return Table**
- **Shipping Table**
- **People Table**

The Analysis

Customer Loyalty Section

- What is the Most Used Ship mode by our customers?
- What are our top 10 customers in terms of sales and order frequency?
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Row Labels	Distinct Count of Order ID
Natalie Fritzler	1
Lisa Ryan	1
Rick Wilson	1
Charles Sheldon	1
Matt Hagelstein	1
Chuck Magee	1
Philip Fox	1
Dorothy Wardle	1
Bryan Spruell	1
Gene McClure	1
Grand Total	10

Row Labels	Sum of Sales
Steven Cartwright	1,116
Rick Wilson	1,044
Natalie Fritzler	756
Gene McClure	743
Lisa Ryan	548
Tanja Norvell	432
Sally Hughsby	425
Tracy Blumstein	413
Steve Nguyen	367
Bryan Spruell	189
Grand Total	6,033

Row Labels	Count of Ship Mode
First Class	1
Same Day	4
Second Class	5
Standard Class	27
Grand Total	37

Based on the Tables above:

- we counted the number of times each shipping mode occurred in the orders table

And we found that the **Standard Class** Shipping Mode was most one used by Our Customer by 27 out of 37 which is **72.97%**.

- We Show our Top 10 Customers by Frequency and by Sales too.

Recommendations:

- We should focus more promotions on the Standard Shipping Mode as it is the most used.
- We should find a way to reduce the cost of the Standard Shipping Mode and make sure it is profitable as it is the most used Shipping Mode.
- First Class Shipping Mode was the least used Shipping Mode which might be better to revise the cost and the possible scenarios where it might be removed.
- We should make Offers and discounts for our top 10 Customers.

Strength and Weak Points Section

- Which segment of clients generates the most sales?
- Which city has the most sales value?
- Which state generates the most sales value Percentage by Region?

Sum of Sales	Column Labels ▼			
Row Labels ▼	Consumer	Corporate	Home Office	Grand Total
Furniture	748	880		1,627
Office Supplies	559	903	455	1,917
Technology	2,080	264	532	2,876
Grand Total	3,386	2,047	987	6,420

Row Labels ▼	Sum of Sales
Houston	1686.917
Mesa	1044.075
Decatur	756.486
Oceanside	743.426
Tallahassee	431.976
Hesperia	424.9575
Portland	412.664
Covington	366.78
San Diego	188.63
Philadelphia	166.998

Row Labels ▼	Sum of Sales
Central	
Illinois	11.78%
Iowa	0.16%
Texas	26.27%
East	
New York	12.36%
Pennsylvania	2.60%
South	
Florida	6.73%
West	
Arizona	16.26%
California	11.70%
Oregon	6.43%
Washington	5.71%
Grand Total	100.00%

Based on the Tables above:


- The **Technology Category** and the **Consumer Segment** are generates the most Sales
- The City has The Most Sales value is **New York City**
- The state generates the most sales Percentage by Region is **Texas**

Recommendations:

- We should focus more on Customer Service in Consumer Segment.
- We should offer discounts and rewards for users in New York City and Texas.
- increase advertising and improve customer service in other cities.

Performance Measurements

- What are the top performing product categories in terms of sales and profit?
- What is the most profitable product that we sell?

Column Labels 			
Values	Technology	Furniture	Office Supplies
Sum of Profit	691	-213	-222
Sum of Sales	2,876	1,627	1,917

Row Labels	Sum of Profit
Bose SoundLink Bluetooth Speaker	376.11
Ativa MDM8000 8-Sheet Micro-Cut Shredder	296.07
Belkin 7 Outlet SurgeMaster II	66.33
Cameo Buff Policy Envelopes	58.50
Microsoft Arc Touch Mouse	47.96
Easy-staple paper	47.84
Petty Cash Envelope	31.27
GBC Imprintable Covers	28.66
Samsung Rugby III	23.10
Micro Innovations USB RF Wireless Keyboard with Mouse	21.00
Grand Total	996.83

Based on the Tables above:

- We noticed that the top performance product by category in sales and Profit margin was **Technology category**.
- the most profitable product that we sell is “ **Bose SoundLink Bluetooth Speaker**”.

Recommendations:

- We can make offer in Technology items to make more sales preocesess .
- Make the best-selling product a gift over other products to increase the sales rate on the rest of the products.

Customer Experience

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

Average Delivery Duration	
	4
Row Labels	Average of Delivery Duration
First Class	1
Same Day	0
Second Class	3
Standard Class	5
Grand Total	4

Row Labels	Sum of Profit
Bose SoundLink Bluetooth Speaker	376.11
Ativa MDM8000 8-Sheet Micro-Cut Shredder	296.07
Belkin 7 Outlet SurgeMaster II	66.33
Cameo Buff Policy Envelopes	58.50
Microsoft Arc Touch Mouse	47.96
Easy-staple paper	47.84
Petty Cash Envelope	31.27
GBC Imprintable Covers	28.66
Samsung Rugby III	23.10
Micro Innovations USB RF Wireless Keyboard with Mouse	21.00
Grand Total	996.83

Based on the Tables above:

- We noticed that the Average time to Deliver the product to customers is **4 days**.