**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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**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?

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**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 Cusomer 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?

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**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 Blutooth Speaker”.**

**Recommendations:**

* We can make offer in Technology items to make more sales preocesses .
* 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?

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**Based on the Tables above:**

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