

# EPECO Sales Data Analysis Report

## 1. Sales and Revenue:

- Total Sales: 2,297,201
- Total Profit: 286,397
- Discounts Given: -322,582
- Total Orders: 9,994
- Order Value: 37,873

## 2. Most Preferred Shipping Methods:

- Standard Class: Most used folwed by Second Class folwed by First Class.
- Same Day Shipping: Least used.

## 3. Most Preferred Segments:

- Consumers: Represent the largest market share.
- Corporate and Home Office: Contribute less compared to Consumers.

## 4. Top Cities and States in Sales:

- California: Ranks first in sales.
- New york: Follow in the next positions.

## 5. Top-Selling Categories and Subcategories:

- Top-Selling Category: Technology followed by furniture.
- least-Selling Category: office supplier.

## 6. Top 5 Requested Products:

- There are 5 products shown as the most requested, but the detailed figures are not clear.

## 7. Top Customers in Sales:

- A list of the top 10 customers by sales, with customers from California leading.

This report provides a quick overview of sales performance and highlights key categories, segments, and markBased on the new data in the image:

## 8-Top 5 Requested Products:

1. Staples: 227 orders - the most requested product by a significant margin.
2. Avery Binders: 20 orders.
3. ki: 18 orders.
4. storex dura pro: 17 orders.
5. Logitech: 15 orders.

## 9- Top 5 Customers by Sales:

1. Sean: The top customer in sales.
2. Raymond: Second highest customer.
3. Adrian: Third highest customer.
4. Sanjit: There are two customers with the name "Sanjit" who occupy the fourth and fifth positions.

## 10- some recommendations to increase sales based on the data:

### 1. Focus on Best-Selling Products:

- Boost Inventory for Staples: Since Staples is the most requested product by a wide margin, ensure ample stock to meet demand and avoid any shortages.
- Promote Top Products: Consider targeted promotions or discounts on the top requested products to drive even more sales.

### 2. Leverage Top Customers:

- Exclusive Offers for Top Customers: Provide special deals or loyalty programs for your top customers like Sean and Raymond to encourage repeat purchases and strengthen customer relationships.
- Personalized Marketing: Use personalized marketing strategies to target these key customers with products they've previously purchased or shown interest in.

### 3. Expand Product Categories:

- Introduce Similar Products: Consider expanding the product line with items similar to the top performers, such as additional types of binders or office supplies, to attract similar purchasing behavior.

### 4. Optimize Shipping Options:

- Promote Preferred Shipping Methods: As Standard Class is the most preferred shipping method, ensure it's always available and consider promoting it as a cost-effective and reliable option.
- Faster Shipping for Key Customers: Offer faster shipping options or incentives for your top customers to enhance their shopping experience.

### 5. Target Key Markets:

- Regional Campaigns: Focus marketing efforts on states and cities with the highest sales, such as California, to further solidify market presence.
- Expand to Similar Markets: Identify regions with similar demographics to your top-performing areas and consider targeted campaigns to increase sales in those regions.