Company Report

# Executive Summary

We Exported the Sales date from our data base 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
* Strength and weak points
* Performance
* Customer Experience

## Date Specs:

Here are the tables we used to conduct our analysis.

* Order Table
* Return Table
* People Table
* Shipping Cost Table

# The Analysis

## Customer Loyalty

• What is the Most Used Ship mode by our Customers?

A screenshot of a computer

Description automatically generated

Based on the Table above we counted the number of times each shipping mode occurred in the order table.

And we found that the Standard Class Shipping Mode was the most one used by Our Customers by 59.72%

Recommendations:

* We should focus more promotion on the standard shipping Mode as it is the most used.
* We should find ways to reduce the cost of the standard shipping mode and make sure it's profitable as it is the most used shipping mode.
* Same Day 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.