

Customer Analysis

Demographic Insights

Distribution of customers by country, city, and region.
Identify top regions contributing to sales

Purchase Behaviour

Repeat vs one-time customers, frequency of purchases, segmentation into high/medium/low value.

Customer Profitability

Top customers by revenue, Average Order Value (AOV), inactive customers for re-engagement.

Order Analysis

Sales Trends

Sales growth over months/years, seasonal trends, peak order periods.

Fulfilments Metrics

Average delivery time (Order Date → ShippedDate), on-time vs delayed shipments.

Revenue Distribution

High-value orders, repeat order behaviour across regions and customers.

Employee Analysis

Sales Performance

Ranking employees by total sales/orders handled, contribution to company revenue.

Demographics

Employees by location, role/title, tenure.

Productivity Insights

Avg fulfilment days per employee, recognition of top performers, training needs for low performers.

Product & Inventory Analysis

Top Selling Products

Identify bestsellers by quantity and revenue contribution.

Category Performance

Compare Sales across categories.

Inventory Trends

Products near reorder level, low stock alerts, discontinued products impact.

Supplier Analysis

Performance Metrics

Sales Suppliers Contributing most to sales volume and value.

Reliability

Impact of suppliers on stock outs and backorders.

Product quality impact

Correlation between supplier performance and product sales/profitability.

Shipper Analysis

Efficiency

Average shipping times by company, % of on-time deliveries.

Cost Analysis

Freight cost per order, per shipper comparison.

Logistic optimization

Identify most cost-efficient and reliable shippers for operations.