

Professional Data Analysis Report

Comprehensive Sales & Performance Analysis

Report Generated: November 13, 2025

Executive Summary

Report Overview:

This comprehensive data analysis report presents key insights and metrics from the sales dataset. The analysis covers 9,800 transactions across 793 customers, 1,861 products, and 4,922 orders.

Key Metrics:

- Total Sales Revenue: **\$2,261,536.78**
- Average Transaction Value: **\$230.77**
- Median Transaction Value: **\$54.49**
- Sales Range: **\$0.44 to \$22,638.48**
- Standard Deviation: **\$626.65**

Sales Analysis

Sales by Category:

Furniture	\$728,658.58
Office Supplies	\$705,422.33
Technology	\$827,455.87

Sales by Customer Segment:

Consumer	\$1,148,060.53
Corporate	\$688,494.07
Home Office	\$424,982.18

Sales by Region:

Central	\$492,646.91
East	\$669,518.73
South	\$389,151.46
West	\$710,219.68

Top Products Analysis

Top 10 Products by Sales:

Canon imageCLASS 2200 Advanced Copier	\$61,599.82
Fellowes PB500 Electric Punch Plastic Comb Binding	\$27,453.38
Cisco TelePresence System EX90 Videoconferencing U	\$22,638.48
HON 5400 Series Task Chairs for Big and Tall	\$21,870.58
GBC DocuBind TL300 Electric Binding System	\$19,823.48
GBC Ibimaster 500 Manual ProClick Binding System	\$19,024.50
Hewlett Packard LaserJet 3310 Copier	\$18,839.69
HP Designjet T520 Inkjet Large Format Printer - 24	\$18,374.90
GBC DocuBind P400 Electric Binding System	\$17,965.07
High Speed Automatic Electric Letter Opener	\$17,030.31

Bottom 5 Products by Sales:

Eureka Disposable Bags for Sanitaire Vibra Groomer	\$1.62
Avery 5	\$5.76
Xerox 20	\$6.48
Grip Seal Envelopes	\$7.07
Acme Serrated Blade Letter Opener	\$7.63

Category & Sub-Category Analysis

Top 15 Sub-Categories by Sales:

Phones	\$327,782.45
Chairs	\$322,822.73
Storage	\$219,343.39
Tables	\$202,810.63
Binders	\$200,028.79
Machines	\$189,238.63
Accessories	\$164,186.70
Copiers	\$146,248.09
Bookcases	\$113,813.20
Appliances	\$104,618.40
Furnishings	\$89,212.02
Paper	\$76,828.30
Supplies	\$46,420.31
Art	\$26,705.41
Envelopes	\$16,128.05

Regional Performance Analysis

Top 10 Cities by Sales:

New York City	\$252,462.55
Los Angeles	\$173,420.18
Seattle	\$116,106.32
San Francisco	\$109,041.12
Philadelphia	\$108,841.75
Houston	\$63,956.14
Chicago	\$47,820.13
San Diego	\$47,521.03
Jacksonville	\$44,713.18
Detroit	\$42,446.94

Top 10 States by Sales:

California	\$446,306.46
New York	\$306,361.15
Texas	\$168,572.53
Washington	\$135,206.85
Pennsylvania	\$116,276.65
Florida	\$88,436.53
Illinois	\$79,236.52
Michigan	\$76,136.07
Ohio	\$75,130.35
Virginia	\$70,636.72

Customer Segment Analysis

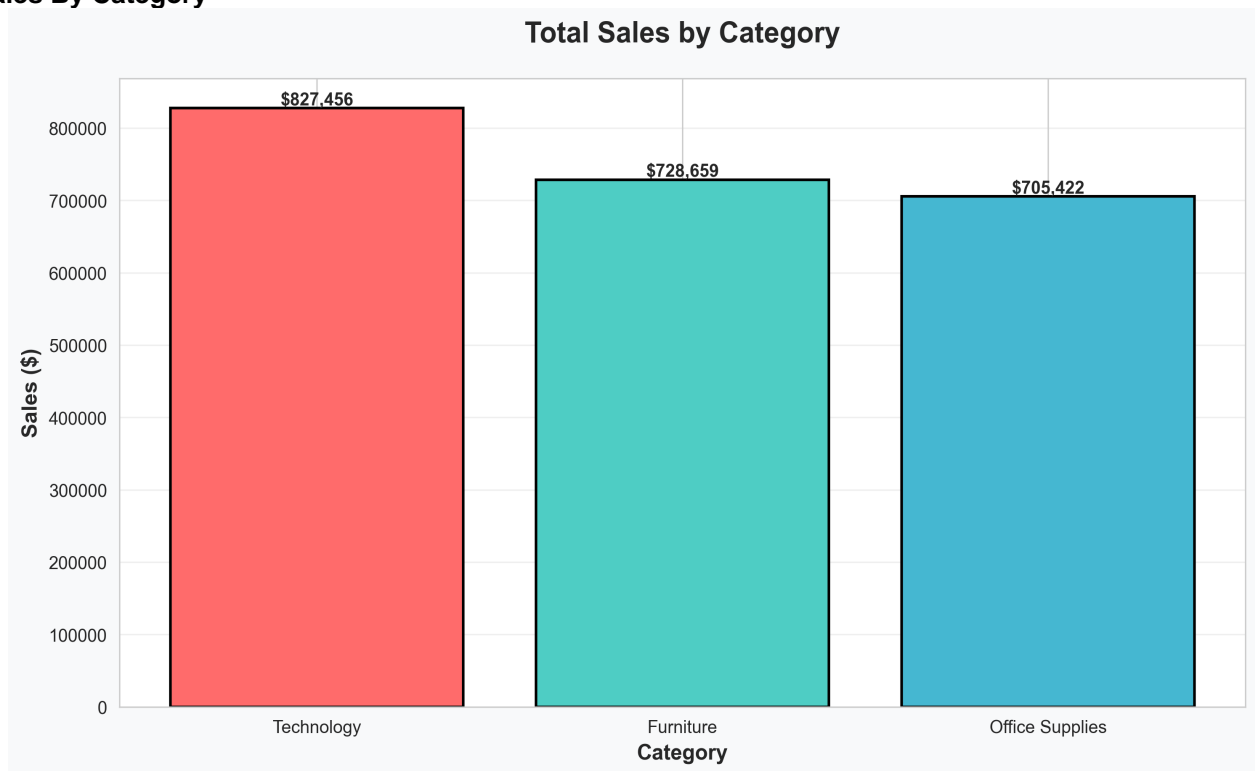
Consumer	409
Corporate	236
Home Office	148

Average Order Value by Segment:

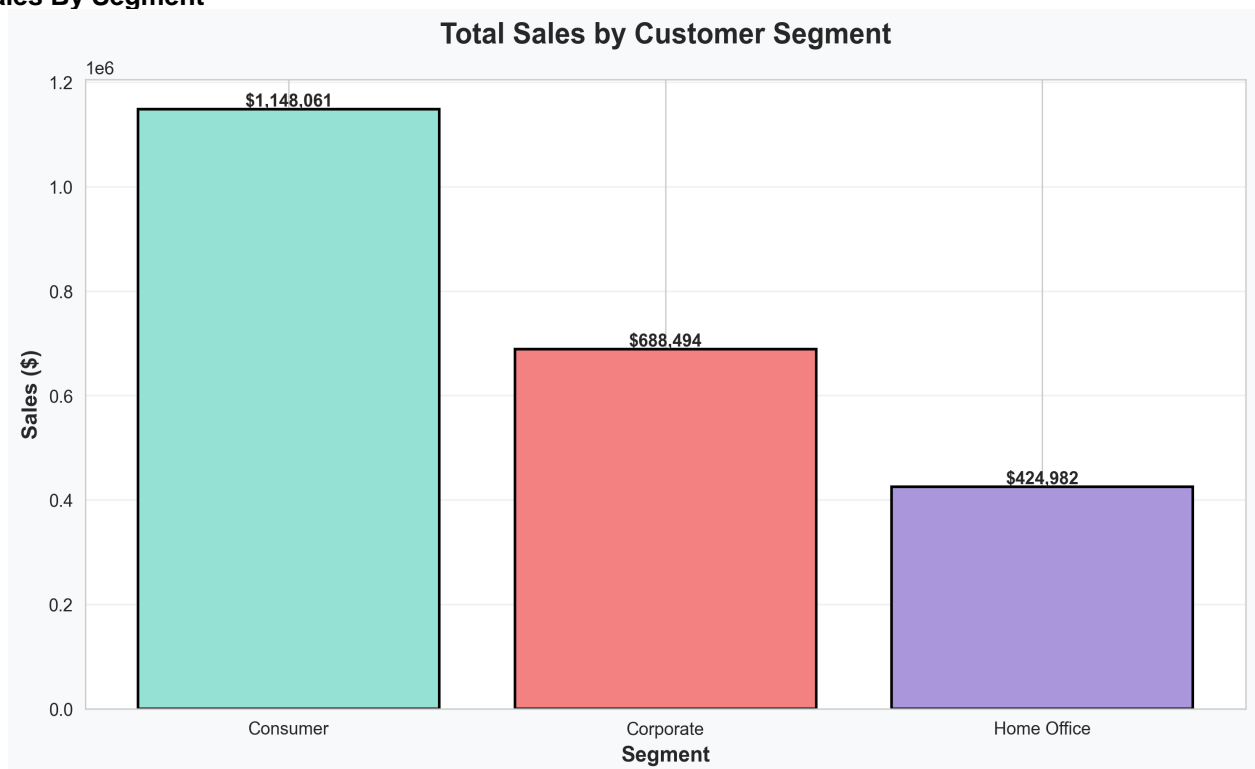
Consumer	\$225.07
Corporate	\$233.15
Home Office	\$243.40

Data Visualizations

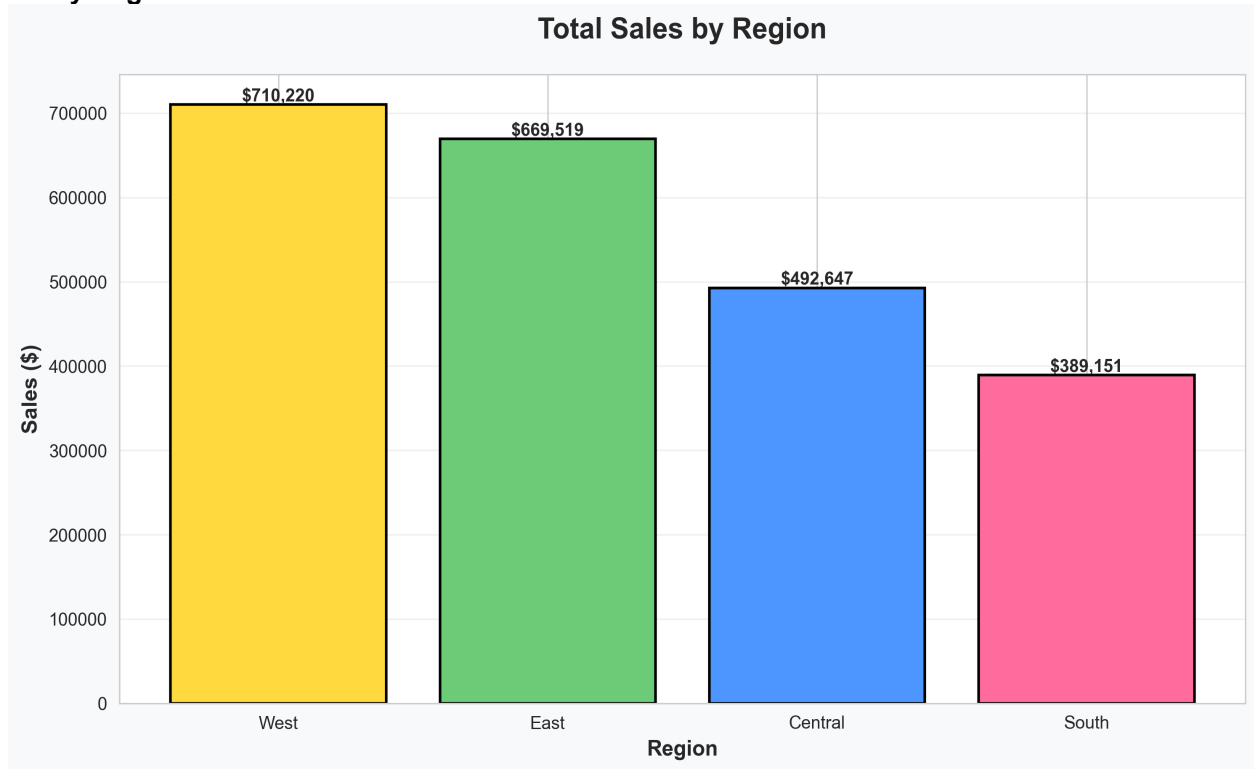
1 Sales By Category



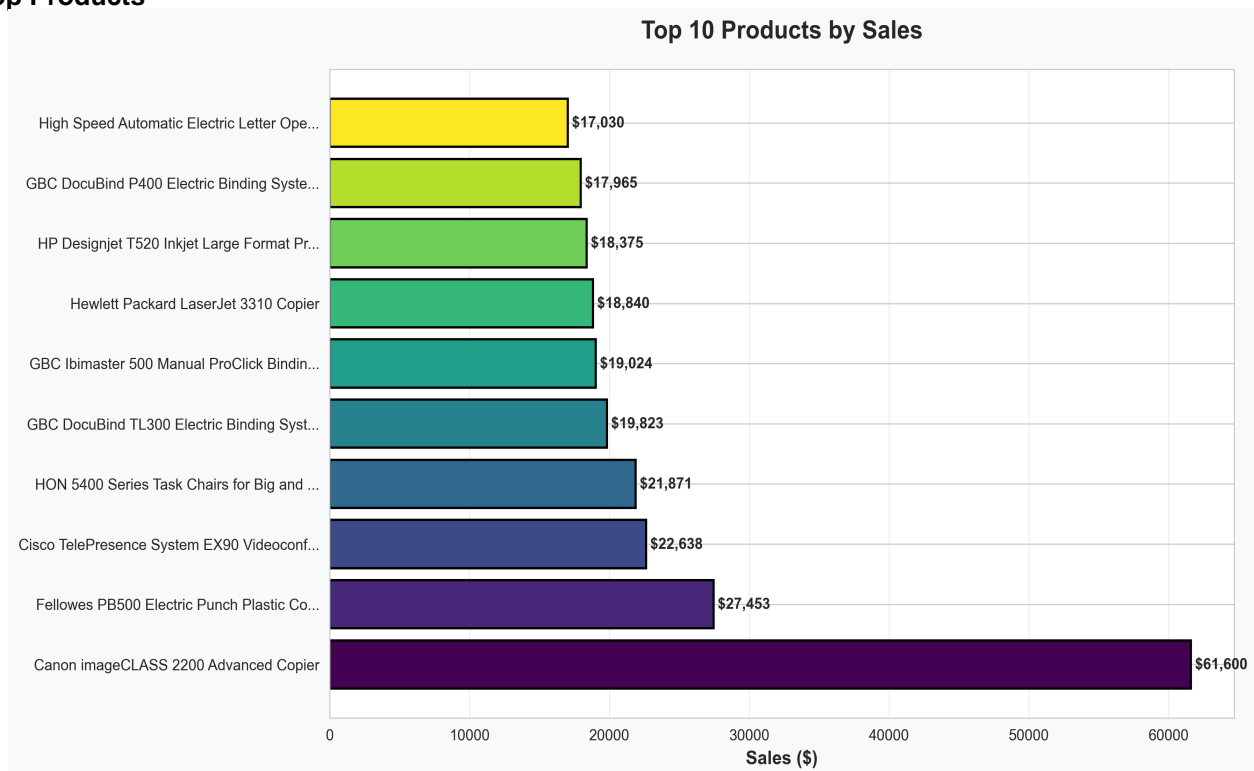
2 Sales By Segment



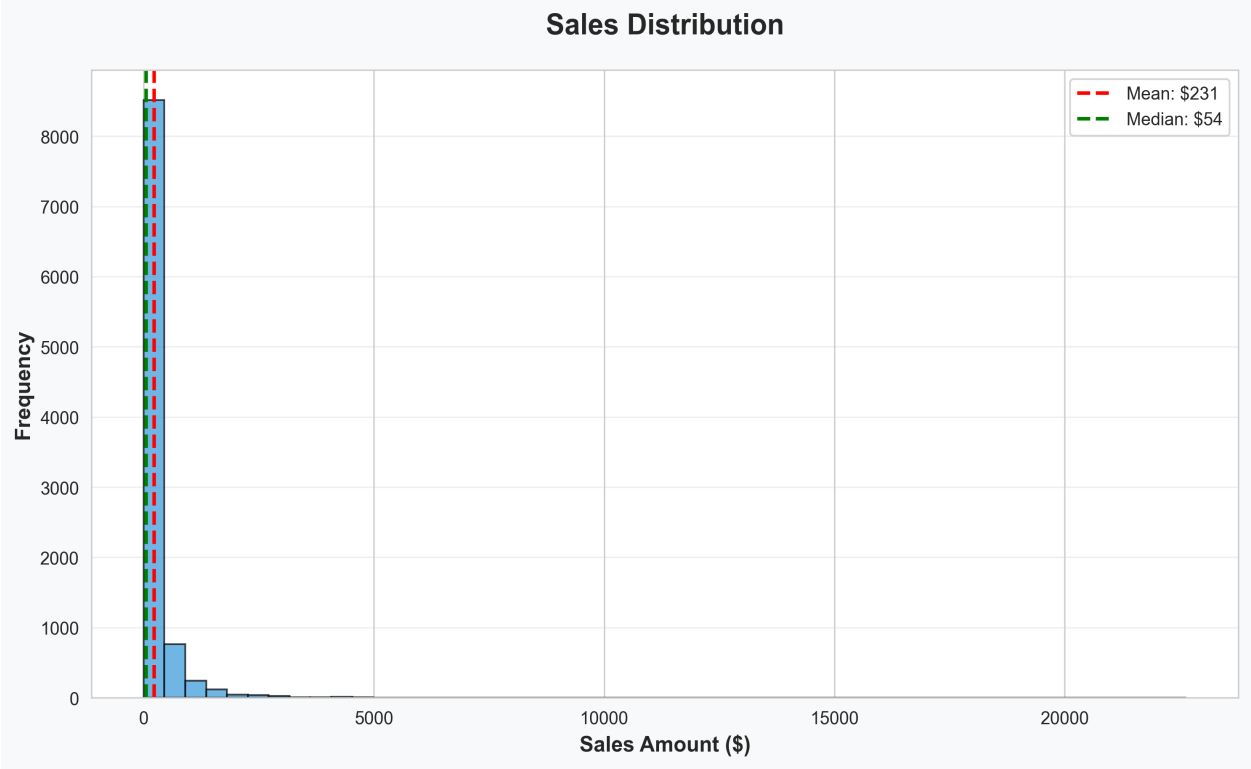
3 Sales By Region



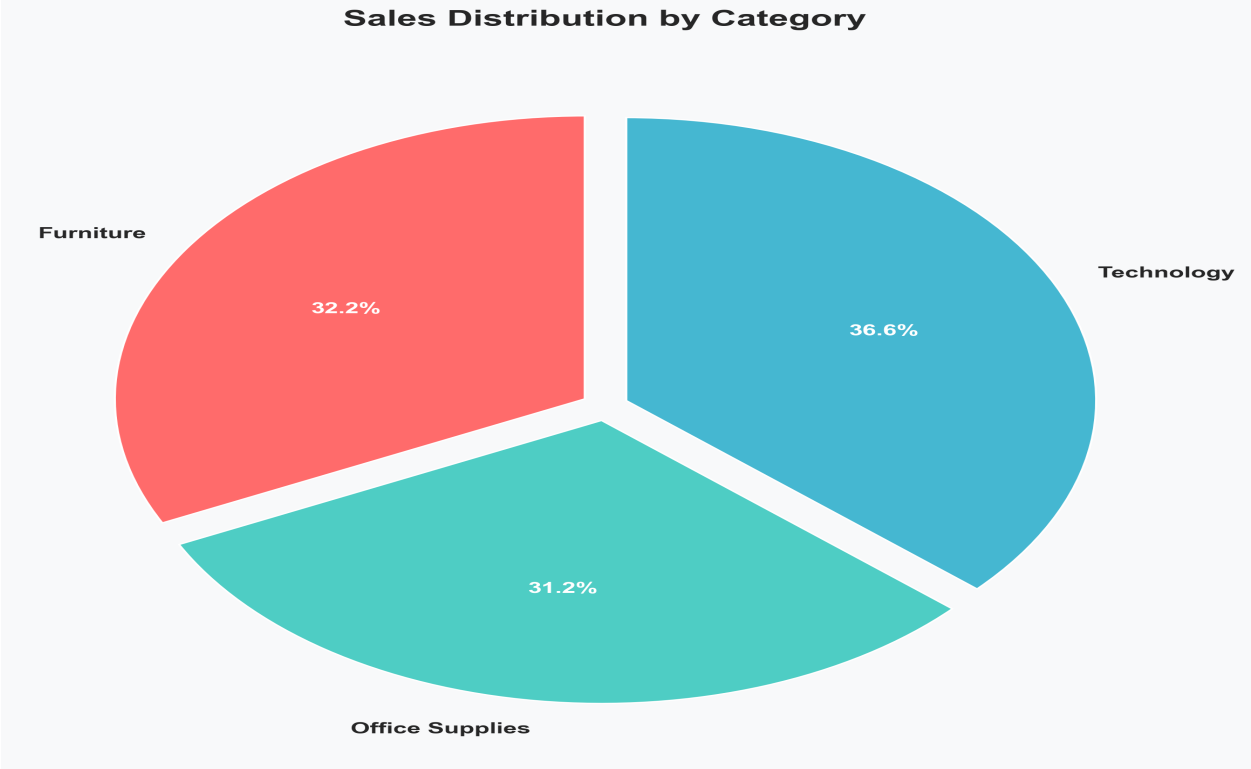
4 Top Products



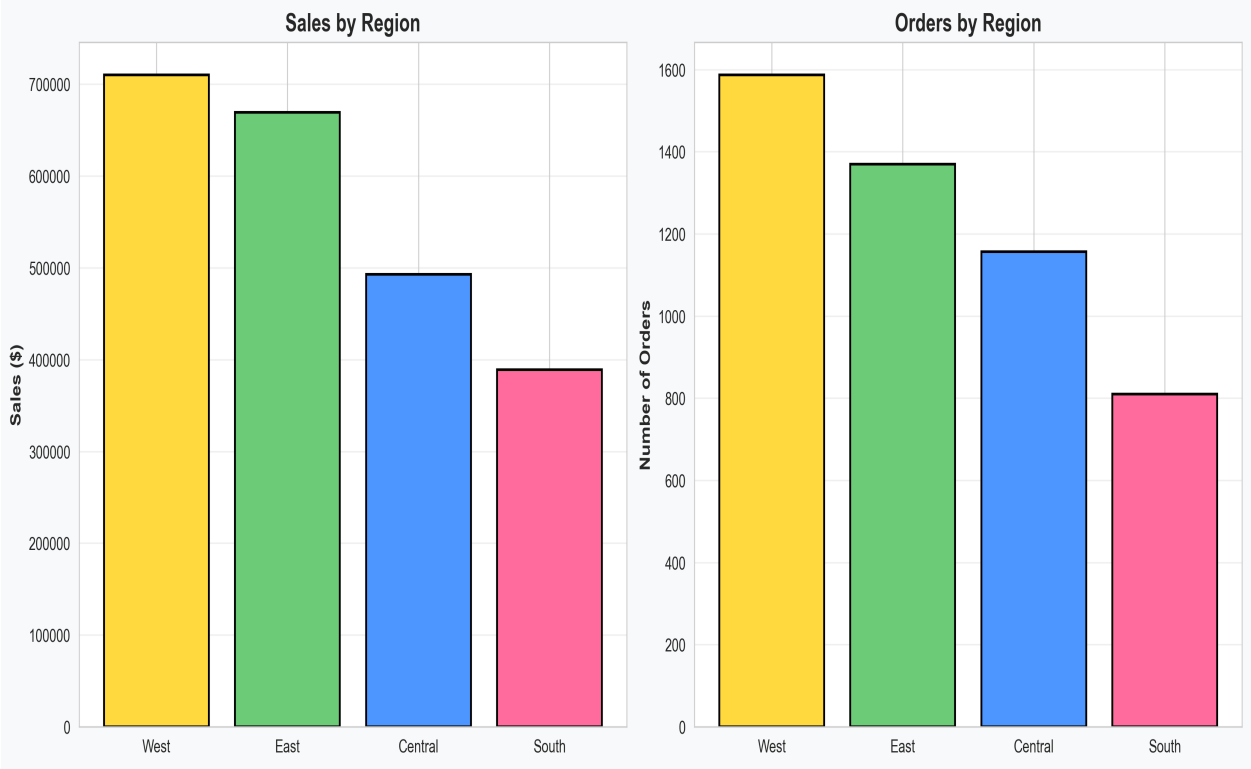
5 Sales Distribution



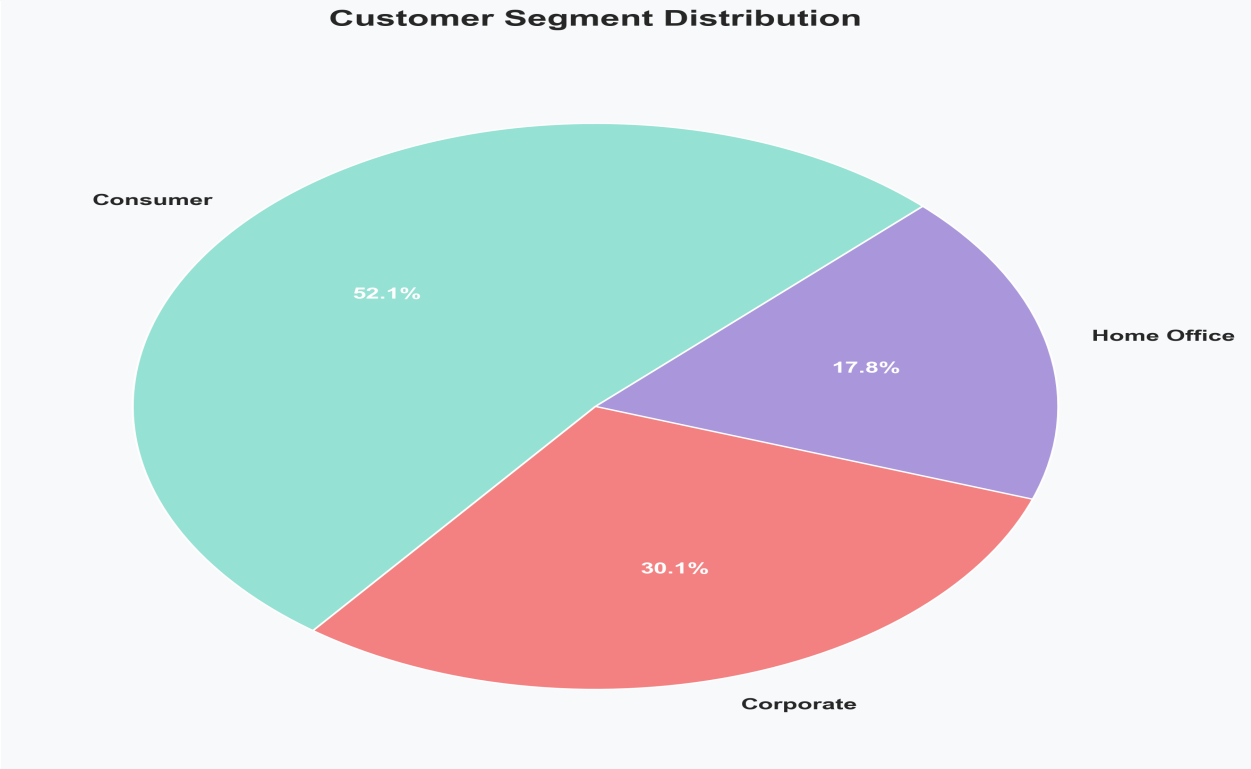
6 Category Pie



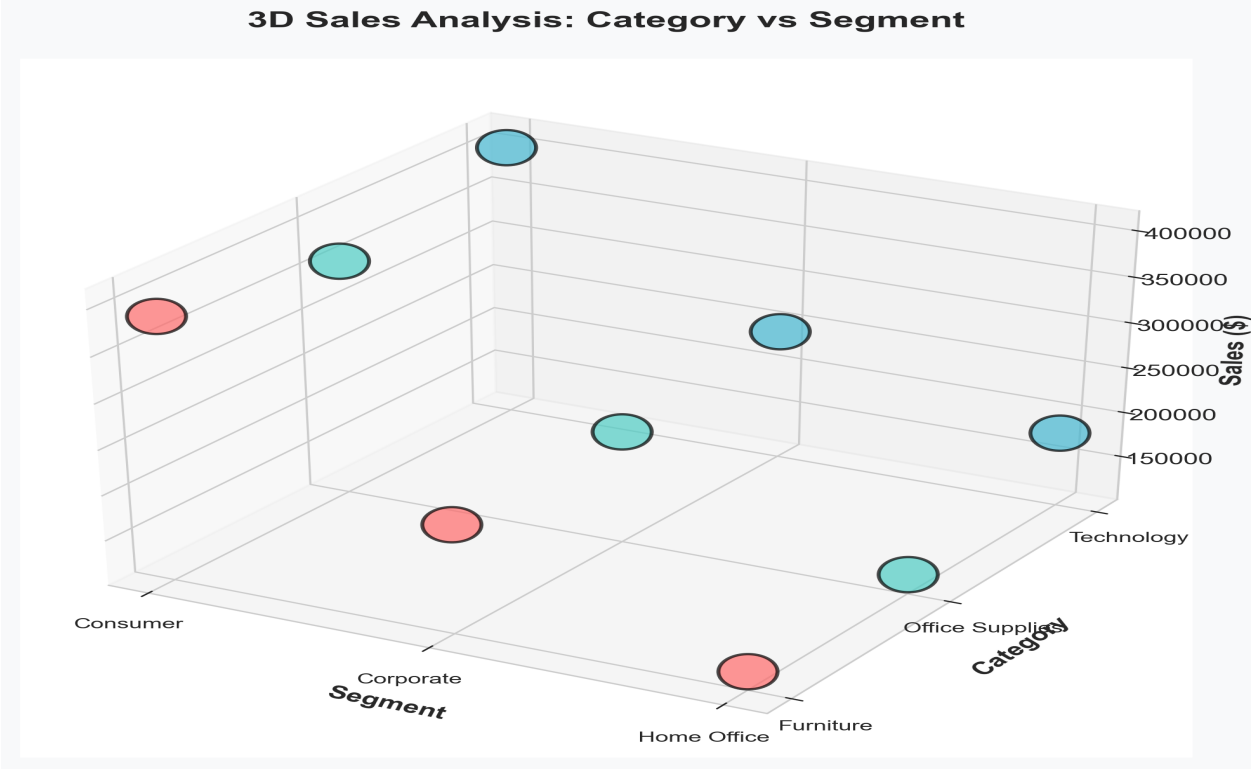
7 Regional Performance



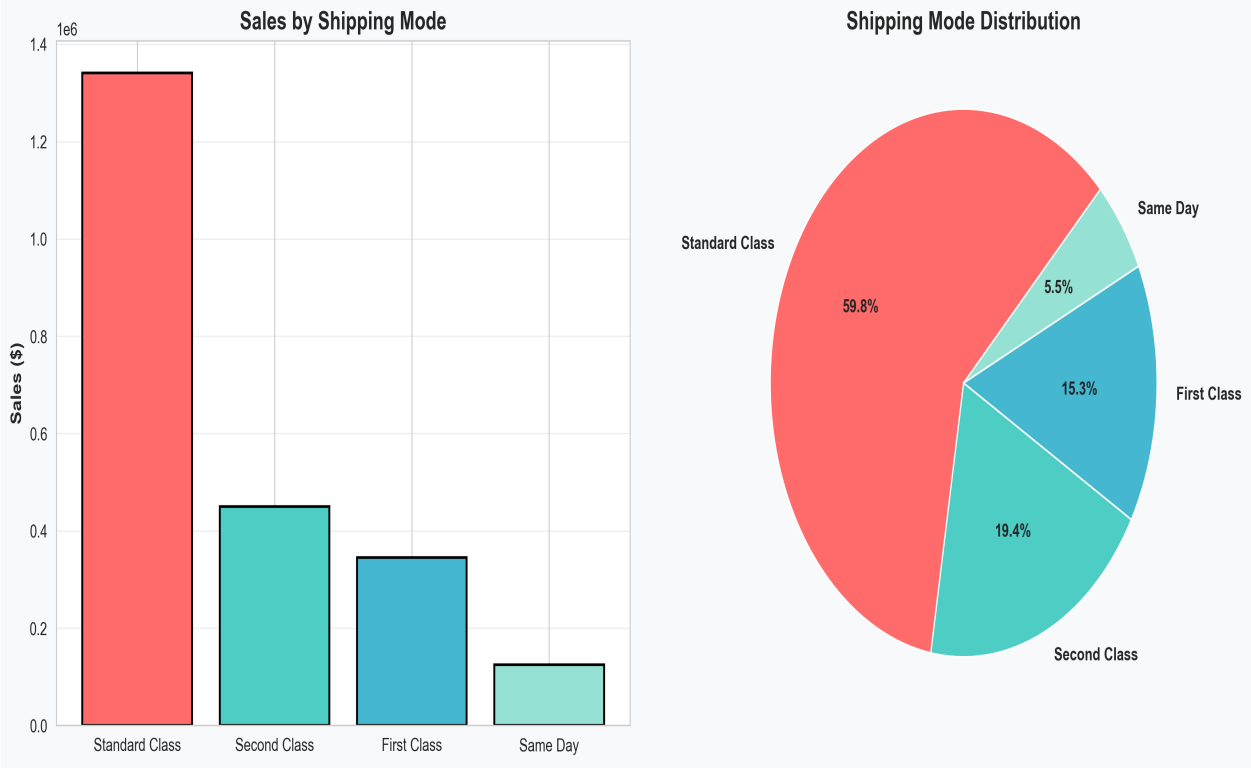
8 Segment Distribution



9 3D Sales Analysis



1 Shipping Analysis



Shipping Mode Analysis

Sales by Shipping Mode:

First Class	\$345,572.26
Same Day	\$125,219.04
Second Class	\$449,914.18
Standard Class	\$1,340,831.31

Conclusions & Recommendations

Key Findings:

1. **Sales Distribution:** The analysis reveals significant variations in sales across different categories, segments, and regions. Understanding these patterns is crucial for strategic planning.
2. **Category Performance:** Different product categories show distinct performance metrics. Focus should be placed on high-performing categories while improving underperforming ones.
3. **Regional Insights:** Geographic analysis shows varying levels of market penetration across regions. Regional strategies should be tailored to local market conditions.
4. **Customer Segments:** Different customer segments (Consumer, Corporate, Home Office) exhibit different purchasing behaviors and value patterns.

Recommendations:

- Optimize inventory management based on category and regional performance
- Develop targeted marketing strategies for underperforming segments
- Enhance customer retention programs for high-value segments
- Expand successful product lines and consider discontinuing low performers
- Leverage regional insights for localized business strategies

Next Steps:

- Conduct deeper analysis on customer lifetime value
- Implement predictive analytics for demand forecasting
- Develop KPI dashboards for real-time monitoring
- Schedule quarterly reviews to track progress against recommendations

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This report contains confidential business information and should be handled accordingly.