

# Rupert's Furniture Ecommerce Sales Insights Report

## Project Objective

Rupert Furniture aims to increase sales and improve targeted advertising by identifying which products, customer behaviors, and store strategies drive the highest revenue.

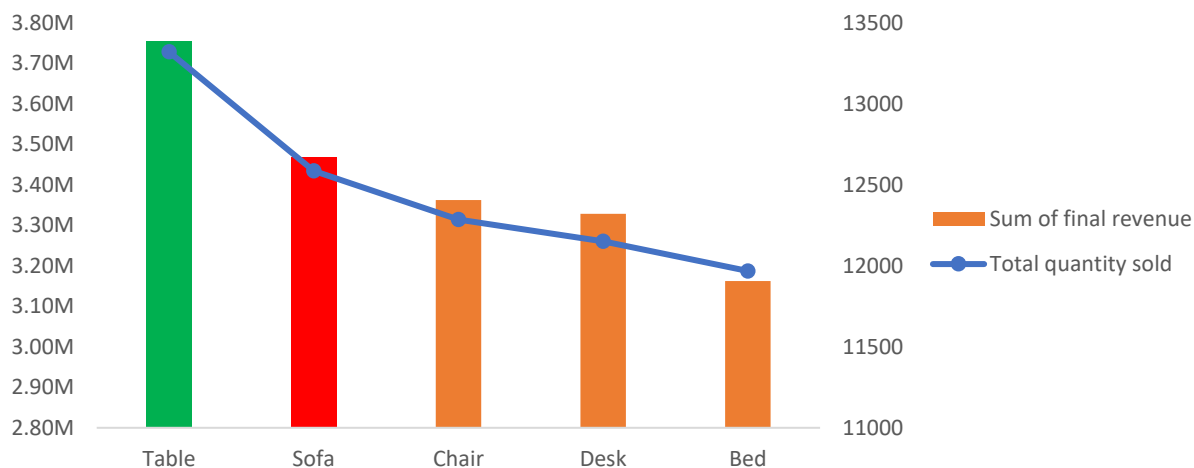
This Excel-based dashboard analyzes sales by category, delivery speed, material-location pairing, sales channels, and design preferences (color + material) offering actionable insights for product, marketing, and logistics teams.

## Business Insights

### • Top Revenue Categories:

Table and Sofas drive the highest revenue overall, suggesting they are core products that deserve inventory priority and dedicated ad campaigns.

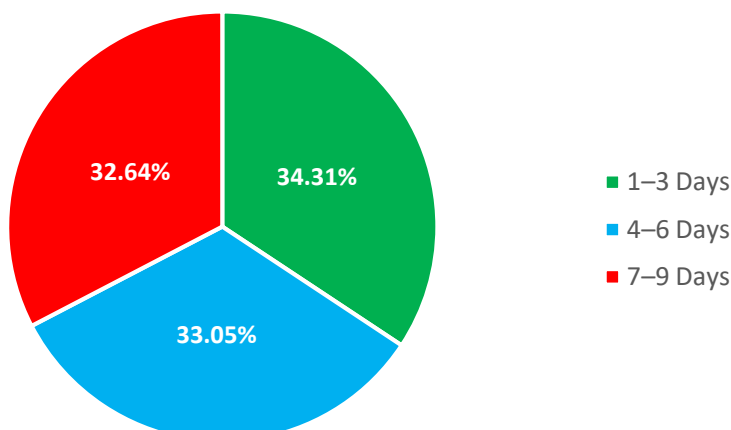
These product categories generate the highest revenue...



### • Delivery Speed Affects Sales:

Orders with 1–3 Day delivery account for over almost 35% of total revenue, showing that fast logistics significantly boost conversion. Customers are likely to choose speed over product range.

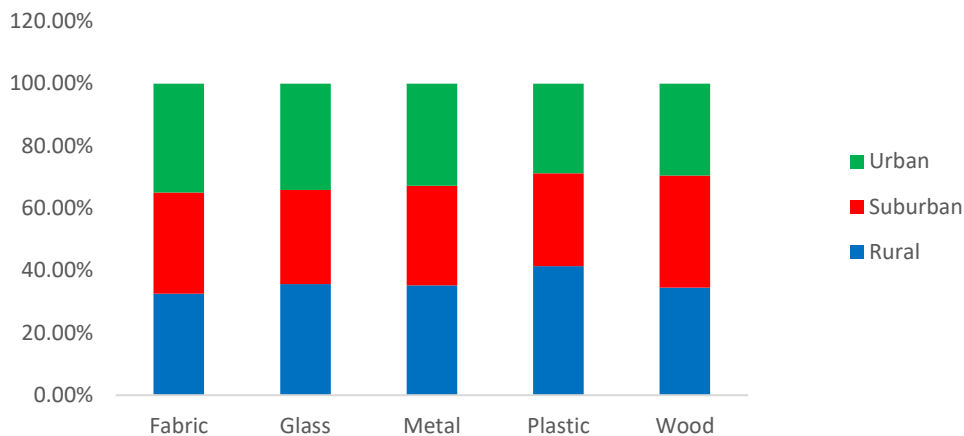
These delivery range leads to the highest customer spending...



### • Material Preferences by Location:

Wood furniture dominates suburban sales, while metal and plastic perform better in rural zones. Moreover, fabric dominates the urban locations. This suggests material preferences reflect living space and price sensitivity by region.

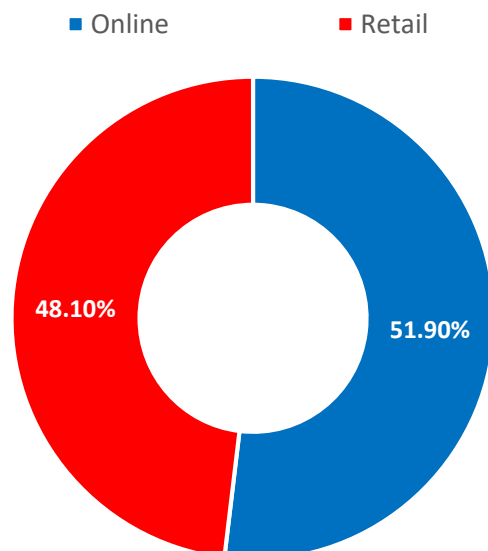
**This material types are most popular across locations...**



### • Online vs. Retail Channel Performance:

Online (52%) sales outperform retail (48%) by both volume and revenue. This indicates digital campaigns and e-commerce investments should be scaled, especially for fast-moving products. However, we cannot ignore the retail store also because it continues to account for a large share of sales and remains critical for high-involvement purchases.

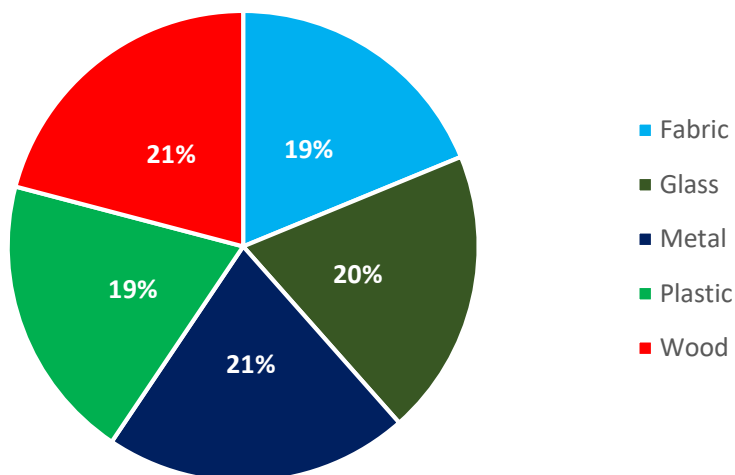
**This much sales vary by store type....**



### • Top 3 Material Preferences:

Three top-selling Material include Fabric, Glass, and Metal. Customers prefer combination of neutral, stylish, and durable designs — a clue for product teams and ad creatives.

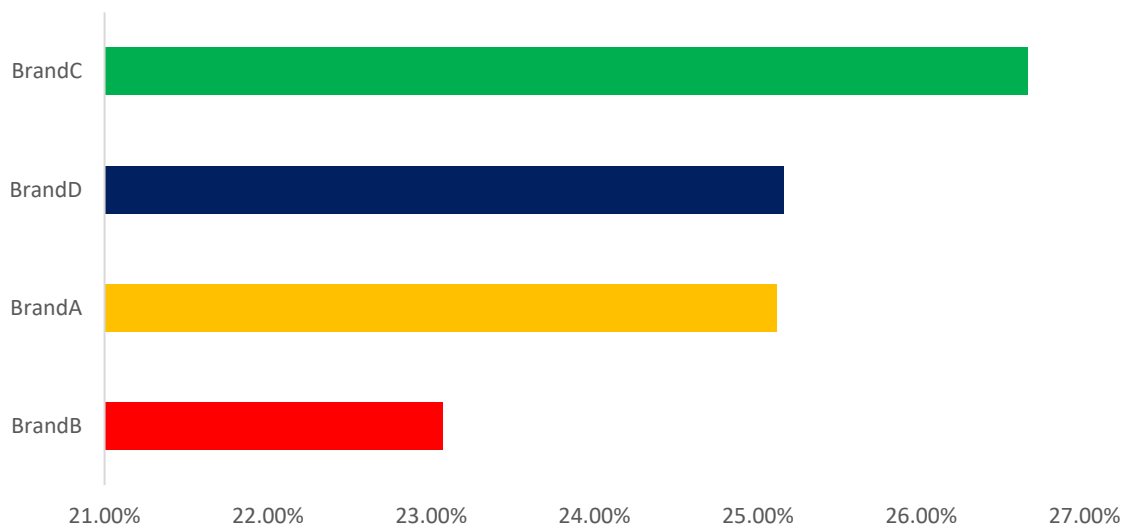
### These materials are top sellers...



### • Brand's Market Share Distribution:

Brand C leads the market with the highest revenue share at **27%**, followed by Brand D and Brand A, each holding **25%**. Brand B trails slightly at **23%**. This distribution highlights Brand C's competitive advantage and suggests that Brands D and A are strong contenders. Continued investment in Brand C's strengths and deeper analysis of what drives Brand D and A's performance could improve overall sales strategy.

### These bands captured most revenue share....



## Final Recommendation

1. Rupert Furniture should **double down on logistics** that support faster delivery, particularly for urban and suburban zones where quick service converts more customers.
2. The sales data highlights a need to **continue investing in online channels** while **maintaining a robust retail presence** for traditional shoppers.
3. Product design and marketing teams should **focus on expanding high-performing categories** like **tables** and **sofas**, and create targeted campaigns based on regional material preferences (e.g., wood in suburban, fabric in urban).
4. Leveraging popular **material-color combinations**, as well as **Brand C's momentum**, can give Rupert a sharper edge in the competitive furniture market.

## Report By

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