

Profit

Orders

Product

Customers

Location

CODER HOUSE PROJECT: Train analysis



Data refreshed on
11/18/2022 3:16:40 PM

Ignacio Borrego

FINANCE PERFORMANCE

Category	Segment	Year, Quarter
All	All	All

4.52M

Total profit

793

Total customers

11.57%

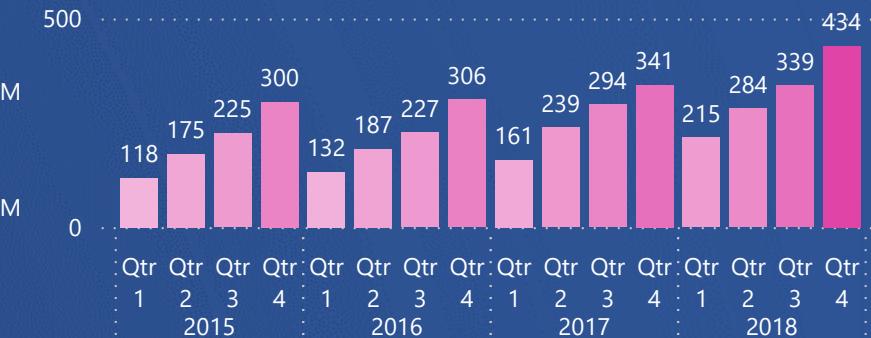
Profit margin %

Number of orders and sales by Quarter

● Count of order_id ● Sum of Order Total



Number of Customers by Quarter



Profit from 2015 - 2018



Menu

Orders analysis

Ship_mode

All

Arrival time from purchase in days

First Class	2
Same Day	0
Second Class	3
Standard Class	5

Most popular day to purchase

Tuesday	926
Saturday	898
Sunday	850
Monday	799
Wednesday	635
Friday	552
Thursday	262
Total	4922

Average order per customer

6.21

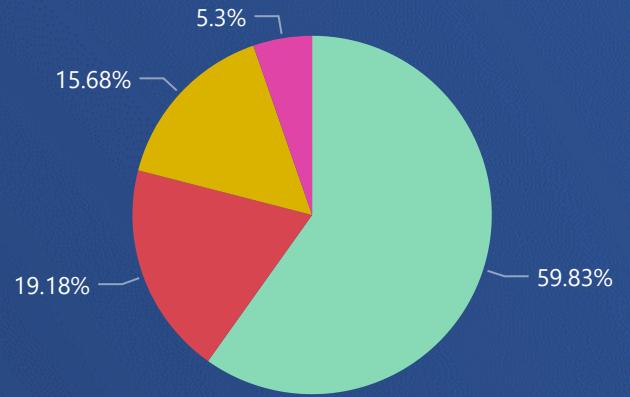
Total Orders

4922

Most popular hour to purchase

22	235
17	230
18	225
21	218
7	212
4	209
19	209
16	208
6	206
12	205
14	205
0	204
11	204
20	203
23	202
2	201
1	200
3	197
15	197
8	196
10	193
5	190
9	190
13	183

Shipping modes



- Ship_mode
- Standard Class
 - Second Class
 - First Class
 - Same Day

Ship_mode	Sum of Order Total
Same Day	\$2,148,748
First Class	\$6,003,311
Second Class	\$7,550,594
Standard Class	\$23,332,807
Total	\$39,035,460

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Product analysis

7.54M

Sales

3.02M

Costs

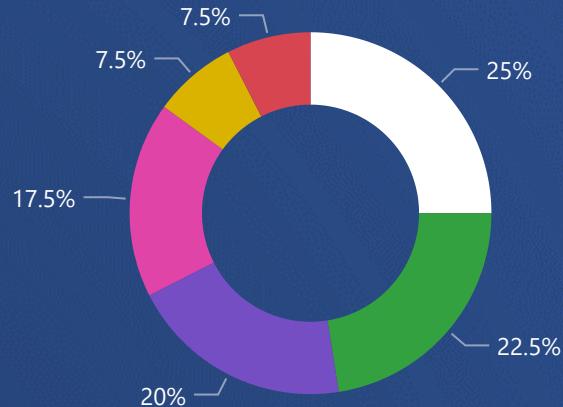
4.52M

Profits

Profit margin % Sub-category

2.79%	Fasteners
2.55%	Art
2.20%	Chairs
1.92%	Furnishings
1.44%	Appliances
0.36%	Bookcases
0.27%	Binders
0.01%	Accessories
0.01%	Phones
0.01%	Labels
0.01%	Tables
0.00%	Supplies
11.57%	

Top selling products



product_name

- Staples
- Staple envelope
- Easy-staple paper
- Staples in misc. col...
- Staple holder
- Staple remover

Profit margin % Category

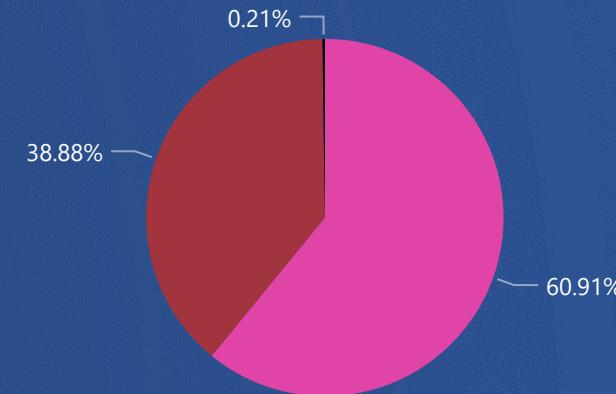
4.49%	Furniture
7.06%	Office Supplies
0.03%	Technology

11.57%

Sub-category products



Category products



- Office Supplies
- Furniture
- Technology

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Menu

Customer analysis

Age (groups)

All

Gender

F

M

Gender

M

405

F

388

Total Customers

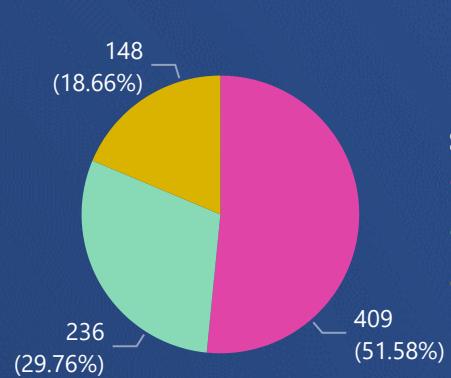
793

Total Orders

4922

Total sales

\$39.04M



Segment
● Consumer
● Corporate
● Home Office

Top 5 consumers by Sales

William Brown

138.59K

Paul Prost

138.39K

Jonathan Doherty

133.11K

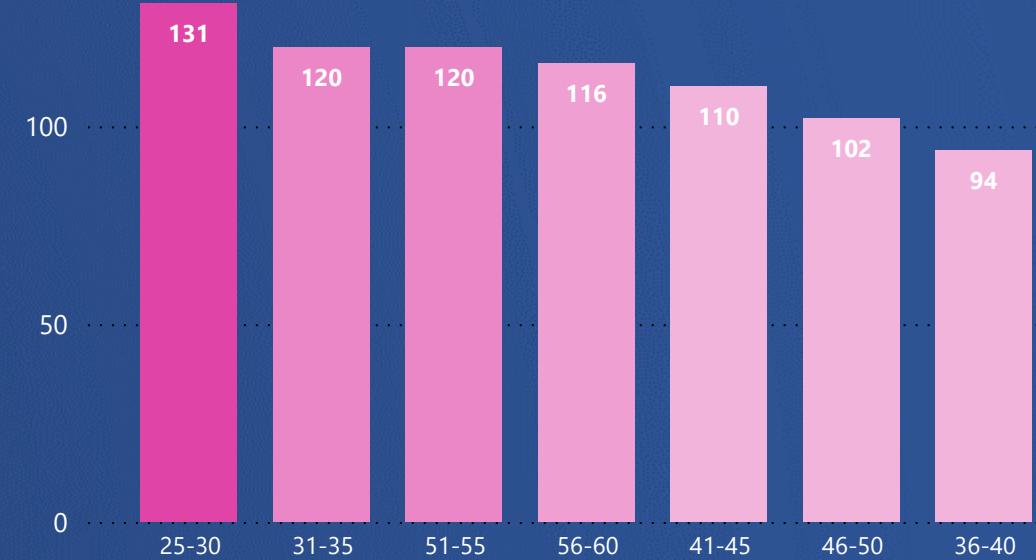
Matt Abelman

133.09K

Chloris Kastensmidt

132.75K

Age group

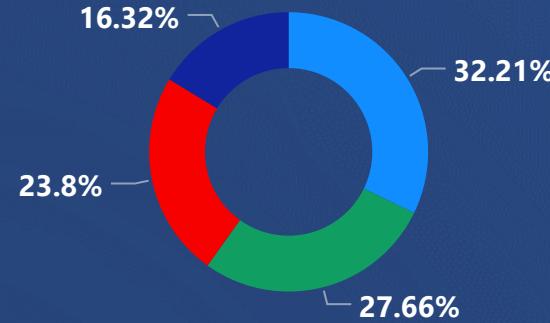


Menu

Location analysis

- Region
- Central
 - East
 - South
 - West

Sales by region



- Region
- West
 - East
 - Central
 - South

