

# U.S. Market Dynamics – In-Depth Sales Data by Product Category Using Excel

A Comprehensive Exploration of Trends, Customer Insights, and  
Regional Performance

# Overview of Data

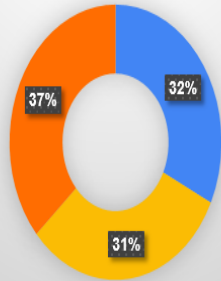
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
1	Row	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Nam	Segment	Country	City	State	Postal C	Region	Product ID	Category	Sub-Category	Product Name	Sales	Cost	Qty	Total Profit		
2	1	CA-2017-1521	08/11/2017	11/11/2017	Second Class	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420	South	FUR-BO-1000	Furniture	Bookcases	Bush Somerset	261.96	130.98	1	130.98		
3	2	CA-2017-1521	08/11/2017	11/11/2017	Second Class	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420	South	FUR-CH-1000	Furniture	Chairs	Hon Deluxe Fa	731.94	365.97	1	365.97		
4	3	CA-2017-1386	12/06/2017	16/06/2017	Second Class	DV-13045	Darrin Van Huff	Corporate	United States	Los Angeles	California	90036	West	OFF-LA-1000	Office Supplies	Labels	Self-Adhesive	14.62	7.31	1	7.31		
5	4	US-2016-1089	11/10/2016	18/10/2016	Standard Class	SO-20335	Sean O'Donnel	Consumer	United States	Fort Lauderdale	Florida	33311	South	FUR-TA-1000	Furniture	Tables	Bretford CR45	957.5775	478.78875	1	478.78875		
6	5	US-2016-1089	11/10/2016	18/10/2016	Standard Class	SO-20335	Sean O'Donnel	Consumer	United States	Fort Lauderdale	Florida	33311	South	OFF-ST-1000	Office Supplies	Storage	Eldon Fold 'N F	22.368	11.184	1	11.184		
7	6	CA-2015-1158	09/06/2015	14/06/2015	Standard Class	BH-11710	Brosina Hoffma	Consumer	United States	Los Angeles	California	90032	West	FUR-FU-1000	Furniture	Furnishings	Eldon Expressi	48.86	24.43	1	24.43		
8	7	CA-2015-1158	09/06/2015	14/06/2015	Standard Class	BH-11710	Brosina Hoffma	Consumer	United States	Los Angeles	California	90032	West	OFF-AR-1000	Office Supplies	Art	Newell 322	7.28	3.64	1	3.64		
9	8	CA-2015-1158	09/06/2015	14/06/2015	Standard Class	BH-11710	Brosina Hoffma	Consumer	United States	Los Angeles	California	90032	West	TEC-PH-1000	Technology	Phones	Mitel 5320 IP F	907.152	453.576	1	453.576		
10	9	CA-2015-1158	09/06/2015	14/06/2015	Standard Class	BH-11710	Brosina Hoffma	Consumer	United States	Los Angeles	California	90032	West	OFF-BI-1000	Office Supplies	Binders	DXL Angle-Vie	18.504	9.252	1	9.252		
11	10	CA-2015-1158	09/06/2015	14/06/2015	Standard Class	BH-11710	Brosina Hoffma	Consumer	United States	Los Angeles	California	90032	West	OFF-AP-1000	Office Supplies	Appliances	Belkin F5C206	114.9	57.45	1	57.45		
12	11	CA-2015-1158	09/06/2015	14/06/2015	Standard Class	BH-11710	Brosina Hoffma	Consumer	United States	Los Angeles	California	90032	West	FUR-TA-1000	Furniture	Tables	Chromcraft Re	1706.184	853.092	1	853.092		
13	12	CA-2015-1158	09/06/2015	14/06/2015	Standard Class	BH-11710	Brosina Hoffma	Consumer	United States	Los Angeles	California	90032	West	TEC-PH-1000	Technology	Phones	Konftel 250 Co	911.424	455.712	1	455.712		
14	13	CA-2018-1144	15/04/2018	20/04/2018	Standard Class	AA-10480	Andrew Allen	Consumer	United States	Concord	North Carolina	28027	South	OFF-PA-1000	Office Supplies	Paper	Xerox 1967	15.552	7.776	1	7.776		
15	14	CA-2017-1613	05/12/2017	10/12/2017	Standard Class	IM-15070	Irene Maddox	Consumer	United States	Seattle	Washington	98103	West	OFF-BI-1000	Office Supplies	Binders	Fellowes PB20	407.976	203.988	1	203.988		
16	15	US-2016-1189	22/11/2016	26/11/2016	Standard Class	HP-14815	Harold Pawlan	Home Office	United States	Fort Worth	Texas	76106	Central	OFF-AP-1000	Office Supplies	Appliances	Holmes Replac	68.81	34.405	1	34.405		
17	16	US-2016-1189	22/11/2016	26/11/2016	Standard Class	HP-14815	Harold Pawlan	Home Office	United States	Fort Worth	Texas	76106	Central	OFF-BI-1000	Office Supplies	Binders	Storex DuraTex	2.544	1.272	1	1.272		
18	17	CA-2015-1058	11/11/2015	18/11/2015	Standard Class	PK-19075	Pete Kriz	Consumer	United States	Madison	Wisconsin	53711	Central	OFF-ST-1000	Office Supplies	Storage	Stur-D-Stor She	665.88	332.94	1	332.94		
19	18	CA-2015-1671	13/05/2015	15/05/2015	Second Class	AG-10270	Alejandro Grov	Consumer	United States	West Jordan	Utah	84084	West	OFF-ST-1000	Office Supplies	Storage	Fellowes Supe	55.5	27.75	1	27.75		
20	19	CA-2015-1433	27/08/2015	01/09/2015	Second Class	ZD-21925	Zuschuss Don	Consumer	United States	San Francisco	California	94109	West	OFF-AR-1000	Office Supplies	Art	Newell 341	8.56	4.28	1	4.28		
21	20	CA-2015-1433	27/08/2015	01/09/2015	Second Class	ZD-21925	Zuschuss Don	Consumer	United States	San Francisco	California	94109	West	TEC-PH-1000	Technology	Phones	Cisco SPA 501	213.48	106.74	1	106.74		
22	21	CA-2015-1433	27/08/2015	01/09/2015	Second Class	ZD-21925	Zuschuss Don	Consumer	United States	San Francisco	California	94109	West	OFF-BI-1000	Office Supplies	Binders	Wilson Jones H	22.72	11.36	1	11.36		
23	22	CA-2017-1373	09/12/2017	13/12/2017	Standard Class	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025	Central	OFF-AR-1000	Office Supplies	Art	Newell 318	19.46	9.73	1	9.73		
24	23	CA-2017-1373	09/12/2017	13/12/2017	Standard Class	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025	Central	OFF-AP-1000	Office Supplies	Appliances	Acco Six-Outlet	60.34	30.17	1	30.17		
25	24	US-2018-1569	16/07/2018	18/07/2018	Second Class	SF-20065	Sandra Flanagan	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUR-CH-1000	Furniture	Chairs	Global Deluxe	71.372	35.686	1	35.686		
26	25	CA-2016-1063	25/09/2016	30/09/2016	Standard Class	EB-13870	Emily Burns	Consumer	United States	Orem	Utah	84057	West	FUR-TA-1000	Furniture	Tables	Bretford CR45	1044.63	522.315	1	522.315		
27	26	CA-2017-1217	16/01/2017	20/01/2017	Second Class	EH-13945	Eric Hoffmann	Consumer	United States	Los Angeles	California	90049	West	OFF-BI-1000	Office Supplies	Binders	Wilson Jones A	11.648	5.824	1	5.824		
28	27	CA-2017-1217	16/01/2017	20/01/2017	Second Class	EH-13945	Eric Hoffmann	Consumer	United States	Los Angeles	California	90049	West	TEC-AC-1000	Technology	Accessories	Imation 8GB M	90.57	45.285	1	45.285		
29	28	US-2016-1506	17/09/2016	21/09/2016	Standard Class	TB-21520	Tracy Blumstei	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUR-BO-1000	Furniture	Bookcases	Riverside Palai	3083.43	1541.715	1	1541.715		
30	29	US-2016-1506	17/09/2016	21/09/2016	Standard Class	TB-21520	Tracy Blumstei	Consumer	United States	Philadelphia	Pennsylvania	19140	East	OFF-BI-1000	Office Supplies	Binders	Avery Recycle	9.618	4.809	1	4.809		
31	30	US-2016-1506	17/09/2016	21/09/2016	Standard Class	TB-21520	Tracy Blumstei	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUR-FU-1000	Furniture	Furnishings	Howard Miller 1	124.2	62.1	1	62.1		
32	31	US-2016-1506	17/09/2016	21/09/2016	Standard Class	TB-21520	Tracy Blumstei	Consumer	United States	Philadelphia	Pennsylvania	19140	East	OFF-EN-1000	Office Supplies	Envelopes	Poly String Tie	3.264	1.632	1	1.632		
33	32	US-2016-1506	17/09/2016	21/09/2016	Standard Class	TB-21520	Tracy Blumstei	Consumer	United States	Philadelphia	Pennsylvania	19140	East	OFF-AR-1000	Office Supplies	Art	BOSTON Mode	86.304	43.152	1	43.152		
34	33	US-2016-1506	17/09/2016	21/09/2016	Standard Class	TB-21520	Tracy Blumstei	Consumer	United States	Philadelphia	Pennsylvania	19140	East	OFF-BI-1000	Office Supplies	Binders	Acco Pressboe	6.858	3.429	1	3.429		
35	34	US-2016-1506	17/09/2016	21/09/2016	Standard Class	TB-21520	Tracy Blumstei	Consumer	United States	Philadelphia	Pennsylvania	19140	East	OFF-AR-1000	Office Supplies	Art	Lumber Crayon	15.76	7.88	1	7.88		
	train_dataset		Q1 to Q7	Q8 to Q11	Regional	Q16	Dashboard	⊕															

# Dashboard

## Sales Performance and Insights Dashboard

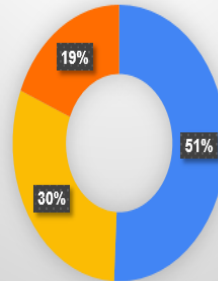
Total Profit for Each Category

Furniture Office Supplies Technology

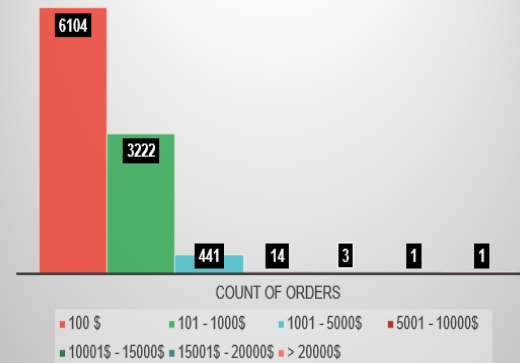


Sales Distribution by Segment

Consumer Corporate Home Office



No of Orders in Specific Ranges

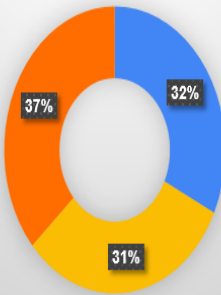


Ship Mode

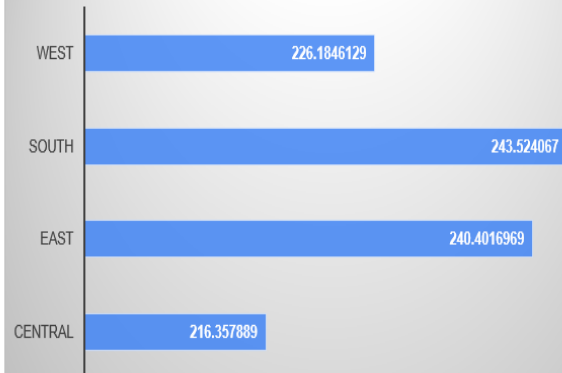
- First Class
- Same Day
- Second Class
- Standard Class

Contribution of Each Catrgory

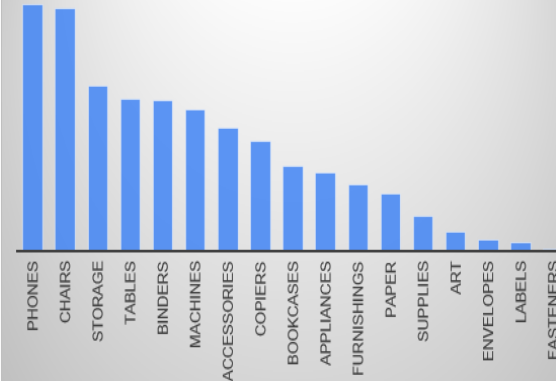
Furniture Office Supplies Technology



Average Sales per Order in each Region



Total Profit for each Sub Category



Region

- Central
- East
- South
- West

# Report

- **Topic:**

- Unveiling Consumer Preferences: Key Sales Insights Across Technology, Furniture, and Office Supplies

- **Introduction:**

- This report provides an analysis of sales data across three major product categories: **Furniture, Technology,** and **Office Supplies**. The focus is on understanding consumer preferences, sales performance, and profit trends. Utilizing **Excel** and **Pivot Charts** as part of the ETL (Extract, Transform, Load) process, the report extracts actionable insights to aid business decision-making.

# Report

- **Key Findings:**
- **Product Categories and Profit Analysis:**
  - **Technology:** This category leads in profitability, contributing the maximum share of total profits. Within technology, **phones** are the top-selling item, reflecting their vital role in the consumer and business markets.
  - **Furniture:** While not the top performer, this category remains significant, with steady demand driven by home and office requirements.
  - **Office Supplies:** This category supports essential needs for workplaces and educational environments, showing moderate sales compared to the others.
- **Customer Base:**
  - A total of **794 customers** contributed to the sales during the analyzed period. Their buying patterns indicate a strong inclination toward technology products, especially phones.
- **Regional Sales Performance:**
  - The sales data was categorized across four regions: **East, West, South, and Central**.
  - The **West region** emerged as the highest contributor to total sales, demonstrating significant consumer activity in this area.
- **Data Analysis Tools:**
  - The **ETL process** leveraged **Excel** and **Pivot Charts** to efficiently analyze and visualize the data. These tools enabled seamless transformation of raw data into meaningful insights, such as identifying profit margins and sales trends.

# Report

- **Insights and Recommendations:**
- **Focus on Technology Products:**
  - Given the high profitability and sales volume of phones, further investment in marketing and distribution of technology products is recommended. Expanding the product range with innovative gadgets can also capture emerging market trends.
- **Enhance Regional Strategies:**
  - With the **West region** leading in sales, targeted campaigns and inventory expansion in this area could maximize revenue. Strategies for improving performance in other regions should also be explored.
- **Furniture and Office Supplies Opportunities:**
  - While these categories show moderate performance, emphasizing ergonomic furniture and sustainable office supplies could boost sales. Promotional offers or bundles for remote workers could also attract more customers.
- **Leverage Data Analytics:**
  - Continuously utilizing **Excel** and **Pivot Charts** for detailed analysis can uncover further trends and patterns. Integrating advanced analytics tools may enhance the accuracy and depth of insights.

# Report

- **Conclusion:**
- This analysis underscores the dominance of the technology category, with phones as the primary driver of sales and profit. The West region emerges as a key market, indicating potential for targeted growth strategies. By aligning with consumer preferences and leveraging data-driven insights, businesses can capitalize on opportunities in the U.S. market across all three product categories.