

## Sales Frequency by Ship Mode and Segment

This table shows the frequency distribution of customer segments across different shipping modes, allowing us to identify potential patterns and insights:

Shipping Mode	Total Sales Frequency	Consumer	Corporate	Home Office
First Class	1501	755	468	278
Same Day	538	312	114	112
Second Class	1902	1003	589	310
Standard Class	5859	3031	1782	1046

The table of sales frequency across shipping modes and customer segments provides several insights:

- 1. Dominance of Standard Class Shipping:**
  - **Standard Class** has the highest sales frequency by a wide margin, with a total of 5,859 transactions. This mode appears to be preferred across all segments: **Consumer (3,031)**, **Corporate (1,782)**, and **Home Office (1,046)**.
  - This preference for Standard Class could reflect cost-saving tendencies, as this shipping mode is often the most economical. It suggests that customers, regardless of segment, prioritize affordability over speed in shipping.
- 2. Consumer Segment Preferences:**
  - The **Consumer** segment is the largest user across all shipping modes. With **3,031** transactions in Standard Class and **1,003** in Second Class, Consumers drive the highest volume of sales in these categories.

- Even in **First Class** and **Same Day** modes, where total frequencies are lower, the Consumer segment still dominates, showing their preference for multiple shipping options. This could imply that certain Consumers are willing to pay more for expedited shipping based on product need or urgency.

### 3. **Corporate Segment Behavior:**

- The **Corporate** segment also shows high engagement with **Standard Class** (1,782) and **Second Class** (589). Their usage of **First Class** is relatively high (468 transactions), suggesting that Corporate clients are more willing than other segments to use faster options when needed.
- This may be driven by business needs, where companies require timely deliveries. However, the Corporate segment's preference for Standard Class indicates a balanced approach between cost-effectiveness and speed.

### 4. **Home Office Segment Trends:**

- The **Home Office** segment is the smallest user across shipping modes but still has a considerable presence in **Standard Class** (1,046) and **Second Class** (310).
- Interestingly, **Home Office** usage of **Same Day** shipping (112 transactions) nearly matches Corporate (114), suggesting that for urgent deliveries, this segment is as responsive as Corporate clients. This pattern may indicate that certain Home Office customers prioritize fast shipping for essential supplies.

### 5. **Strategic Opportunities:**

- **Promote Standard Class for Broad Appeal:** Given its high usage, Standard Class could be highlighted in marketing efforts for affordability.
- **Targeted Campaigns for Expedited Options:** For **Corporate** and **Home Office** segments, emphasizing the reliability and speed of First and Same Day shipping options could capture their demand for faster service.
- **Tailored Messaging for the Consumer Segment:** Since Consumers use a mix of shipping options, marketing could highlight the flexibility of available shipping methods, allowing customers to choose based on need or budget.

These insights help clarify shipping preferences by segment, providing guidance for tailoring shipping-related marketing strategies to meet the specific demands of each customer group.