



Customer Analysis Report

Product Analysis Report

Orders & Shipping Analysis Report

Regional Analysis Report

Final Insights & Strategic Recommendations Report

Sum of Sales

14.92M

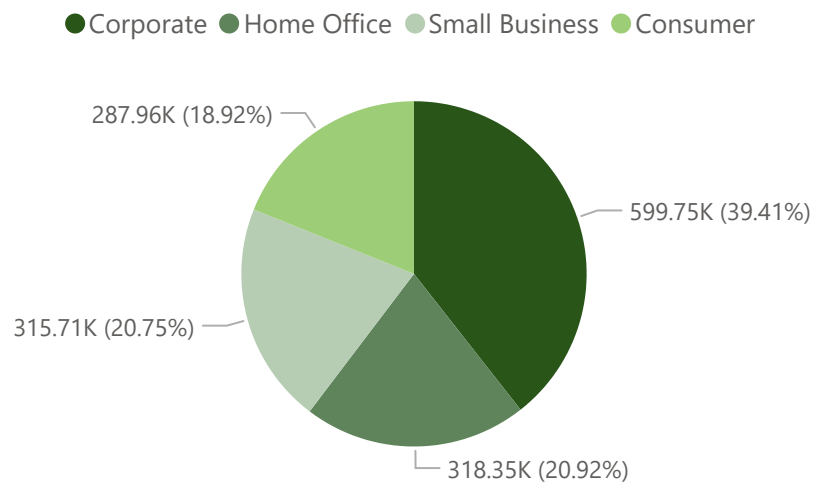
Average of Discount

0.05

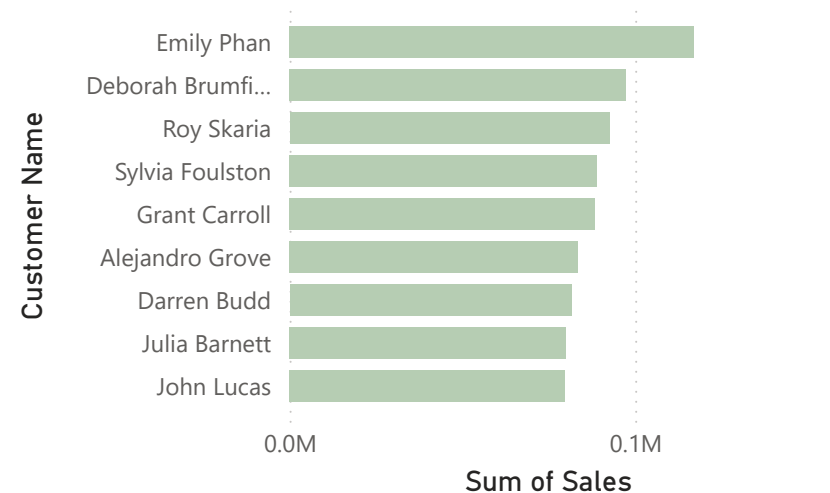
Count of Customer Name

795

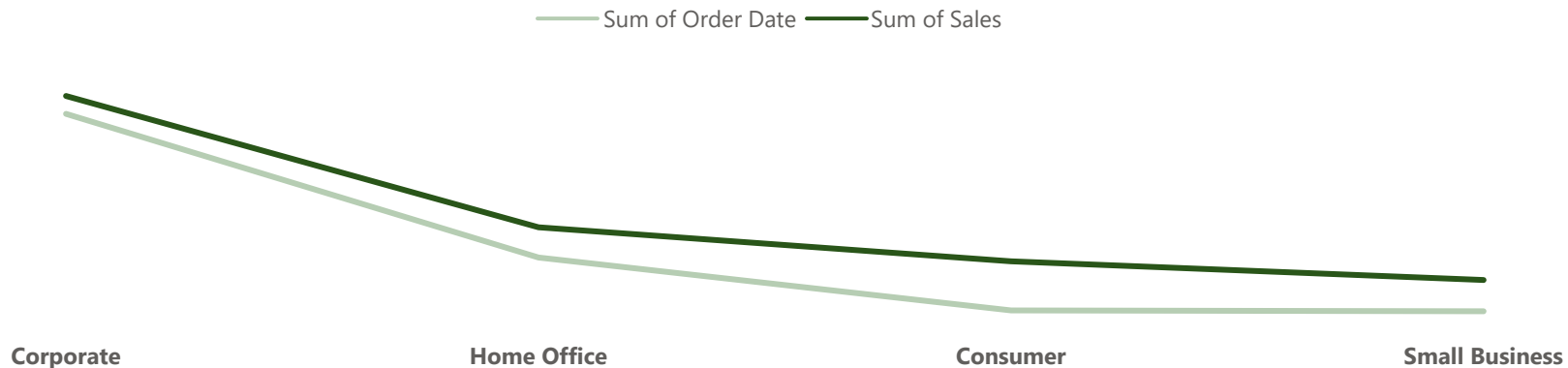
Sum of Profit by Customer Segment



Top 10 Customers by Sales



Customer Segment with Order Date and Sales





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Sum of Order Quantity

215K

Average of Product Base...

0.51

Sum of Profit

1.52M

Average of Unit Price

89.35

Top 10 Products by Profit

Global Troy™ Executive Leather ...	276K
Polycom ViewStation™ ISDN Vid...	255K
Canon PC940 Copier	211K
Riverside Palais Royal Lawyers B...	206K
Hewlett Packard LaserJet 3310 C...	195K
Bretford CR8500 Series Meeting...	147K
Sharp AL-1530CS Digital Copier	130K
Hewlett-Packard cp1700 [D, PS] ...	128K
GBC DocuBind 200 Manual Bind...	120K
Canon imageCLASS 2200 Advan...	114K

Product Sub-Ca... ⌵

All ⌵

Product Category ⌵

All ⌵

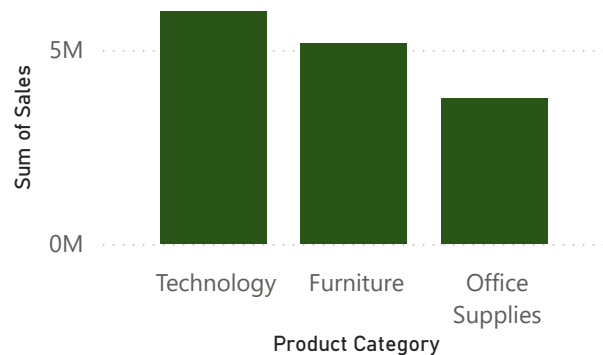
Product Contain... ⌵

All ⌵

Product Name ⌵

All ⌵

Total Sales of Product Category



Year ⌵

2009	2011
2010	2012



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Count of Order ID

5.496K

Average of Order Quantity

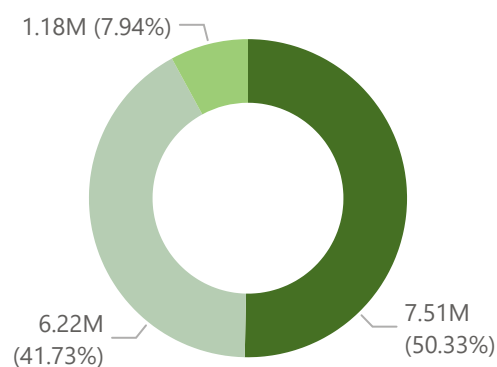
25.57

Sum of Shipping Cost

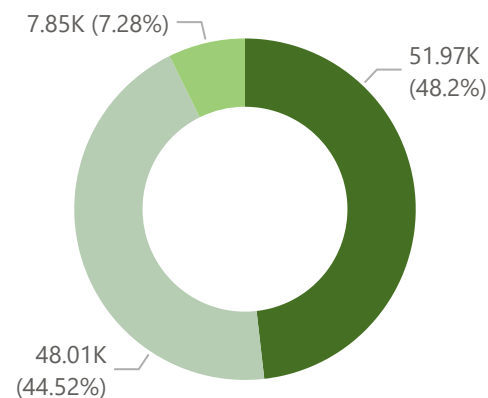
107.83K

Total Sales in Ship Mode

- Regular Air
- Delivery Truck
- Express Air



Total Shipping Cost in Ship Mode



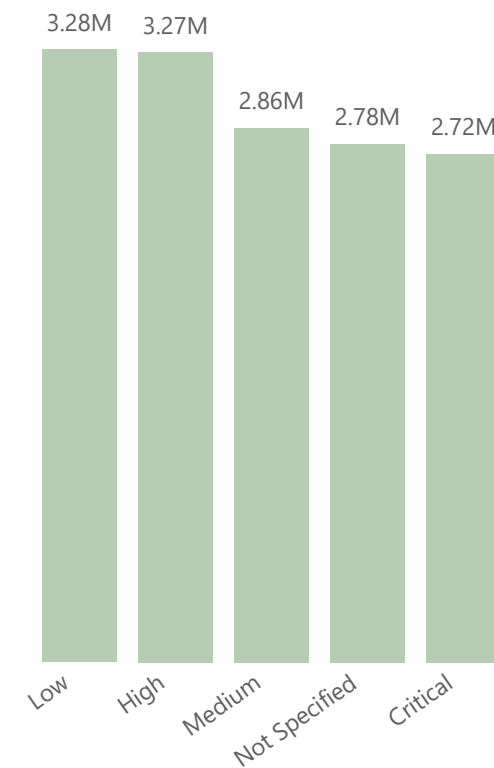
Year

All

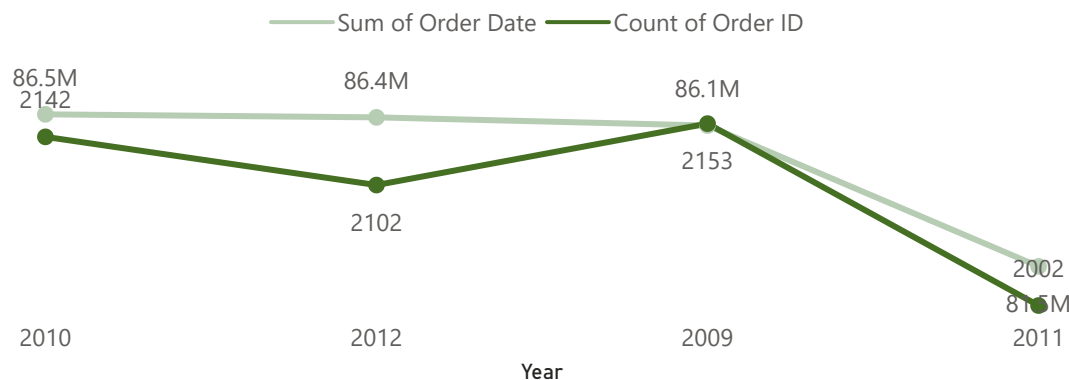
Ship Mode

All

Sum of Sales by Order Priority



Sum of Order Date and Count of Order ID by Year





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14.92M

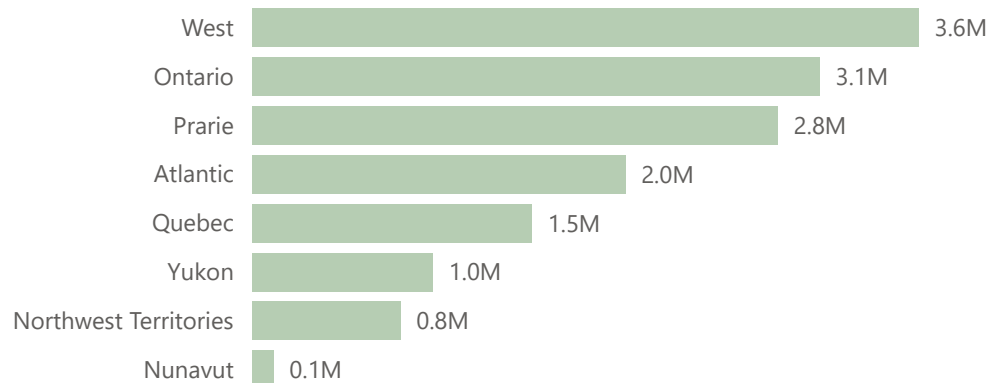
Sum of Profit

1.52M

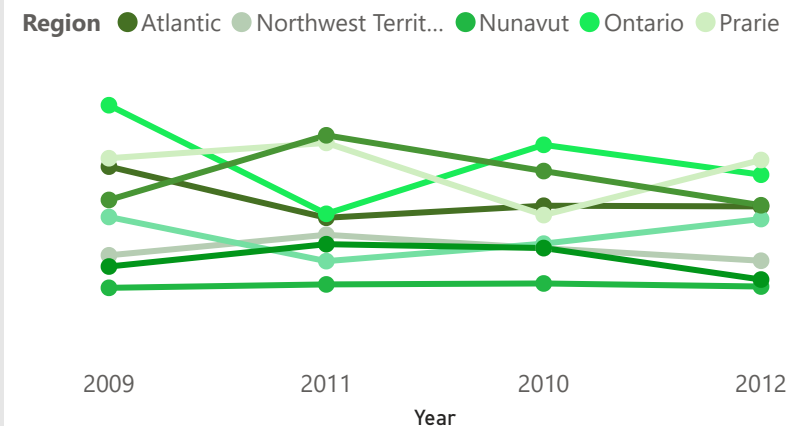
Sum of Product Base Margin

4.27K

Total Sales by Region



Sum of Profit by Year and Region



Province

All

Region

All

Product Cate...

All

Order Prior...

All

Sum of Profit by Region

Region: Atlantic, Northwest Territories, Nunavut, Ontario, Prarie, Quebec, West, Yukon





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Insights vs Recommendations

Insights

- The "Corporate" segment generates the most revenue but the least profit due to high discounting.
- The "Global Troy Executive Leather Low-Back Tilter " product has high sales but negative average margin.
- Orders with "Regular Air" shipping result in higher profit per item.

Strategic Recommendations

- Consider optimizing discounts for high-volume segments.
- Evaluate the pricing and cost structure of low-margin products.
- Focus marketing in profitable provinces like Cairo and Alexandria.
- Promote "Same Day" shipping for high-profit categories.