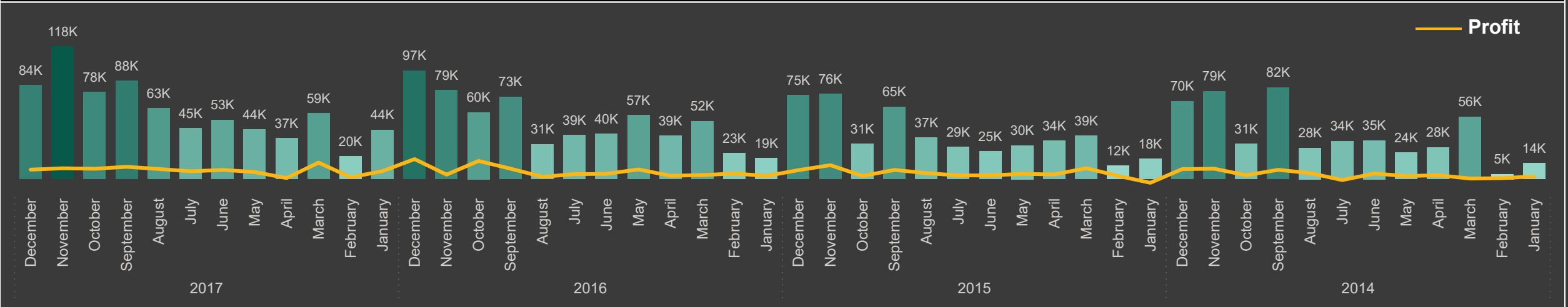


# Sales Insights

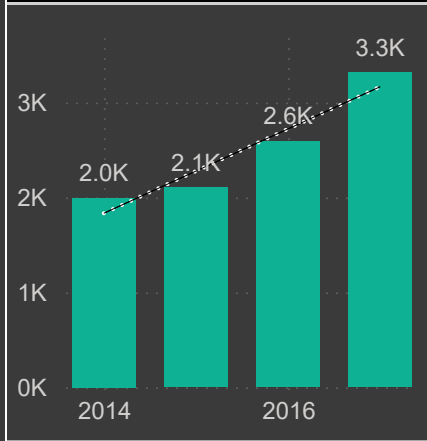
- . Sales (488.82% increase) and Profit (246.23% increase) both trended up between January 2014 and December 2017.
- . Across all metrics, Sales had the most interesting recent trend and started trending up on July 2017, rising by 85.20% (38,564.90) in 5 months.
- . Sales jumped from 45,264.42 to 83,829.32 during its steepest incline between July 2017 and December 2017.
- . Standard Class had the highest Number of Orders at 5,968, followed by Second Class, First Class, and Same Day.
- . Standard Class accounted for 59.72% of Numbers of Orders.
- . At 4,57,687.63, California had the highest Sales and was 49,653.52% higher than North Dakota, which had the lowest Sum of Sales at 919.91.
- . Across all 49 State, Sum of Sales ranged from 919.91 to 4,57,687.63.

# Sales Data Analysis

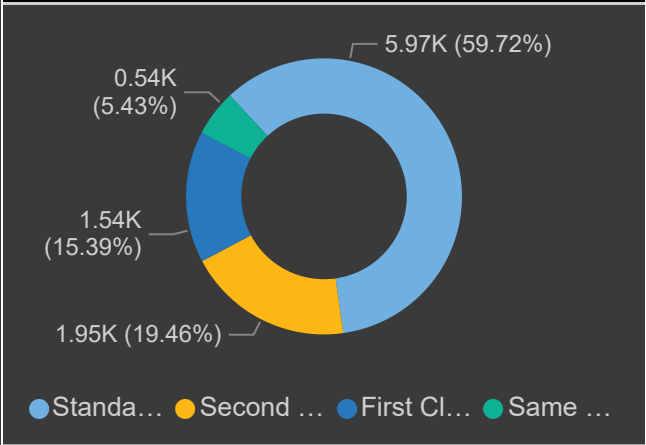
Sales by Date



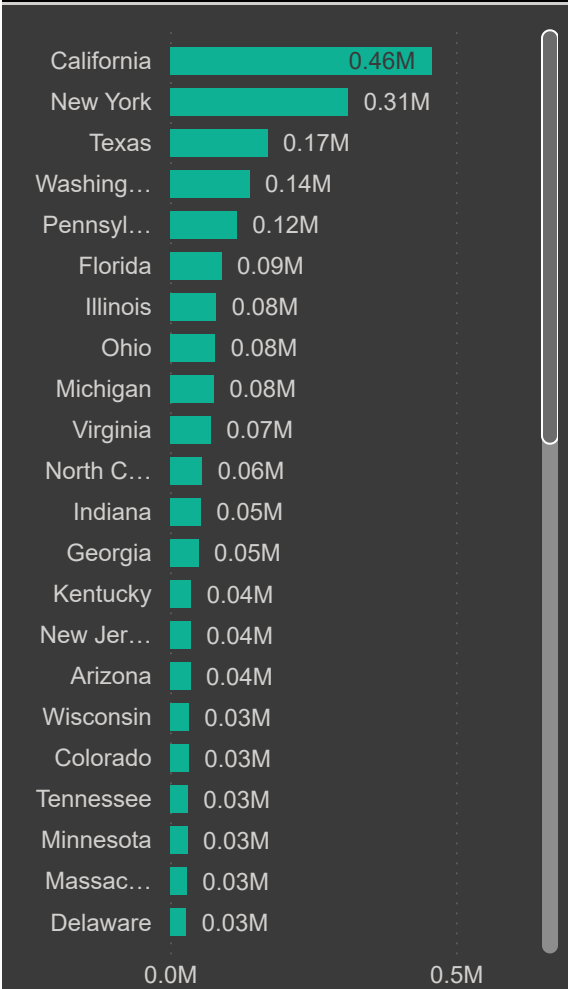
Orders Received by Year



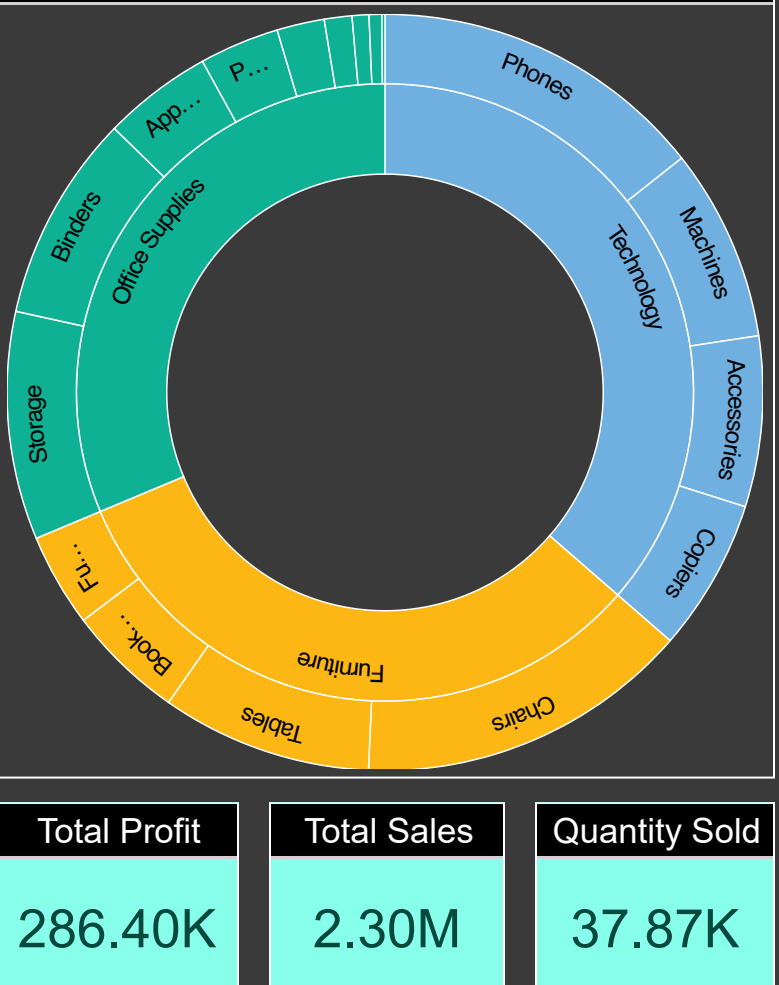
Ship Mode



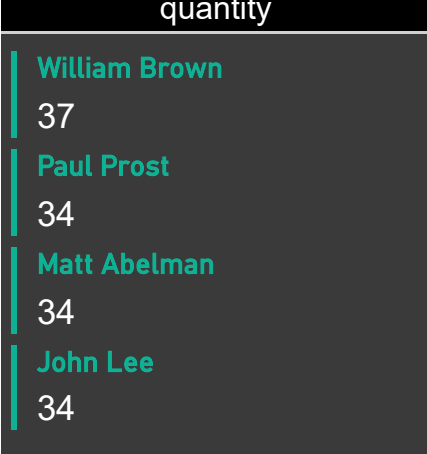
Sales by State & City



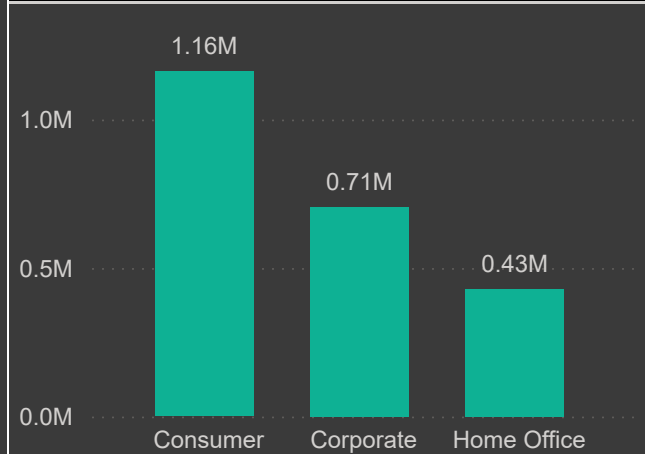
Sales by Category & Sub-Category



Top 3 Customers by order quantity



Sales by Segment



Total Profit

286.40K

Total Sales

2.30M

Quantity Sold

37.87K