**INSIGHTS**

•Ship Mode analysis shows that First Class and Second Class contribute the highest Adjusted Sales.

•Technology leads in Adjusted Sales and profit margin.

•Peak sales occur in Q4 (Oct–Dec) indicating a possible seasonal/holiday effect.

•Monthly trend shows steady growth in sales with spikes in November and December.

• Furniture has inconsistent performance with occasional high-discount losses.

**RECOMMENDATION**

•Focus on First Class and Corporate clients, which have higher conversion and adjusted sales.

•Increase marketing for Technology products with low discount rates and high margin.