Project Title: Furniture Pro & Co

Project Objective:

- Analyzing **sales trends over time** to identify seasonal patterns and yearly growth.

- Evaluating **regional and segment-based performance** to pinpoint top and underperforming areas.

- Measuring **state and city-level sales contributions** for targeted geographic strategy.

- Understanding **customer behavior** through frequency, spending patterns, and top contributors.

- Assessing **sales team efficiency** by comparing top and bottom performers.

- Identifying gaps between **actual and target revenue** to support goal alignment.

- Analyzing **product return rates** across categories to detect quality or service issues.

1. Key Performance Metrics (Top Card Summary):

- **Total Sales**: $110.27M

- **Profit**: $13.75M

- **Margin %**: 12.5%

- **Total Quantity Sold**: 2M units

- **Total Discount Offered**: $74.9K

2. Sales Trends by Time:

- **Sales by Year and Quarter**:
  Sales showed a consistent upward trend across the quarters from 2018 to 2021.

  - **Q4 2021** had the highest sales (~$13M), indicating seasonal spikes or strong marketing performance.

  - Sales dipped slightly in early quarters of each year, which may be an area to improve.

- **Sales in 2021 vs 2020–2018**:

  - 2021 contributed to **31.92%** of total revenue.

  - 2020–2018 combined gave **68.08%**.
    This suggests accelerating business momentum in the latest year.

3. Regional & Segment-wise Sales Analysis:

- **Top Region**:

- **West** region led with $34.82M in sales, followed by **East** ($32.58M).

- **South** region lagged with only $18.80M.

- **Sales by Segment**:

  - **Consumer** segment contributed the most across all regions.

  - **Home Office** segment had smaller share—potential to expand.

4. State and City Performance:

- **Top States**:

  - California ($22M), New York ($14.9M), and Texas ($8.2M) were the best performers.
    These states should continue to be targeted for promotions and new product launches.

- **Bottom States**:

  - North Dakota, West Virginia, and Maine had sales < $0.06M.
    These areas may need new strategies or may not be high-priority markets.

- **Top Cities**:

  - New York City ($12.3M) and Los Angeles ($8.4M) had the strongest sales.

- **Low Performing Cities**:

  - Cities like Missouri City and Abilene had very low revenue (<$300), indicating poor presence or market reach.

5. Customer Insights:

- **Top Customers**:

  - Seth Vernon and Edward Hooks were the highest revenue-generating customers.

- **Frequency**:

  - Majority of customers are **frequent buyers**, showing good loyalty.

- **Spending Levels**:

  - 65% are **medium spenders**, 25% are low spenders.
    There's an opportunity to upsell to the medium-spending group.

6. Sales Team Performance:

- **Top Performers**:

  - Jackson Tracy and DeCrenney's Matt had the highest individual sales (>$1M).

- **Least Performers**:

  - Sewall Nicole and Isabella Carrington had sales under $50K.
    This can highlight training or reassignment needs.

- **Revenue vs Target**:

  - Actual revenue increased year-on-year from 2018 to 2021.

  - The **2021 target was not met**, showing a gap in forecasting or execution.

7. Product Returns:

- **Category with Most Returns**:

  - **Furniture** had the highest return rate (55.56%), possibly due to product issues or delivery concerns.

- **Least Returned**:

  - Technology items had lowest returns (1.56%), showing good product quality and customer satisfaction.

Final Recommendations:

- Focus on **growing markets** like the West and East regions.

- Rework strategy in **South** and **Central** zones.

- Improve training for **low-performing salespersons**.

- Address **high return rates** in furniture category with quality checks or better packaging.

- Run **loyalty programs** to convert medium spenders into high-value customers.

- Expand **Home Office** product line, leveraging remote work trends.