**Sales Analysis**

* Total revenue is 33.04M and profit is 3.97M.
* In terms of Revenue Fishing is the star category follower by cleats,camping hiring and Cardio equipment.
* Sales was lowest in 2018 by around 70 percent compared in 2017.
* About 1/3 of the total revenue comes from the Cagaus followed byChicago and Los Angeles.
* Popular individual products are Field & steam Sportsman 16 gun Fire Safe,perfect fitness perfect rip deck and diamond back women serene.

**Order Analysis**

* Total quantity of order made by customers are 384k.
* Cleats were the most order quantity followed by women s’ apparel and indoor ‘s game.
* Average profit margin is highest in golf bag followed by toys and fitness accessories.
* Santo Domingo and New York City have highest order quantity.
* Order quantity is highest in Month of January due to **Christmas** and lowest **before the Christmas.**

**Supplier Analysis**

* Total expenditure of the products is 29.04M.
* Computer has the highest average Expenditure cost.

**Logistic Analysis**

* Total Order quantity is 387k and 157K are shipped on time.
* Standard class and Second class contribute to 69 percent of late delivery.
* Standard class has most on time delivery.
* 37 percent late delivery happen in one city Cagaus.
* About 50 percent late delivery happen in product name-perfect fitness perfect ripdesk,Nike men ‘s Cj,Nike men dry fit and O’brien Men.

**Customer Analysis**

* 50 percent of the customer segment is consumer.
* Debit and transfer contribute to 66 percent of overall transfer.