

Fig.1: "Corporate" has the highest percentage among all segments (48.3%).

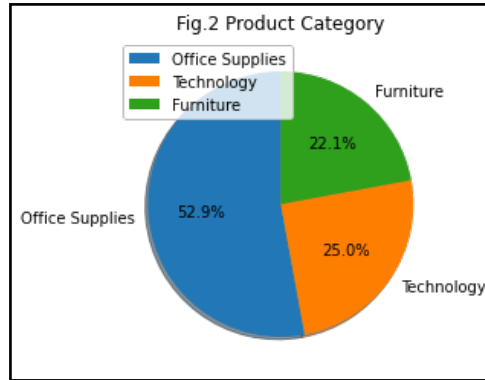


Fig.2: Over 52.9% of orders are products for office supplies.

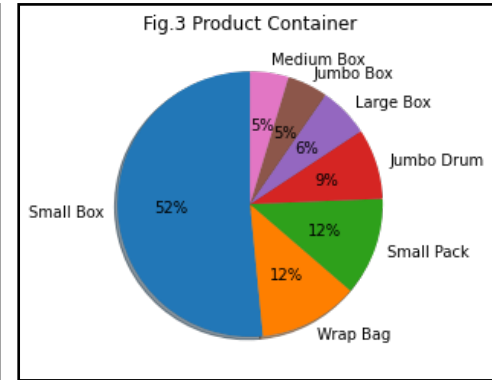
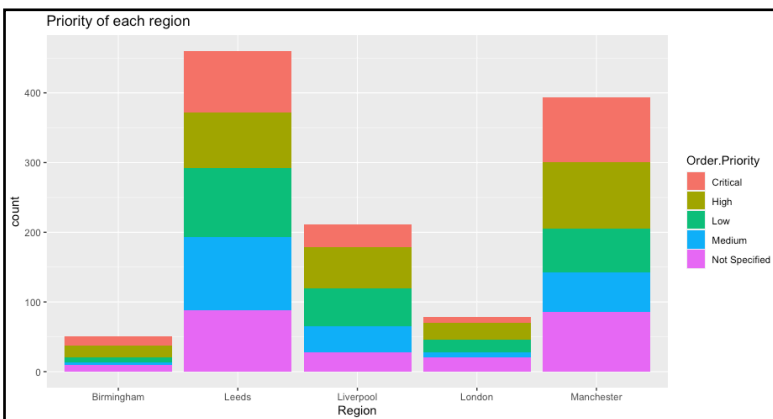
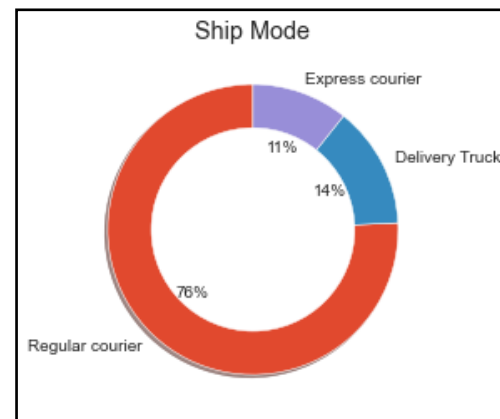


Fig.3: Half of the total orders (52%) prefer small box for ordered items.



Priority: Leeds is the region with largest number of orders. Ship

Ship Mode: Regular courier is mainly used (76%).



Inversely-relationship for Profit & Shipping Cost:

Profit is higher when shipping cost is low; Negative profit is resulted when shipping cost increase.

Furniture (Red) mainly has larger shipping cost; Office Supplies (Blue) mainly has lower shipping cost.

Summary:

With the data, the pattern of customers' order is shown from each diagram. It shows that the willingness for shipping office supplies for corporations are higher. People also prefer ordering small items that are able to pack with small box. Leeds is the region with largest number of orders, and the priority of orders are evenly distributed for all regions. Regular courier is the major ship mode, which is mainly for order of small items, including items with small box. It is also found that the shipping cost is inversely-related with profit. With order of lower shipping cost, larger profit can be obtained with each order. Furniture has larger shipping cost, while Office Supplies maintains lower shipping cost. To sum up, large items usually follow with larger shipping cost, which is easier to have lower profit, and even negative profit.

For the conclusion, it is recommended that additional fee shall be added to large items mainly packed with Large box and Jumbo box such as Furniture in order to even the profit loss. Besides, promotion for office items can be implemented with larger profit with same shipping cost for each order as office item is more profitable.