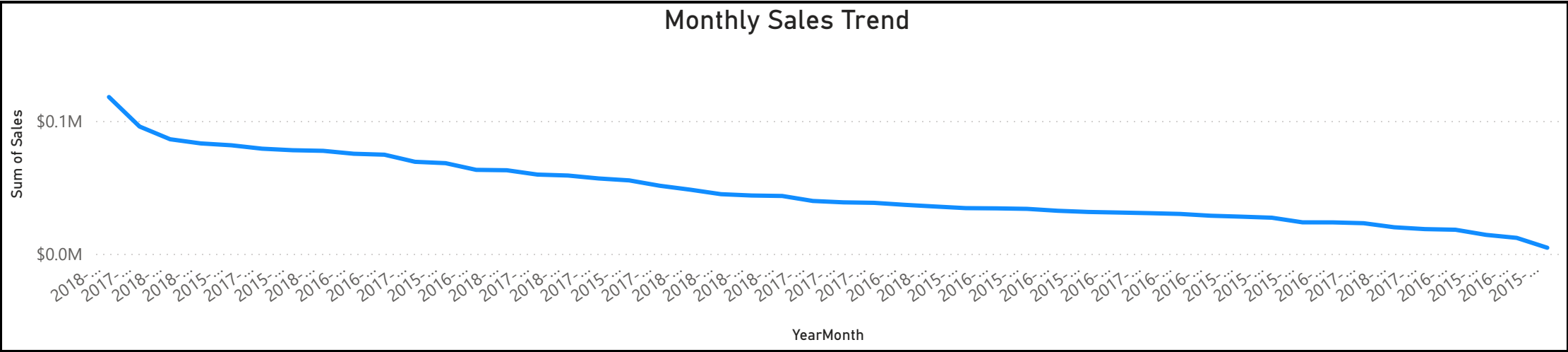
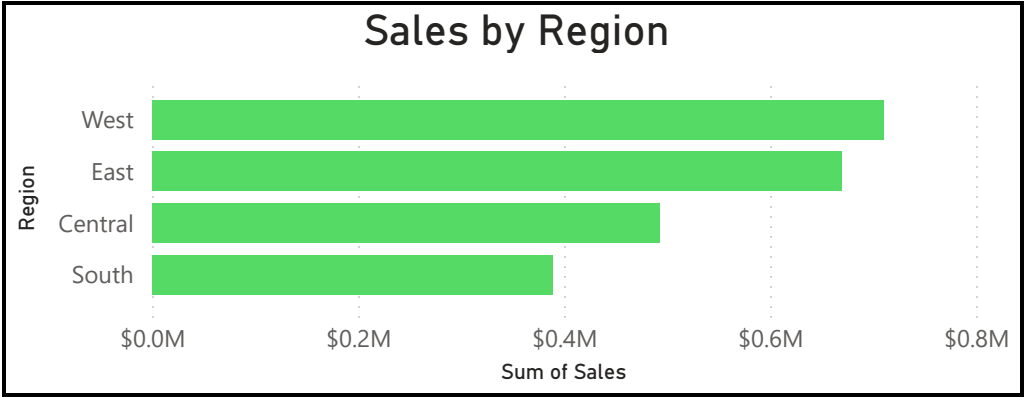


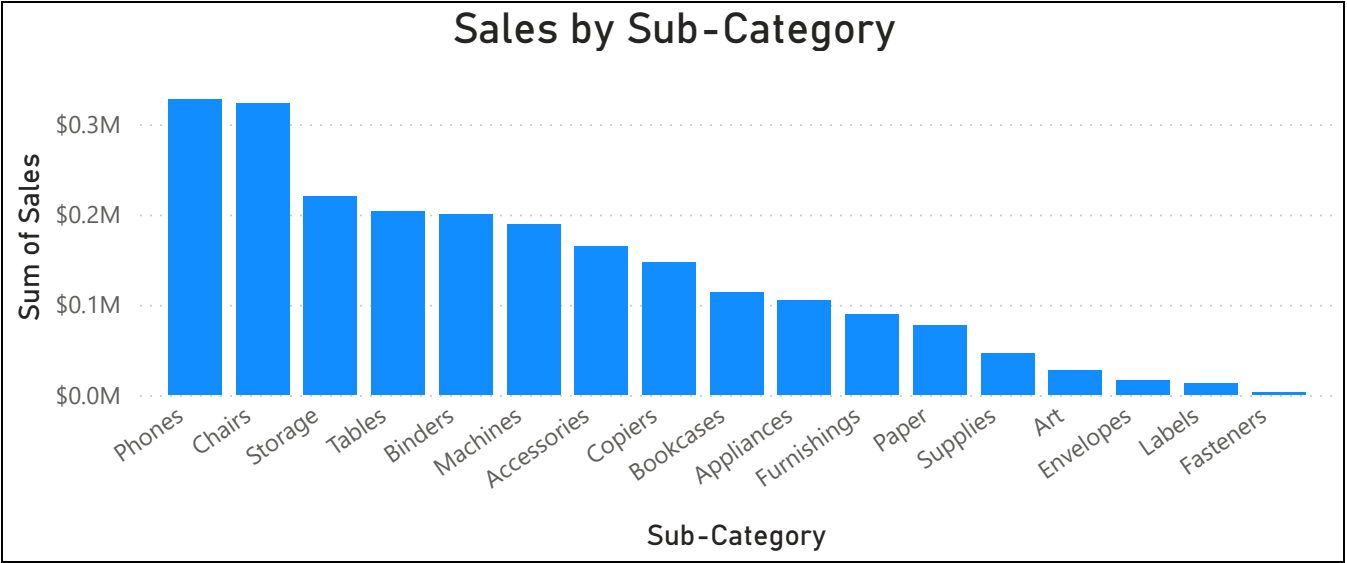
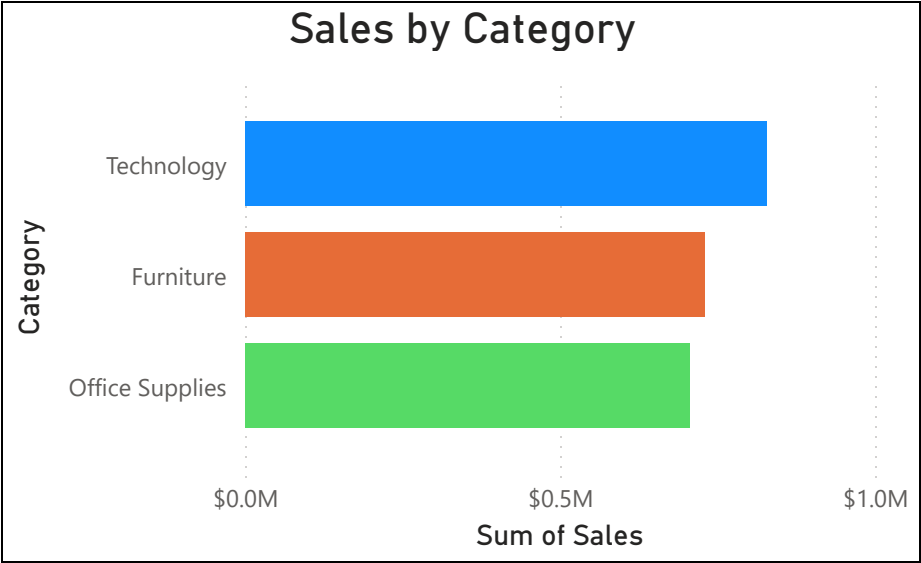
SALES OVERVIEW



Sales Overview:

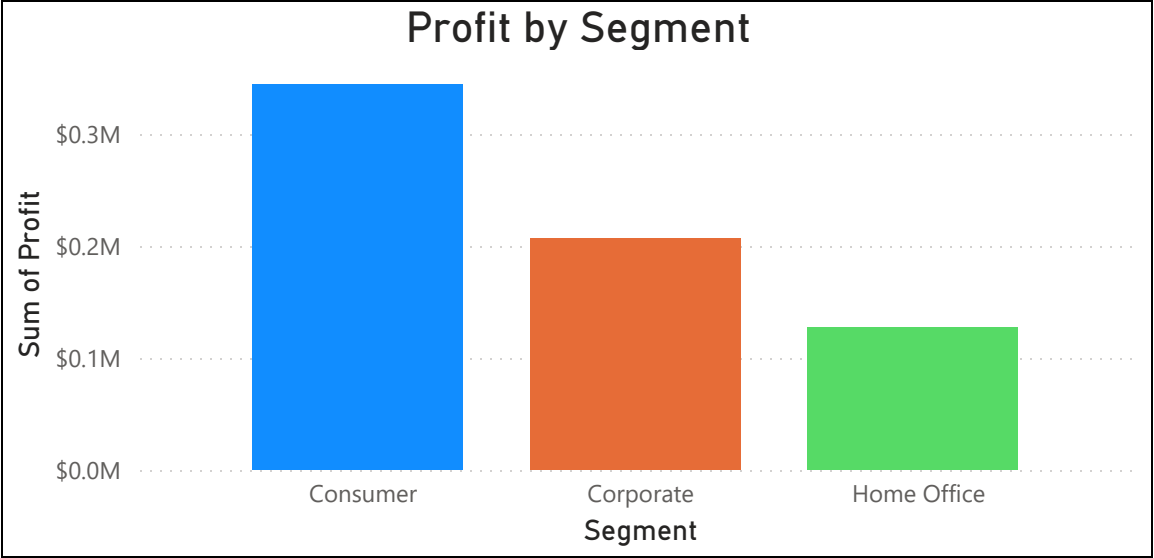
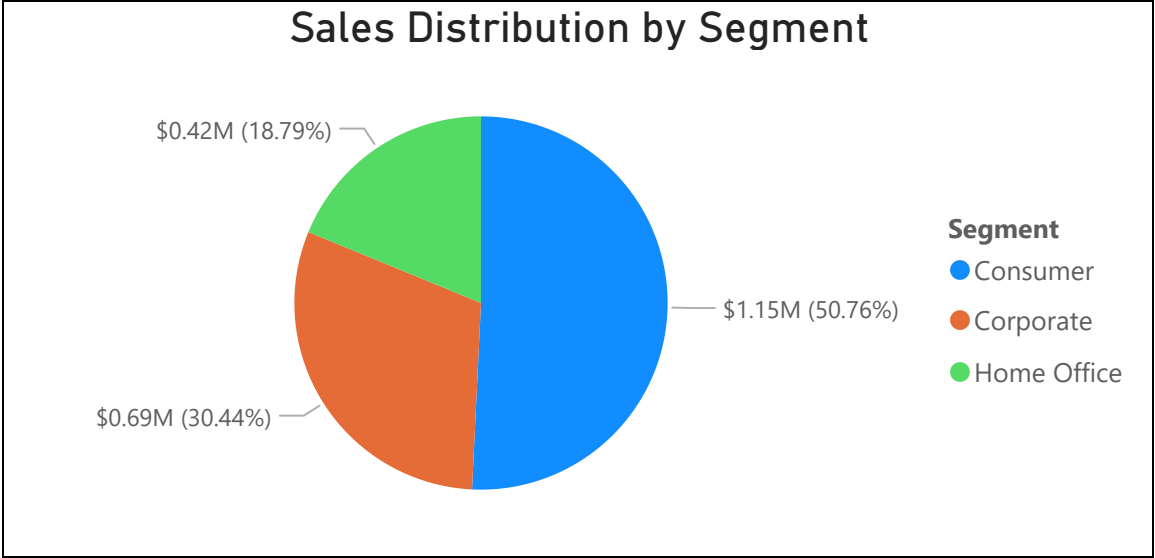
- Total sales amount to \$2.26M.
- Monthly sales peaked in November 2018.
- The west region consistently outperformed others.

CATEGORY & SUB-CATEGORY PERFORMANCE



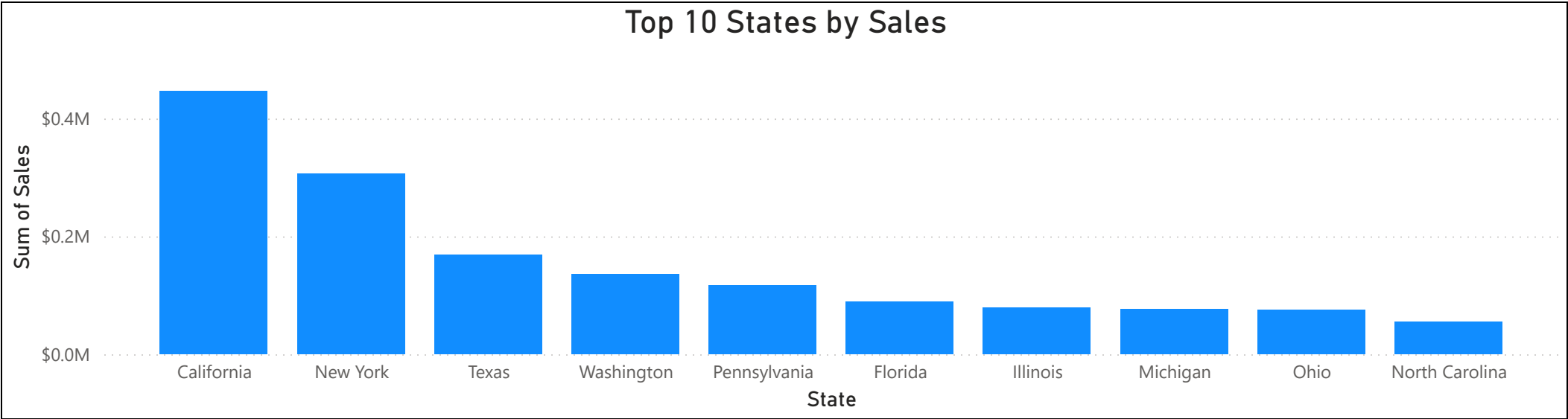
Technology leads in sales. Within it, Phones performs the best.

SEGMENT ANALYSIS



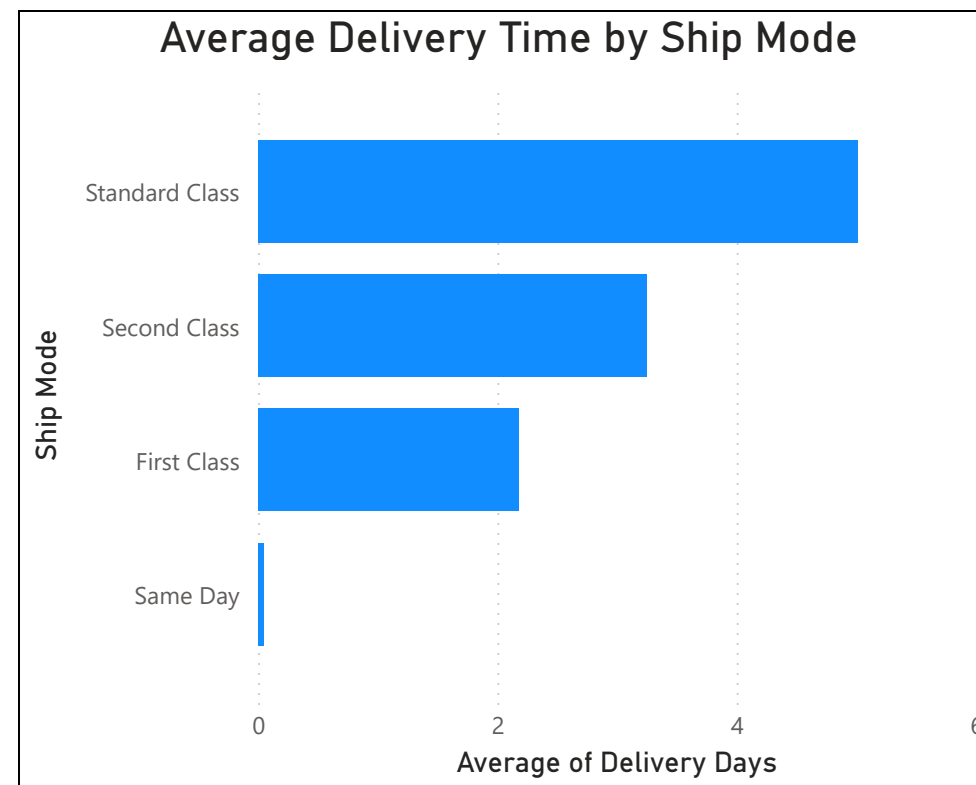
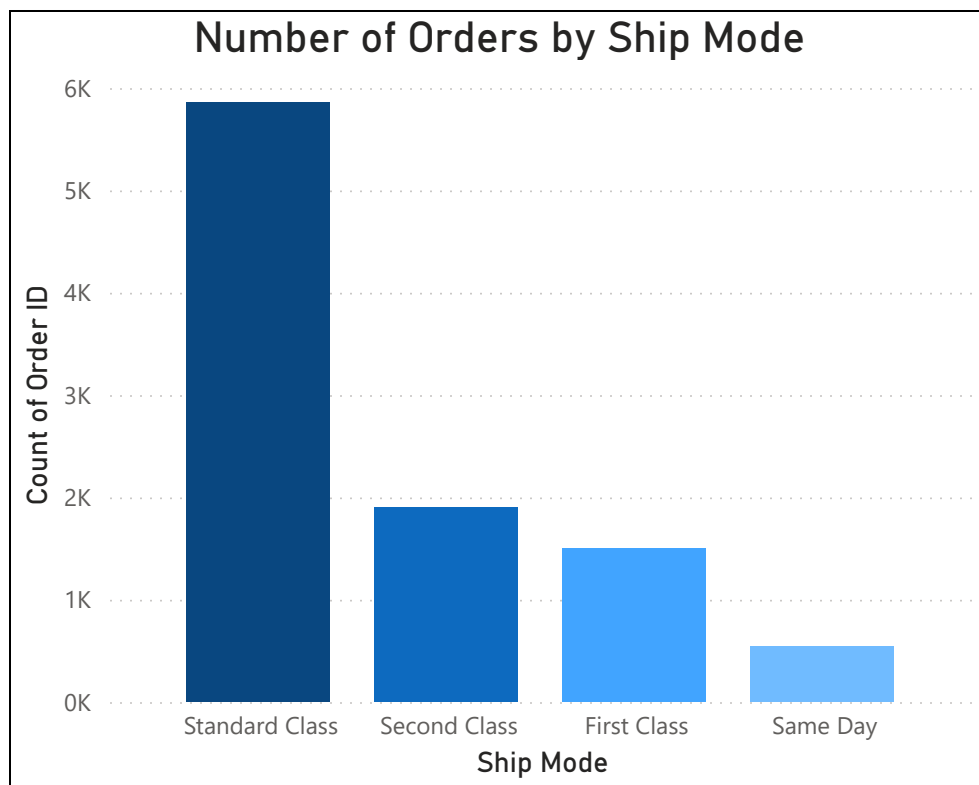
The Consumer segment generates the most profit.

STATE-WISE SALES



Sales are highly concentrated in California.

SHIP MODE & DELIVERY INSIGHTS



The most used shipping method and Average delivery time is highest for Standard Class.

Summary

Total Sales

\$2.26M

Total Orders

4922

Avg Sales per Order

\$459.4752

- . Sales peaked in **Nov 2018**, especially in the **West** region.
- . **Technology** is the top-performing category.
- . The **Consumer** segment had the highest sales volume.
- . **California** generated the most revenue state-wise.
- . **Standard Class** was the most used shipping mode.
- . Average delivery time **Standard Class** is around **5.01 days**