E-Commerce Data Department Report

Executive summary

We exported the sales data from our database and we conducted some analysis on it to gain insights into some of our sales operations and study ways to enhance our services based on a certain scope

Scope

- Customer loyalty
- Strengths and weaknesses points
- Performance measure

Data specs:

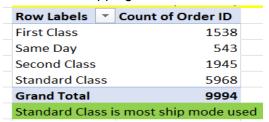
Here are the tables we used to conduct our analysis.

- Orders table
- Return table
- People table
- Shipping cost table

The analysis

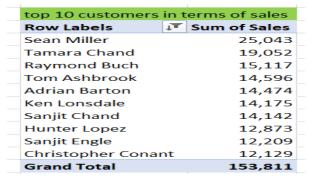
Customer loyalty

• What is the shipping mode our customers use most?



Recommendations:

- > We should focus on Standard shipping mode as it is the most used
- > We should find ways to reduce the cost of the standard shipping mode and make sure it's as profitable as it is the most used
- > First-class shipping mode was the least used mode it might be better to revise the cost and the possible scenarios where it might be removed
- Who are our top 10 customers in sales?



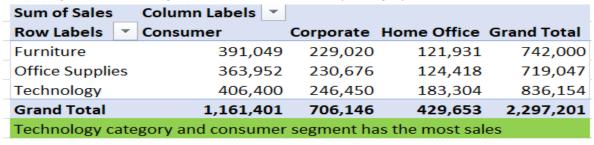
Recommendations:

- Make discounts for those customers
- Who are our top 10 customers in terms of order frequency?



Strength and weakness

which segment of clients generates the most sales by category?



Recommendations:

- We should focus on the Technology category
- > Enhance the quality of the product in furniture and office supplies
- which city has the most sales value?

Row Labels	Ψļ	Sum of Sales
New York City		256,368

Which region generates the most sales value percentage?

Row Labels	*	Sum of Sales
⊞ Central		21.82%
⊞ East		29.55%
⊞ South		17.05%
⊞ West		31.58%
Grand Total		100.00%

Performance measure

What are the top-performing product categories in terms of sales and profit?

Row Labels	*	Sum of Profit	Sum of Sales		
Furniture		18,451	742,000		
Office Supplie	es	122,491	719,047		
Technology		145,455	836,154		
Grand Total		286,397	2,297,201		
Technology is top category for sales and profit					

Recommendations:

- > We should focus on the Technology category which is the most sales and profitable category for our business
- ➤ Enhance furniture profitability which has great sales but weak profitability by decreasing the COGS to make it more profitable
- What is the most profitable product that we sell?

Canon imageCLASS 2200 Advanced Copier

25,200

Recommendations:

> We must have a large quantity of this product which is the most profitable product for our business