

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?

Row Labels	Count of Order ID
First Class	1538
Same Day	543
Second Class	1945
Standard Class	5968
Grand Total	9994
Standard Class is most ship mode used	

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?

top 10 customers in terms of sales	
Row Labels	Sum of Sales
Sean Miller	25,043
Tamara Chand	19,052
Raymond Buch	15,117
Tom Ashbrook	14,596
Adrian Barton	14,474
Ken Lonsdale	14,175
Sanjit Chand	14,142
Hunter Lopez	12,873
Sanjit Engle	12,209
Christopher Conant	12,129
Grand Total	153,811

Recommendations:

- Make discounts for those customers

- Who are our top 10 customers in terms of order frequency?

Row Labels	Distinct Count of Order ID
Emily Phan	17
Noel Staavos	13
Chloris Kastensmidt	13
Patrick Gardner	13
Sally Hughsby	13
Zuschuss Carroll	13
Joel Eaton	13
Erin Ashbrook	13
Bart Pistole	12
Anna Häberlin	12
Grand Total	132

Strength and weakness

- which segment of clients generates the most sales by category?

Sum of Sales	Column Labels			
Row Labels	Consumer	Corporate	Home Office	Grand Total
Furniture	391,049	229,020	121,931	742,000
Office Supplies	363,952	230,676	124,418	719,047
Technology	406,400	246,450	183,304	836,154
Grand Total	1,161,401	706,146	429,653	2,297,201
Technology category and consumer segment has the most sales				

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	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 Supplies	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
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Recommendations:

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

