# Sales Analysis: Insights & Business Recommendations

## ⬚ Insights

- Staples are the most sold sub-category, indicating high demand for essential office items.
- Office Supplies category has the highest sales, followed by Technology and Furniture.
- Cities like New York and Los Angeles generate the highest revenue, suggesting strong market presence in urban areas.
- The West and East regions outperform others in both sales and profit, showing regional concentration of customer activity.
- Discounts have a negative correlation with profit, meaning over-discounting may hurt revenue.
- Quantity sold doesn't always translate to profit — some sub-categories sell well but yield low profits.
- Standard Class shipping mode dominates, but there's no analysis of its efficiency or customer satisfaction.
- Customer Segment 'Consumer' contributes most to sales, but 'Corporate' shows higher profit margins.

## �🗸Business Recommendations

- Increase stock and marketing for Staples and Office Supplies, especially in high-performing regions like the West.
- Reevaluate discount strategies, particularly in sub-categories where high discounting leads to reduced profit.
- Focus sales campaigns in major urban centers, especially where high revenue is already being generated.
- Explore growth in underperforming regions, such as the South, with targeted promotions or partnerships.
- Introduce loyalty programs for Corporate clients, who show higher profit margins.
- Investigate product-level profitability — prioritize items with a high profit-to-sales ratio.
- Test new shipping methods or analyze delivery performance for efficiency gains and customer satisfaction.
- Use time-based insights to plan promotions around months or quarters with historically high sales.

Prepared for executive presentation. Insights backed by sales data exploration.