# Sales and Shipping Analysis

Introduction

This analysis explores company sales and shipping data to uncover trends and identify actionable insights. The goal is to support data-driven decisions that enhance revenue and operational efficiency.

Key Findings

- Richard achieved the highest total sales when balancing revenue and order volume, while Bob managed the most orders.

- Monthly sales showed clear seasonal fluctuations, with noticeable dips in **May** and **June**.

- Analysis revealed a negative correlation between discounts and sales, suggesting that excessive discounting may reduce revenue.

- Shipping costs were higher for low-priority orders and large product containers.

Monthly Total Sales Trend
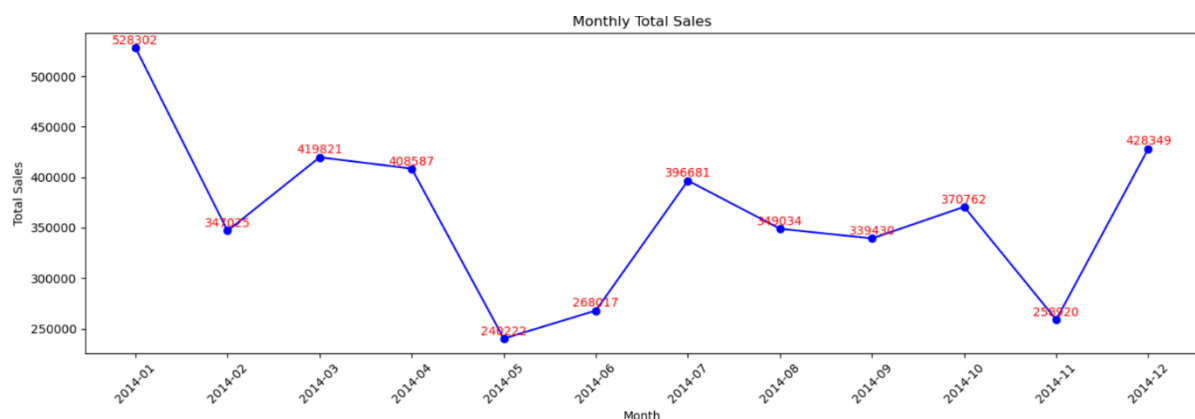
Business Recommendation

Focus on reducing shipping expenses by shifting low-priority orders to slower, more cost-effective shipping modes and optimizing packaging sizes. Additionally, lower discount rates strategically during periods of declining sales to protect profit margins without hurting demand