

Pubs Retail
Analysis Report

Customer
Analysis

Demographic Insights:	Purchase Behavior:
Analyze customer demographics, such as location and credit limits.	Evaluate the purchasing patterns of customers.
Identify patterns in customer locations and credit limits.	Evaluate the purchasing patterns of customers.

Employee
Analysis

Demographic Insights:	Purchase Behavior:
Analyze employee demographics, including office distribution and job roles.	Evaluate employee performance based on sales and customer assignments.
	Identify top-performing employees.

Offices
Analysis

Geographic Distribution:	Performance Metrics:
Assess the distribution of offices across different regions.	Analyze the performance of each office based on sales and employee efficiency.
Identify regions with higher concentrations of offices.	

Order Details
Analysis

Sales Trends:	Product Performance:
Analyze sales patterns over time.	Evaluate the performance of different products based on order volume and revenue.
Identify peak sales periods and off-peak periods.	Identify top-selling products.

Orders
Analysis

Order Processing:	Customer Orders:
Analyze order processing times and efficiency.	Evaluate customer order history and loyalty.
Analyze order processing times and efficiency.	Identify repeat customers and high-value orders.

Payments
Analysis

Payment Trends:	Customer Payment Behavior:
Analyze payment trends over time.	Evaluate payment behavior of customers.
Identify peak payment periods and off-peak periods.	Identify top-paying customers and potential credit risks.

Product Lines
Analysis

Product Diversity	Market Presence:
Assess the diversity and range of product lines offered.	Evaluate customer order history and loyalty.
Identify product lines with higher engagement.	Analyze the market presence of different product lines.

Products
Analysis

Inventory Management	Cost and Pricing Analysis:
Analyze inventory levels and stock management.	Evaluate product costs and pricing strategies.
Identify products with high stock levels and potential stockouts.	Identify products with the highest margins.