**Canada ADF Sales Data Analysis Report (2018-2022)**

**Executive Summary**

This report presents an in-depth analysis of Canada ADF’s sales data over a four-year period, from 2019 to 2022. The analysis includes key metrics related to total sales, product distribution, customer trends, and sales performance across various channels and product types. This data driven approach provides insights into the company’s market behavior and highlights significant trends in product sales.

* **Overview of Sales Performance:**

The total sales performance over the four-year period is summarized as follows:

* Total Number of Products Sold: 81,000 units
* Total Sales Revenue: $6.13 million
* Total Quantity of Products Sold: 232,890 units

This data indicates strong overall sales, reflecting a solid product demand across different channels and customer segments.

* **Sales Channels and Product Types Breakdown:**

Our analysis revealed that the sales were distributed across two main channels (Frozen and Dry), as well as two types of products (Ethnic and Mainstream). The breakdown is as follows:

**Channels:**

* Frozen Products: Representing 45.17% of total sales.
* Dry Products: Representing 54.81% of total sales.

**Product Types:**

* Ethnic Products: Comprising 43.39% of the total product sales.
* Mainstream Products: Making up 56.61% of the total sales.

This distribution shows that dry and mainstream products are more dominant in terms of sales volume, but frozen and ethnic products also represent a significant portion of the overall sales.

* **Customer and Product Trends:**

Further analysis of customer purchasing patterns and product performance revealed the following key insights:

* Regularly Sold Products: 14 specific product types are being sold consistently over time, indicating stable demand for these products.
* Regular Customers: There are 30 distinct types of customers who have made frequent purchases

(NB: At Least 50 quantity of products are sales)

These insights are crucial for understanding product popularity and identifying loyal customer segments.

* **Sales Trends Over Time:**

An examination of sales performance over the four-year period through line charts revealed notable fluctuations in product sales:

* Peak Sales Year: The highest quantity of product sales was recorded in 2022, indicating a surge in demand during this year.
* Lowest Sales Year: The lowest sales volume occurred in 2019, marking the starting point of the analysis.

This trend suggests a gradual increase in sales performance, culminating in a peak in 2022, which could be attributed to various external or internal factors such as market expansion or product improvements.