

Sales Behavior Analysis Report

Date: 05/07/2023

Introduction:

The purpose of this report is to analyze sales behavior based on the data provided in checkouts 1 and 2. Daily sales data was collected at different time intervals, allowing for a comparison of today's sales with yesterday's, the same day last week, as well as the average sales of the previous week and month. The main focus is to identify anomalies and distinct behavior patterns that may impact overall sales performance.

Overall Analysis:

1.1. Sales Volume:

By summing up the sales values for each day, it is evident that the days represented in the checkouts have significantly higher sales volumes compared to the other days of the week. This is supported by the minimal difference in the "same_day_last_week" values across the checkouts, indicating that the variation in sales volume is more related to the days not represented in the checkouts.

1.2. Weekly Averages:

There is a significant difference between the average of week 0 (checkout 1) and week 1 (checkout 2). The average of week 0 showed an increase of 5.85% compared to the average of the previous month, while the average of week 1 recorded a decrease of 18.4% compared to the average of the previous month. This suggests a change in purchasing behavior between these two weeks.

Detailed Analysis:

2.1. Comparison of Monitored Days:

When comparing the three monitored days in the checkouts (represented by "today" and "yesterday" in checkout 1, and "same_day_last_week" in checkout 2), it can be observed that "today" and "yesterday" in checkout 1 have similar values, while "same_day_last_week" in checkout 2 shows a 7.3% decrease in sales compared to the other monitored days. This indicates a variation in sales between the different analyzed periods. The pie chart demonstrates that only 23.4% of sales occur on the other 4 days of the week (see Figure 1).

2.2. 14:00 to 18:00 in Checkout 2:

In checkout 2, an anomaly was identified during the time interval of 14:00 to 18:00, represented by the "today" field. There was a significant decrease in sales compared to other times of the day. This anomaly suggests the need to investigate the factors contributing to this decline, such as changes in customer behavior or technical issues. The line chart (see Figure 2) and bar chart (see Figure 3) provide a visual representation of this anomaly.

Divisões no Total

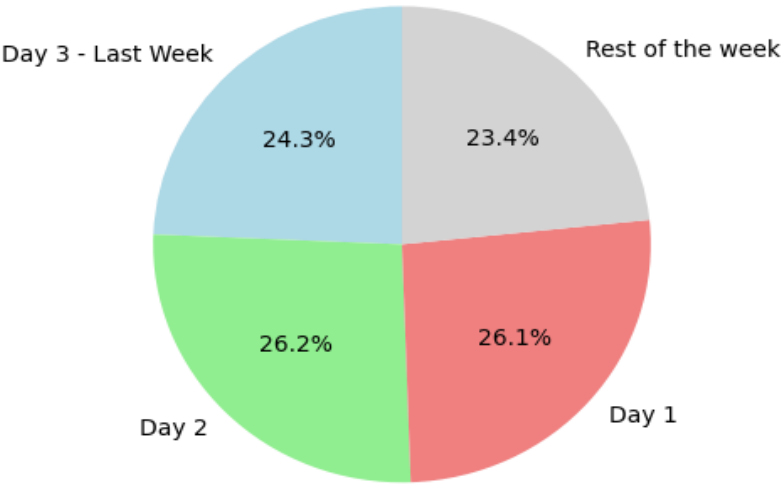


fig. 1

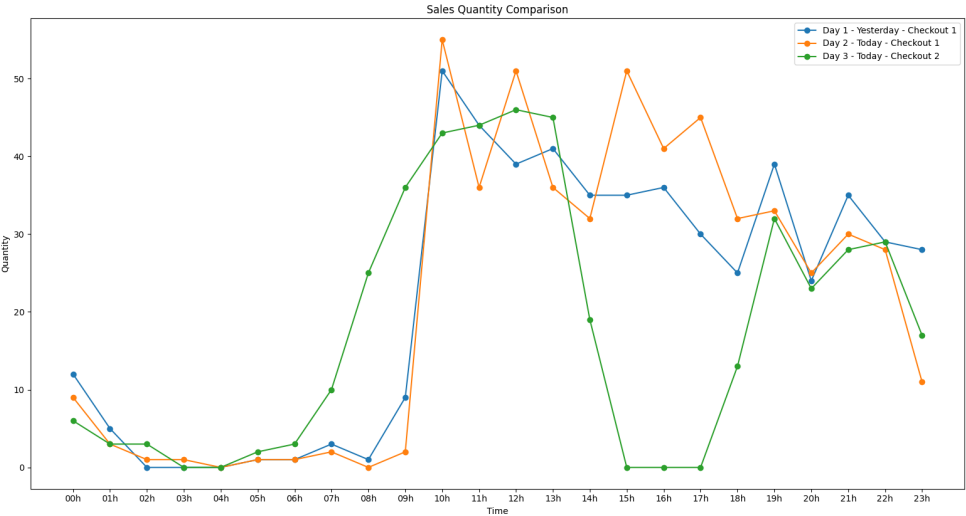


fig. 2

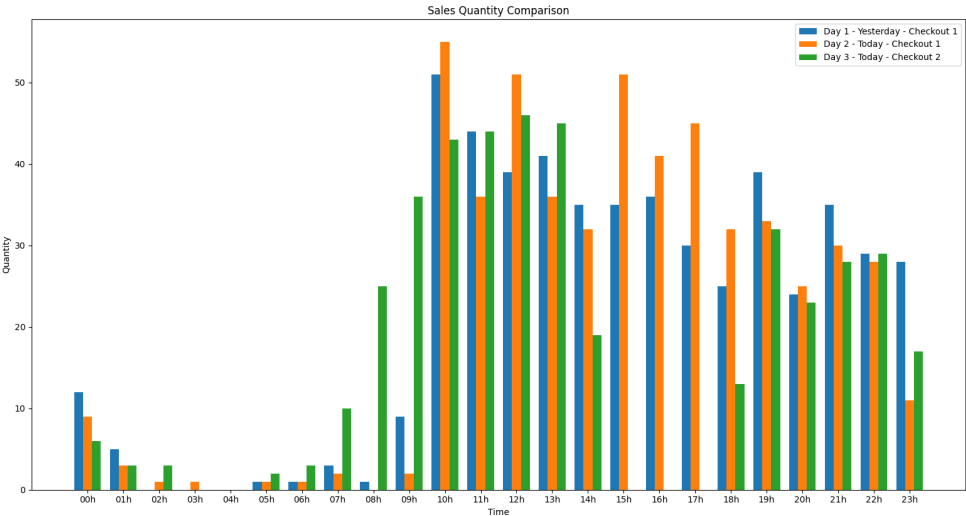


fig. 3

Recommendations:

3.1. Analysis of Other Days of the Week:

To gain a comprehensive understanding of sales behavior, it is recommended to conduct a detailed analysis of the other days of the week that are not represented in the checkouts. This will help identify possible behavior patterns and determine if there are other days with significant sales declines. This analysis will provide a better understanding of market dynamics during different periods.

3.2. Investigation of 14:00 to 18:00 in Checkout 2:

It is essential to conduct a more in-depth investigation into the anomaly during the 14:00 to 18:00 time period in checkout 2, which showed a decline in sales. Analyze potential causes such as changes in competition, seasonal variations, customer behavior or technical issues during this specific period. This investigation will enable appropriate measures to improve performance during these hours.

Conclusion:

Based on the initial analysis of the data provided in checkouts 1 and 2, variations in sales behavior between the monitored days and the other days of the week have been identified. We recommend further analysis of the other days, investigating the anomaly during the 14:00 to 18:00 time period in checkout 2, and adjusting strategies as needed. These actions will contribute to improving overall sales performance and maximizing business results.

We appreciate the opportunity to conduct this analysis and remain available for any further clarification.

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