Country

(Blank)

Argentina

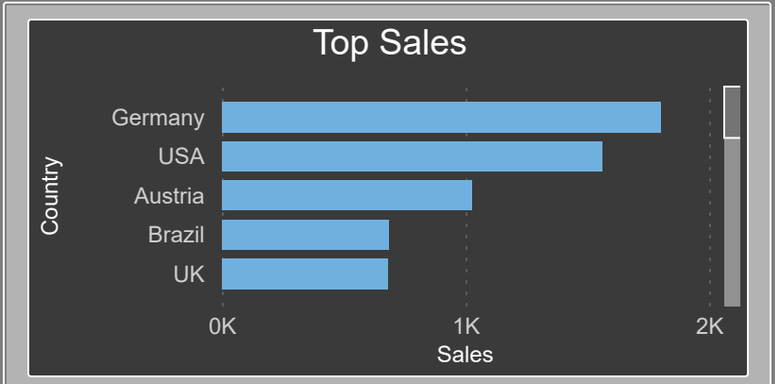
Austria

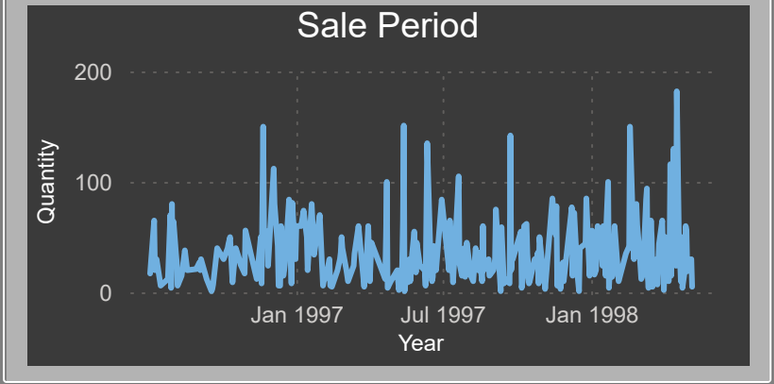
Belgium

Brazil

City

- Aachen
- Albuquerque
- Anchorage
- Århus
- Barcelona





Total Cost

1.27M

Total Sales Revenue

1.35M

Units Solid

9.15K

Sales Revenue

251.33K

Categories

- breads
- cheese
- fresh
- fruits
- meats
- sea
- shampoos
- sweets

AOV

26.4

Total Profit Margen

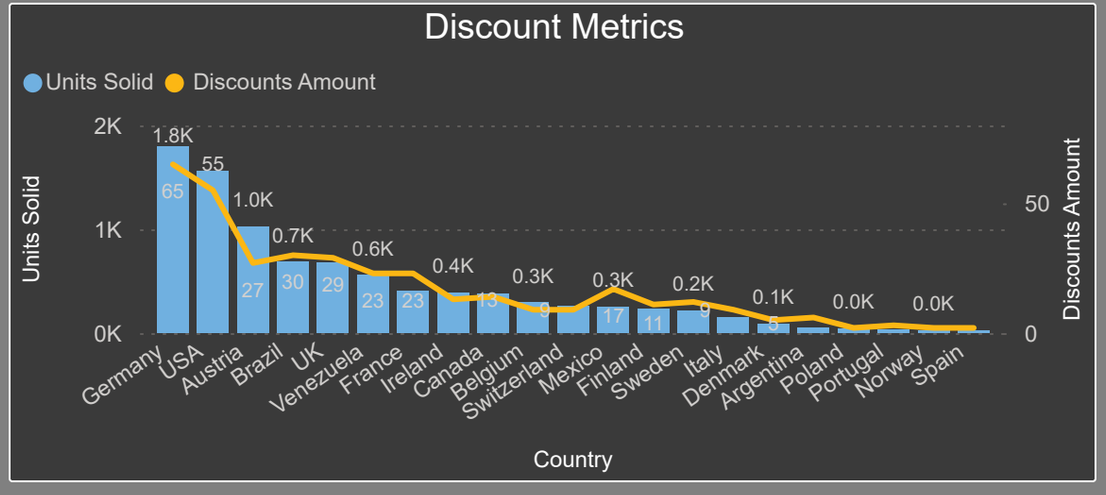
7.10%

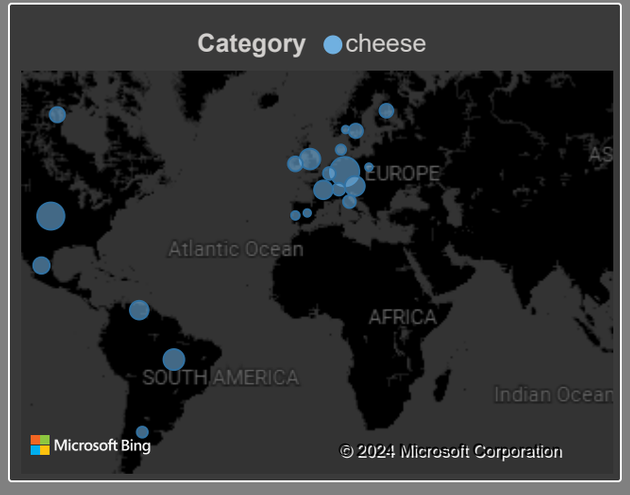
Total Gross Profit

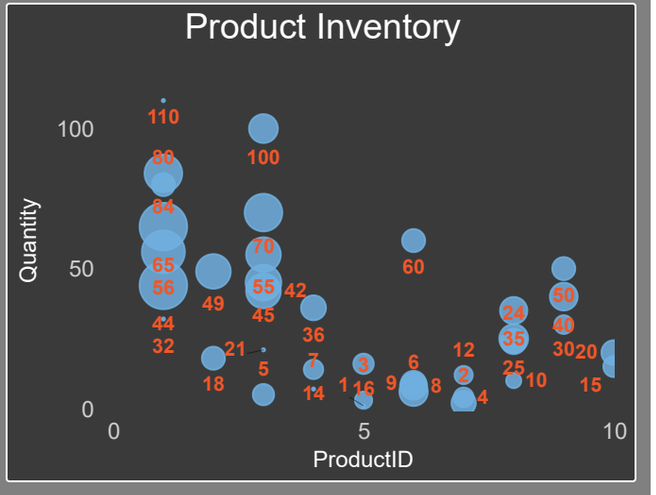
96K

Sell-Through-Rate

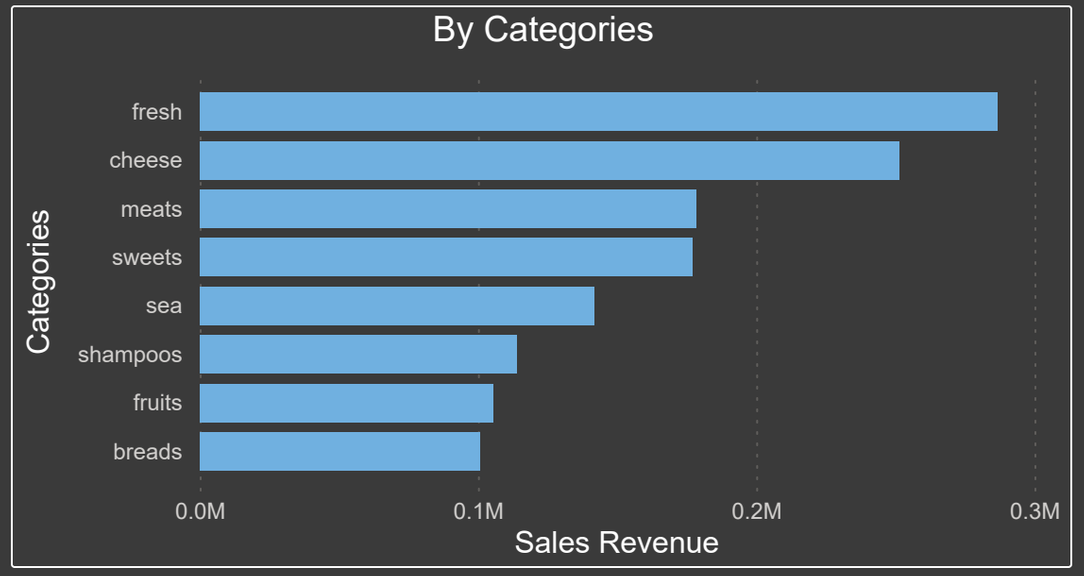
0.10

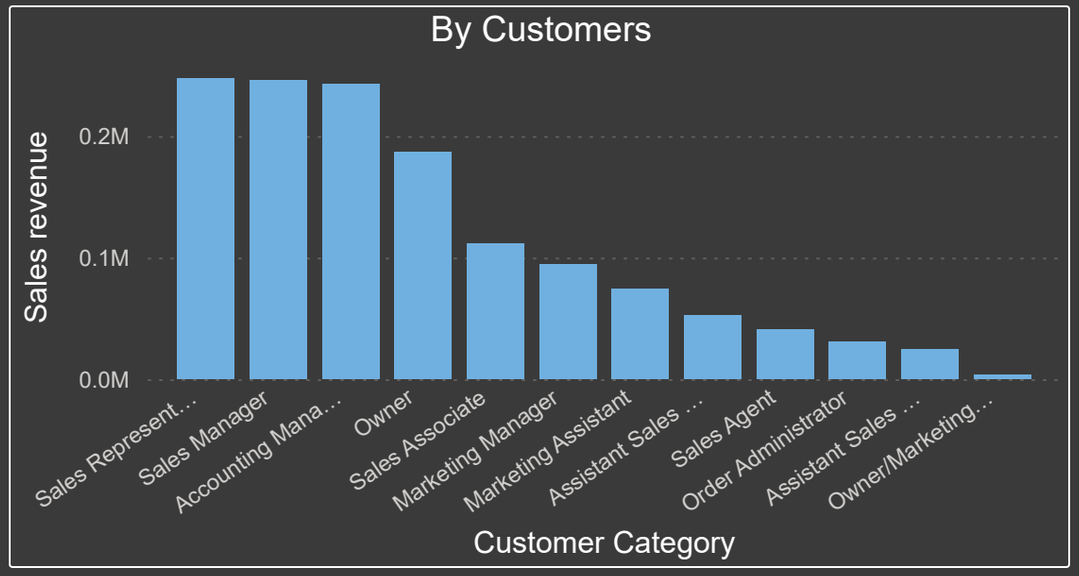


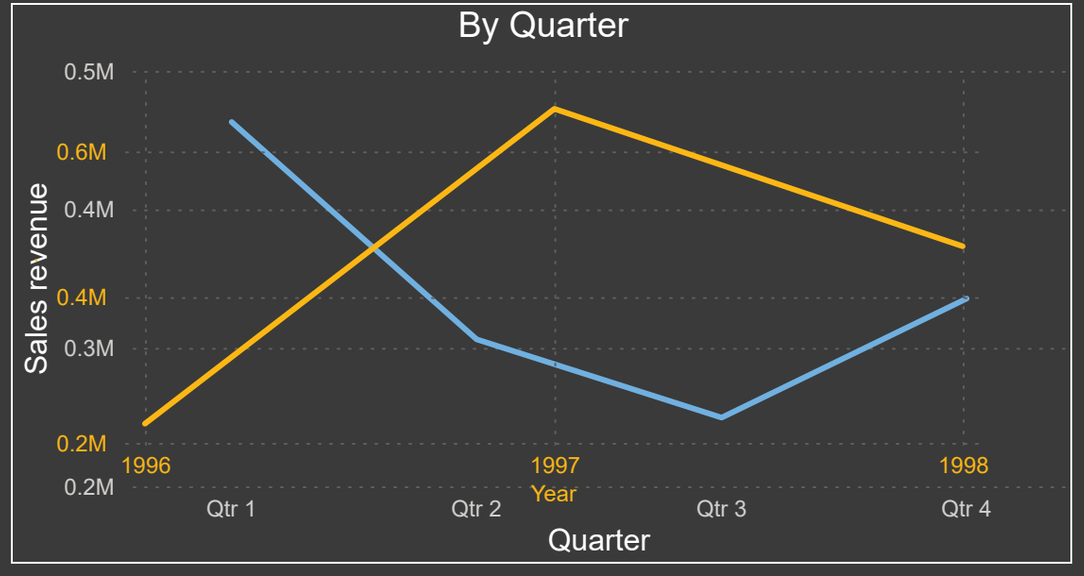


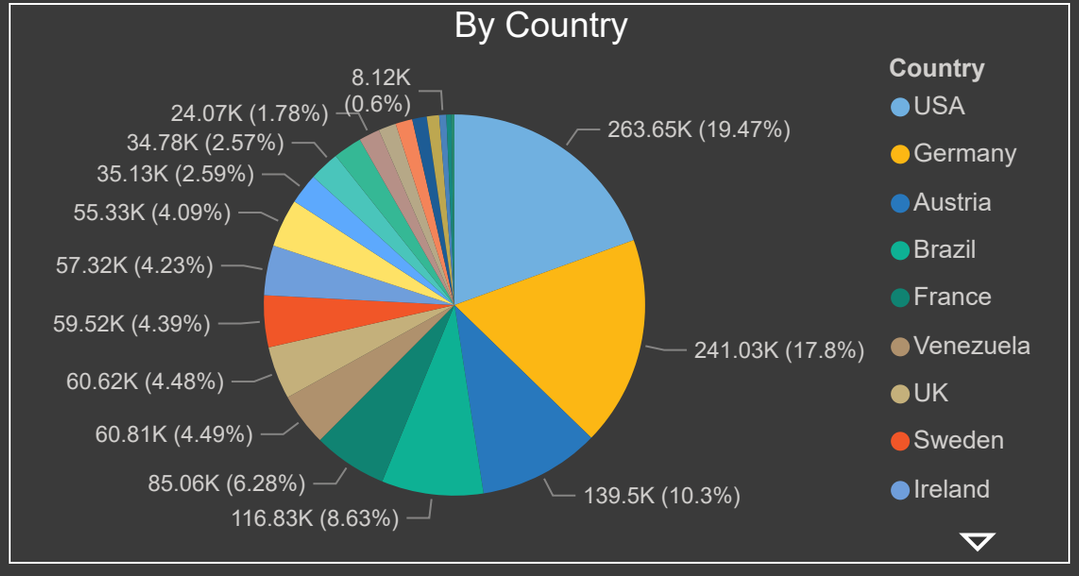


SALES REVENUES TREND









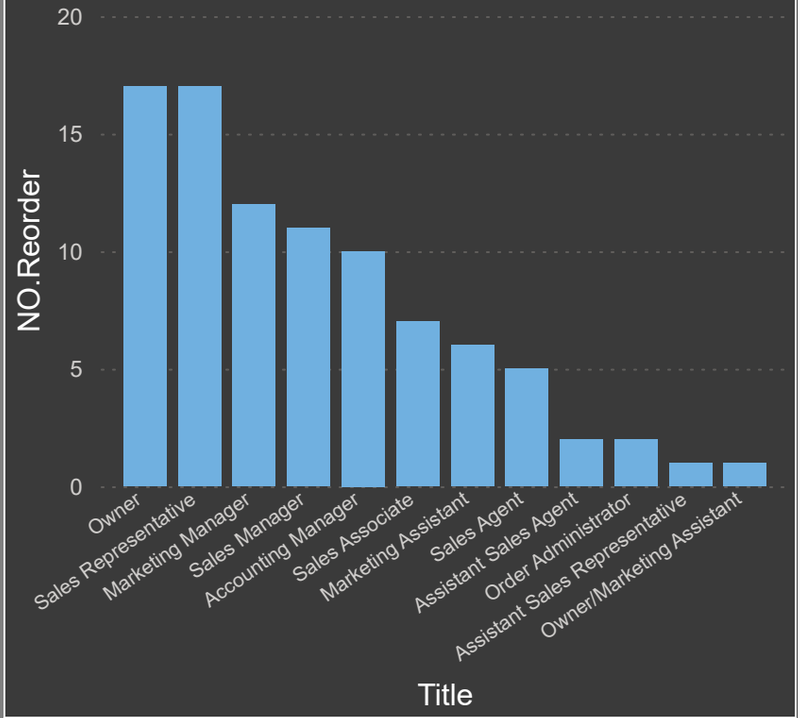
OrderDate

7/4/1996 5/6/1998

Customer Conversion Rate

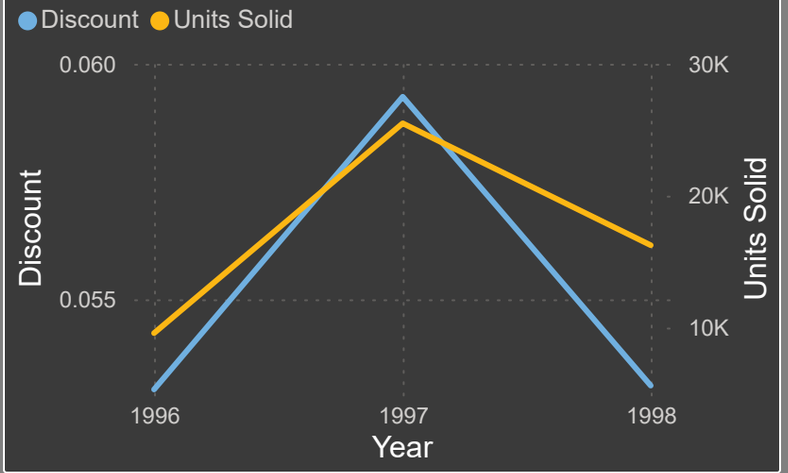
9.325

Customer Category

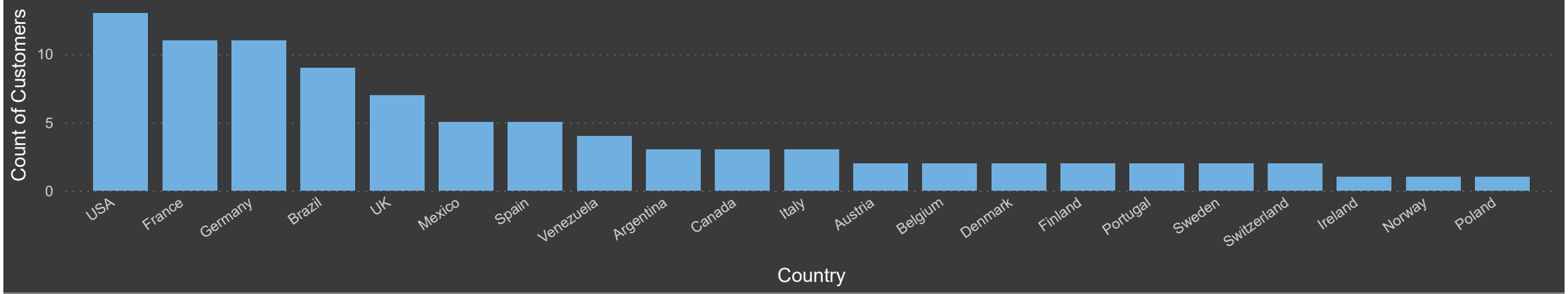


Margin Impact

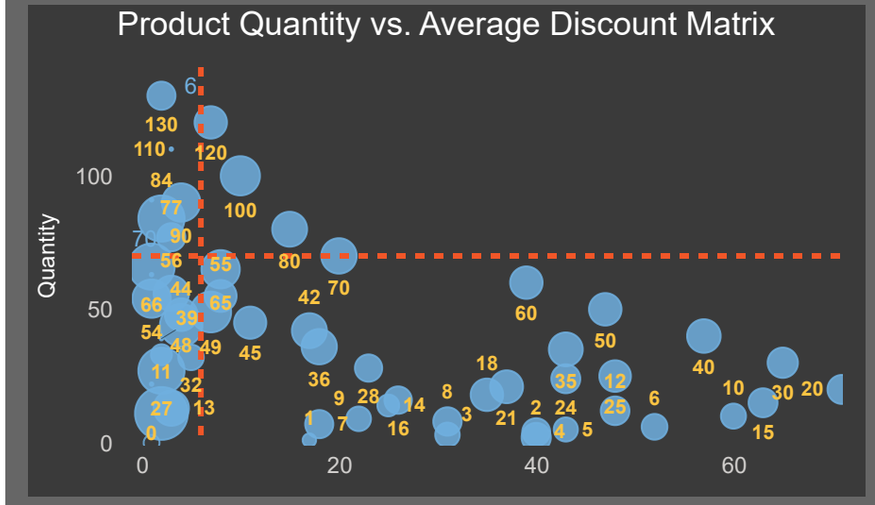
Discount Performance Metrics

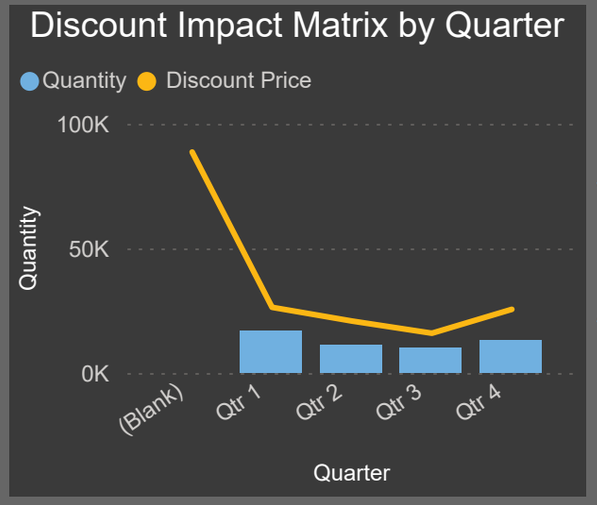


Count of Customers Distrbuiton



we could make from this interesting pattern a small question, like why the distribution decreased in this area? , to answer this I decreased searching area selected top-selling quarter, and country.
Despite limited distribution and uniform discounts for shampoos > ID=1 and fresh drinks > ID=2, extracting insights proves difficult with current data. By focusing on top-selling quarters and countries like Argentina, understanding seasonal trends, cultural celebrations, tourism, economic stability, and marketing strategies becomes crucial.
but we could say at this moment this time of year considered as best time for tourists.





Quarter	Quantity	Top Country	ProductID
	0		
Qtr 1	304	Argentina	1
Qtr 1	308	Argentina	2
Qtr 1	149	Argentina	3
Qtr 1	72	Argentina	4
Qtr 1	50	Argentina	5
Qtr 1	144	Argentina	6
Qtr 1	320	Argentina	7
Qtr 1	86	Argentina	8
Total	**51317**	**Argentina**	

Recommendations

1. **Diversify distribution channels.**
2. **Tailor marketing strategies to seasonal trends and cultural celebrations.**
3. **Offer localized promotions aligned with key events.**
4. **Monitor economic indicators for pricing adjustments.**