1. Seasonality: Are sales higher in certain seasons (e.g., spring/summer for construction)

Fall is the best sell season for this year in both transaction and revenue pespective

1. which sale team perform the best? overall and brach?
   1. Salah Team perforam and Mohammed Team outperform more than 1.3 times of average
   2. break down by models: Mohammed Team and Salah Team outperform average in all 4 different models Training Models, about 5 times to average of all teams in Excavator model's sale
2. Which model are most popular? overall and branch ? Do certain city sell more of one type of machinery than another due to local market needs or expertise?
   1. Top Sales Location was New York: 2.5 tiems of average of all location, Texas is about 1.8 times of all locations
3. Is there any popular product sell only in certain place ? and why?
   1. Popular ranking of models , Excavator  
      Truck  
      Crane  
      Tower Crane
   2. Arizona,Oregon, Washington don't have Tower Crane tranning models
4. Which product drive most of revnue?
   1. Excavator is the main product , it revenue is 3.7 of average of all product line

6.which channel have bring us the most revenue(channel effectiveness)?

Direct call channels bring the most of our transactions, and it is bring 2.7 times of average revenue than average

## 7.which channel have more successful rate?

FaceBook channel have the highest 94% successful rate Following by Youtube Channel 84%

## 8.which ads have bring us the most revenue?

AD01-9362 and AD01-9361 show good performance, we should learn its more information such as content, delivery time, etc.

## 9.Certain channel have high efficiency to attract customer spending? (channel effectiveness)

## Facebook ads shows high Revenue Per Phone Call and Revenue Per mins of call

## At the same time, Facebook ads also shows higher revenue per deal

--we are not considering channel cost here, since we don't have related data availab

## 10.what the relationship between call duration and revenue?

## Postive relationship, long call usually lead to higher revenue