

RiwiSport Executive Report

RiwiSport shows steady sales, with a few top products and customers driving most revenue. Average spending is moderate, and some products have variable prices, suggesting possible basic vs. premium segmentation. Visualizations highlight spending distribution and top performers.

Key Performance Indicators (KPIs)

- **Total sales (the first ones):**

- By category:

```
Total sales by category:
category_name  subtotal
6      Tennis  132212.0
1      Baloncesto 125623.0
0      Accesorios 113500.0
3      Fútbol   109016.0
2      Fitness  106451.0
4      Natación 105556.0
5      Running  103644.0
```

- By product:

```
Total sales by product:
product_name  subtotal
440 Pantalón Puma Premium 687 cm0gs 4630.0
566 Raqueta Adidas Professional 443 0w3h6 3909.0
21      Balón Mizuno Modern 174 whfnj 3506.0
231 Gorra Spalding Sport 685 kbbsp 3480.0
613 Raqueta Spalding Premium 731 323kb 3445.0
```

- By customer:

```
Total sales by customer:
full_name  subtotal
35      María López Gómez 32978.0
39      Miguel González Gómez 31508.0
43 Patricia Fernández Rodríguez 30142.0
20      Juan González López 28554.0
21      Juan López Martín 27868.0
```

- By city:

```
Total sales by city:
city  subtotal
2      Medellín 389172.0
1      Itagüí 214086.0
```

- **Average order and customer ticket:**

```
Business KPIs:
Average order ticket: 1592.00
Average customer ticket: 16244.94
```

- **Top categories:**

```
Top 5 categories by sales:
category_name subtotal
6      Tennis 132212.0
1    Baloncesto 125623.0
0    Accesorios 113500.0
3      Fútbol 109016.0
2      Fitness 106451.0
```

- **Top products:**

```
Top 5 products by revenue:
product_name subtotal
440 Pantalón Puma Premium 687 cm0gs 4630.0
566 Raqueta Adidas Professional 443 0w3h6 3909.0
21 Balón Mizuno Modern 174 whfnj 3506.0
231 Gorra Spalding Sport 685 kbbsp 3480.0
613 Raqueta Spalding Premium 731 323kb 3445.0

Top 5 products by quantity sold:
product_name amount
566 Raqueta Adidas Professional 443 0w3h6 16
440 Pantalón Puma Premium 687 cm0gs 16
21 Balón Mizuno Modern 174 whfnj 14
641 Shorts Adidas Professional 614 4ag7k 12
127 Camiseta Reebok Competition 338 mlft2 12
```

Measures of Central Tendency & Dispersion

- **Mean, median, mode per order and per customer:**

```
Measures of central tendency by order:
Mean: 1592.00, Median: 1470.00, Mode: 804.00

Measures of central tendency by customer:
Mean: 16244.94, Median: 14538.00, Mode: 3082.00
```

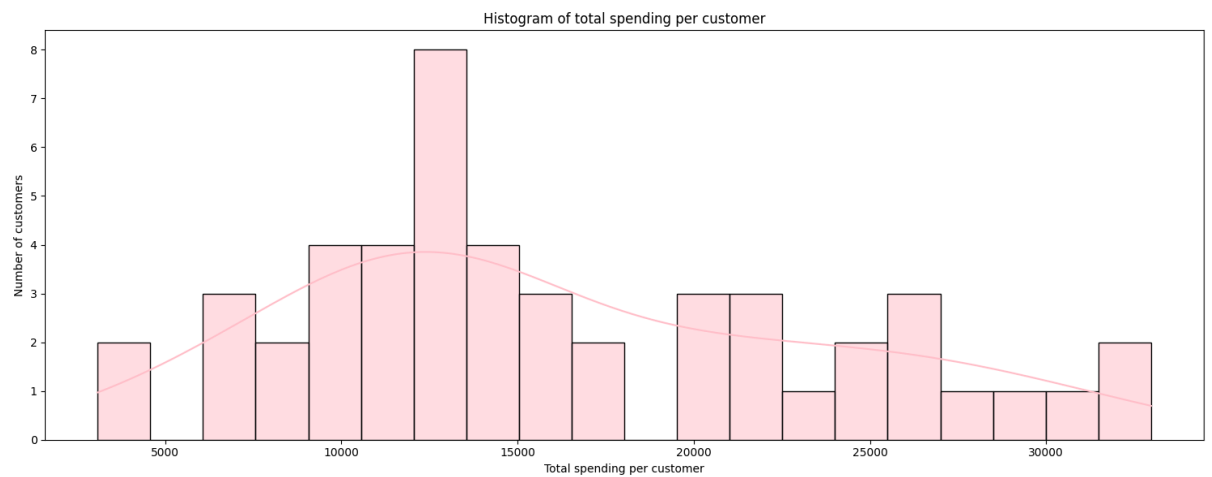
- **Variance and standard deviation per order and per customer:**

```
Dispersion by order:
Variance: 1032870.28, Standard deviation: 1016.30

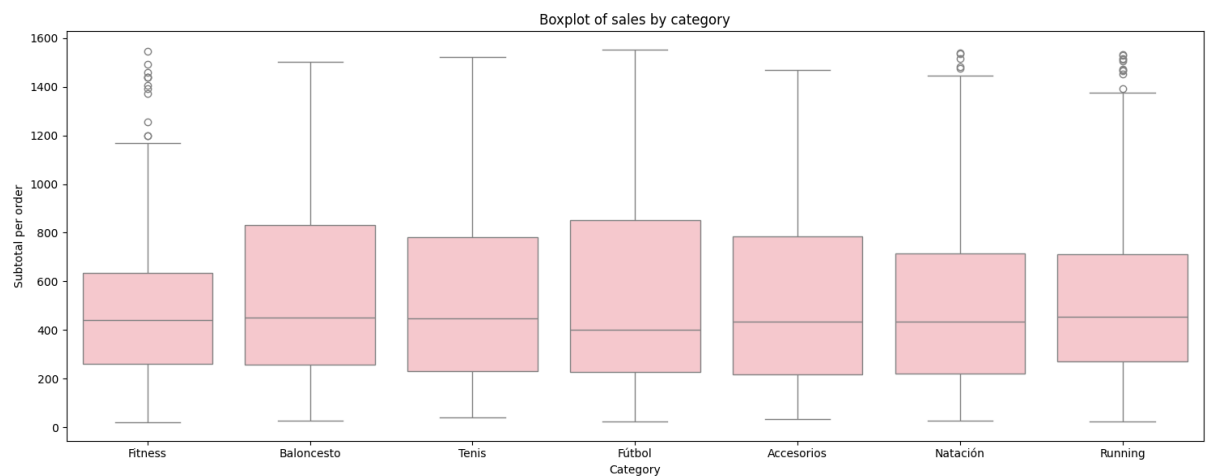
Dispersion by customer:
Variance: 57337437.23, Standard deviation: 7572.15
```

Visualizations

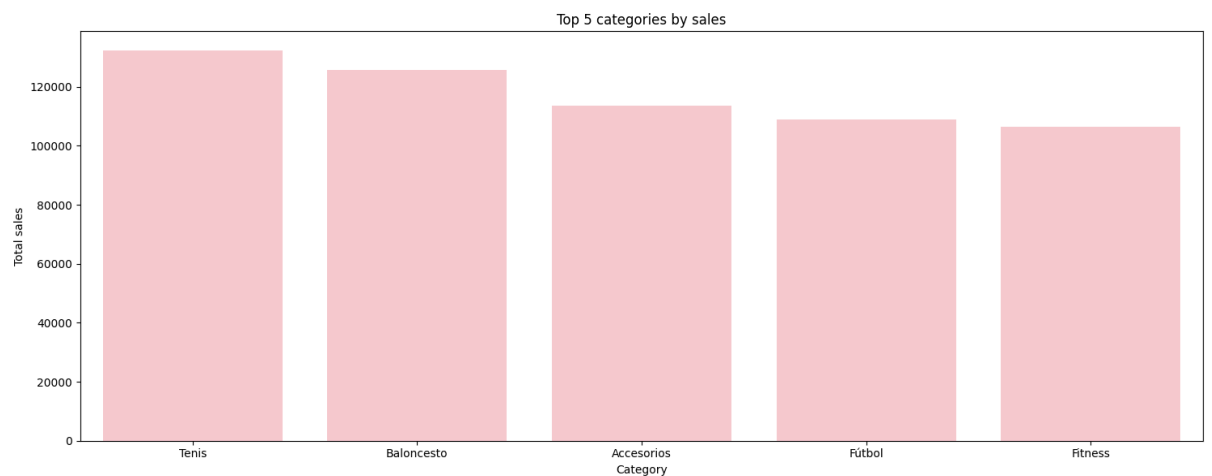
- **Histogram of Total Spending per Customer:**



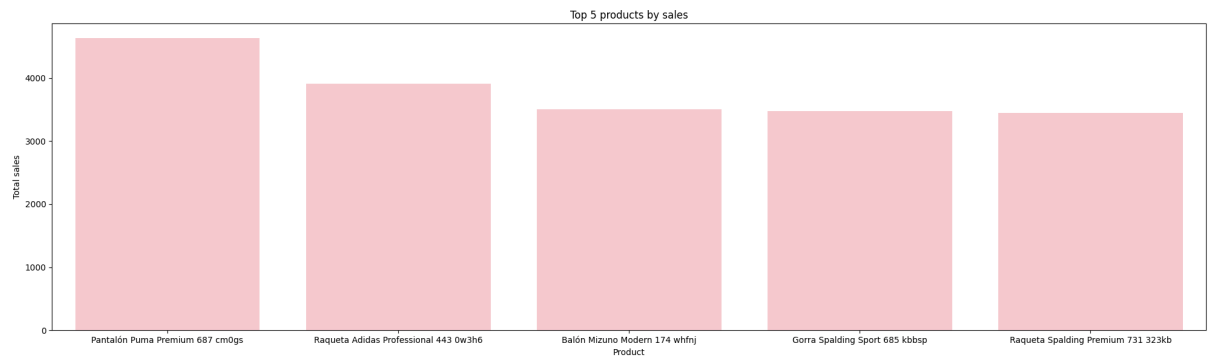
- **Boxplot of Sales by Category:**



- **Top 5 Categories by Sales:**



- **Top 5 Products by Sales**



Insight

Most of RiwiSport’s revenue comes from a few categories like Tennis and Basketball, and a few products lead both in revenue and quantity sold. The average customer spends much more than per order, which suggests loyal customers make multiple purchases. Some products, like "Guayos Babolat Premium," have high price variability, so it could help to offer clear basic vs. premium options to avoid confusion and boost sales.