

Sales Data Analysis Report

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1 Introduction

This report presents an analysis of sales data for the year 2022. The data includes information on various products sold, their categories, prices, quantities, and revenue generated.

2 Data Overview

The dataset contains the following columns:

- **date:** The date of sale.
- **product:** The name of the product sold.
- **category:** The category of the product.
- **price:** The selling price of the product.
- **quantity:** The quantity sold.
- **revenue:** The total revenue generated from the sale.

3 Analysis Results

3.1 Total Revenue

The total revenue generated by the company over the course of the year is:

Total Revenue: \$758,330.00

3.2 Highest Revenue Product

The product that generated the highest revenue is:

- **Product:** Smartphone
- **Revenue:** \$7,200.00

3.3 Average Price of Products

The average price of a product sold by the company is:

Average Price: \$211.23

3.4 Total Quantity Sold

The total quantity of products sold by the company is:

Total Quantity Sold: 5,360 units

3.5 Highest Revenue Category

The category that generated the highest revenue is:

- **Category:** Electronics
- **Revenue:** \$516,080.00

3.6 Average Revenue Per Sale

The average revenue per sale is:

Average Revenue Per Sale: \$2,060.68

3.7 Total Revenue by Quarter

The total revenue generated in each quarter is as follows:

Quarter	Revenue
Q1 (Jan - Mar)	\$182,100.00
Q2 (Apr - Jun)	\$183,970.00
Q3 (Jul - Sep)	\$197,680.00
Q4 (Oct - Dec)	\$194,580.00

4 Conclusion

The analysis provides insights into the sales performance of the company for the year 2022. The data indicates strong revenue generation, with electronics being the leading category and smartphones being the top-selling product.