

Report:

Sales Insights Report Summary

Purpose:

This report provides a comprehensive overview of sales data, offering valuable insights to **Business Owners, Stakeholders, and Leadership Teams**. It enables them to:

- Understand sales performance across different **Countries**.
- Identify key **Customers** and **Products** driving revenue.
- Make data-driven decisions to optimize business strategies.

Key Insights:

1. **Sales by Country:**
 - Visualizations highlight the performance of each country, allowing leaders to quickly identify top-performing regions and areas needing improvement.
 - Insights into which countries have the highest and lowest sales, helping to guide regional marketing and expansion strategies.
2. **Customer Analysis:**
 - Detailed breakdown of customer purchases, identifying the most valuable customers.
 - Helps in recognizing customer segments that could benefit from targeted promotions or loyalty programs.
3. **Product Performance:**
 - Analysis of products to identify the best-selling items and those with growth potential.
 - Enables the identification of underperforming products, informing decisions on whether to promote, improve, or phase them out.

Decision-Making Support:

- **Promotional Activities:** The report aids in identifying opportunities for new promotional activities, aiming to increase sales in specific regions or customer segments.
- **Product Development:** By understanding which products are performing well, leadership can make informed decisions on product development and inventory management.
- **Customer Engagement:** Tailored strategies can be developed to engage and retain high-value customers, boosting overall sales.

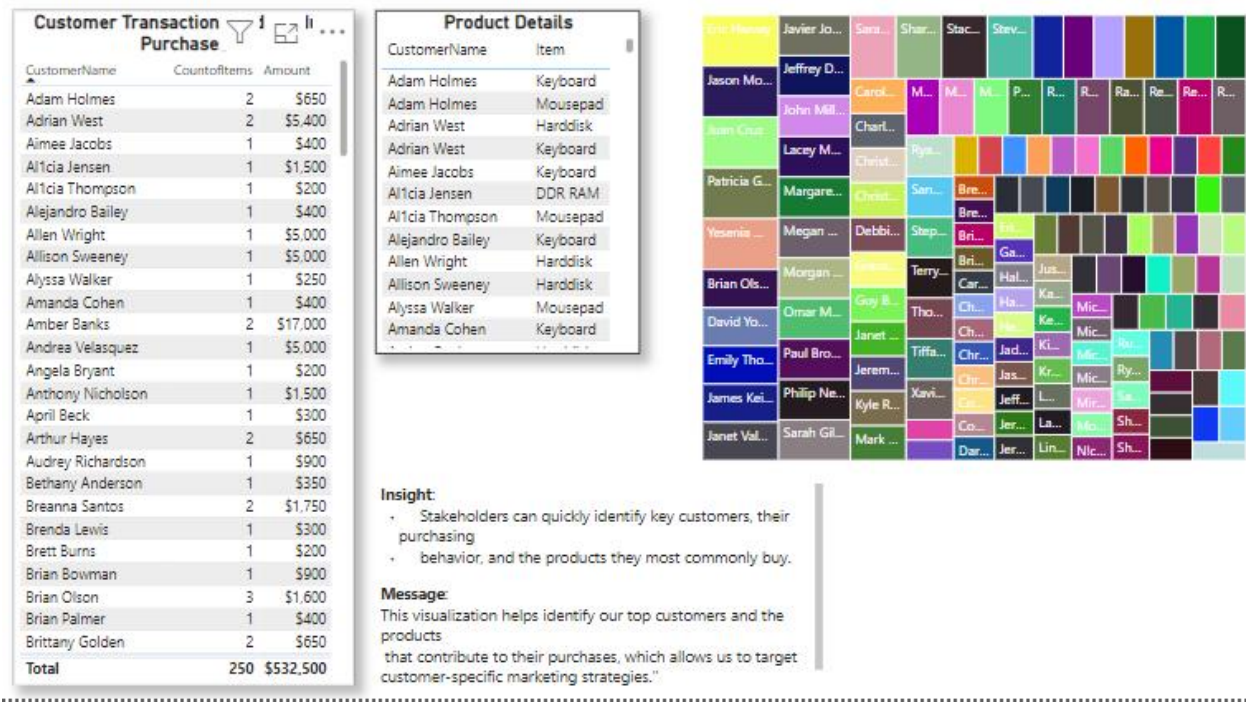
Visualizations:

- Section 1: Total Amount Spent and Delivery Status
- Section 2: Customer Transactions and Product Purchases
- Section 3: Regional Product Demand (Max Purchased)
- Section 4: Product Preferences by Age Group
- Section 5: Country with Minimum Transactions and Sales

1. Total Amount Spent and Country for Pending Delivery Status



2. Total Number of Transactions, Total Quantity Sold, and Total Amount Spent for Each Customer with Product Details



3. Maximum Product Purchased for Each Country

Country

Country	Item	Count	Amount
UAE	UK Keyboard	23	\$400
UK	USA Keyboard	15	\$400
USA	UK Monitor	13	\$12,000
	UK Mouse	13	\$300
	UK Mousepad	13	\$200
	USA Harddisk	13	\$5,000
	UAE Keyboard	12	\$400
	UK DDR RAM	11	\$1,500
	UK Headset	11	\$900
	UK Mousepad	11	\$250
	USA Headset	11	\$900
	USA Monitor	11	\$12,000
	UK Webcam	10	\$350
	USA DDR RAM	10	\$1,500
Total		250	

Insight:

Visualizes product demand in different regions, allowing stakeholders to see where certain products are performing best.

Message:

This chart shows the highest-demand products in each country, enabling regional product planning and distribution optimization."

4. Most Purchased Product Based on Age Category (Less Than 30 and Above 30)

Product Preferences by Age Group

AgeBucket	
<30	>30

Agebucket	Item	Count
>30	Keyboard	34
>30	Mousepad	33
>30	Harddisk	20
>30	Headset	18
>30	Mouse	18
>30	DDR RAM	17
>30	Monitor	17
>30	Webcam	16
Total		173

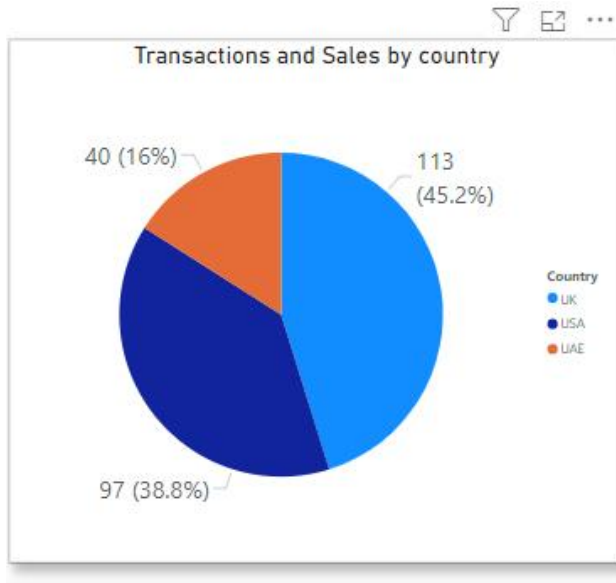
Insight:

- The chart compares product preferences across age groups. A grouped bar chart can show the top products for each age category side-by-side, while
- a pie chart can visualize age group contributions to product purchases.

Message:

- This visualization highlights differences in product preferences based on age, informing marketing and product positioning strategies for different demographics.

5. Country with Minimum Transactions and Sales Amount



Insight:
Quickly identifies the underperforming country, which can lead to discussions on regional strategies, market penetration, or customer behavior.

Message:
This visualization identifies countries with minimal engagement and revenue, helping us focus on regions that need further analysis or growth initiatives