

Retail Revenue – Insights Summary

Executive Summary

Revenue trends are steady with notable single-day swings. West is the most consistent region. In East, Headphones lead revenue. Two dates—2025-03-03 (spike) and 2025-01-25 (dip)—warrant diagnostic review.

Key Metrics

- Most consistent region: **West** (std dev \approx 4,638.04)
- Top product (East): **Headphones** (\$89,342.84)
- Largest increase: **2025-03-03** (+\$35,367.62)
- Largest decrease: **2025-01-25** (-\$38,166.40)

Hypotheses

- Spike likely tied to a marketing promo, seasonality lift, or a channel push.
- Dip may reflect inventory shortage, pricing change, or a campaign pause.

Recommended Actions

1. Review marketing, channel, or operational activity around the spike/dip dates.
2. Stand up a weekly KPI dashboard using SQL views:
 - `vw_daily_revenue`
 - `vw_daily_revenue_rolling7`
 - `vw_region_product_rankings`
3. Add engagement → revenue correlation in next sprint.

Methods

PostgreSQL + SQL (CTEs, window functions, DENSE_RANK).
Scripts located in `/sql` (files 01–09).