PriceOptima Executive Summary

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# Data Summary

Total Records: 10

Columns: product, price, quantity, revenue, category

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| product | price | quantity | revenue | category |
| Product A | 10.5 | 100 | 1050.0 | Electronics |
| Product B | 25.0 | 50 | 1250.0 | Clothing |
| Product C | 5.75 | 200 | 1150.0 | Food |
| Product D | 15.25 | 75 | 1143.75 | Electronics |
| Product E | 8.9 | 150 | 1335.0 | Clothing |

# Key Insights

* Average price: $15.57 (±$8.12)
* Total revenue: $11,103.75 (avg: $1110.38)
* Total quantity sold: 920 units (avg: 92.0)
* Strong negative correlation between price and quantity - price sensitivity detected
* Top performing category: Product A (1 items)

# Recommendations

* High price variability detected - consider price standardization
* Strong revenue performance - consider expansion opportunities
* Moderate volume - focus on demand generation
* Consider price optimization to balance volume and margin
* Focus marketing efforts on Product A category