Insights from Report

Analysed and answer business questions about 12 months' worth of sales data. The data contains hundreds of thousands of electronics store purchases broken down by month, product type, cost, purchase address, etc.

Explored high level business questions related to our data: -

- **What was the best month for sales? How much was earned that month?**
- **What city sold the most product?**
- **What time should we display advertisements to maximize the likelihood of customer's buying product?**
- **What product sold the most? Why do you think it sold the most?**

Conclusions:

❖ The best month for sales was 12 (December) with a revenue of $4613443.32. December seems to be the peak month for sales.

❖ The city that sold the most products was San Francisco with total sales of $8,262,204.

❖ The peak hour for sales is 7 PM (19:00), where the sales volume reaches 12,905. High sales volumes are observed in the late afternoon and early evening, notably from 10 AM to 8 PM, with the very highest volumes from 11 AM (12,411), 12 PM (12,587), and continuing strong into the evening.

❖ Upon analysing the relationship between the price of a product and its quantity ordered, we observed that lower-priced products tend to exhibit higher quantities ordered, indicating greater demand due to their affordability. In contrast, higher-priced products may have lower quantities ordered but contribute significantly to revenue due to their higher prices. This suggests that while lower-priced products drive volume sales, higher-priced products play a crucial role in revenue generation, highlighting the importance of pricing strategies in balancing demand and profitability."