



# Report Sample (for Shaley's Store)

## Sales Report by Product

Find the most popular products based on quantity sold:

| Product Name            | Total Quantity Sold | Total Revenue |
|-------------------------|---------------------|---------------|
| T-shirt                 | 10                  | 359.9         |
| Calvin Klein Glen Boxer | 2                   | 179.98        |
| Nike Shoe               | 2                   | 34            |
| Adidas Shoe             | 2                   | 199.98        |

## Sales Trend Over Time

Analyze sales trends over a period (e.g., monthly):

| Month   | Total Revenue |
|---------|---------------|
| 2018-11 | 573.88        |
| 2019-12 | 199.98        |

## User Purchase Behavior

Analyze purchase behavior of users:

| Username | Actual Name | Total Number of Orders | Total Number of Products Purchased |
|----------|-------------|------------------------|------------------------------------|
| User4    | Herry       | 1                      | 10                                 |
| User2    | Shiry       | 1                      | 4                                  |
| User5    | UFO         | 1                      | 2                                  |

# Category-Wise Sales Report

Analyze sales by product categories:

| Category | Total Quantity Sold |
|----------|---------------------|
| Clothes  | 16                  |
| Outdoors | 6                   |
| Sports   | 4                   |

# Customer Lifetime Value (CLV)

Estimate the value a customer brings over their lifetime:

| Username | Actual Name | Total Amount Spent | Total Number of Orders | Average Order Value |
|----------|-------------|--------------------|------------------------|---------------------|
| User4    | Herry       | 359.9              | 1                      | 359.9               |
| User2    | Shiry       | 213.98             | 1                      | 213.98              |
| User5    | UFO         | 199.98             | 1                      | 199.98              |

# Inventory Turnover Rate

Analyze how often inventory is sold and replaced over a period:

| Product Name           | Total Sold | Current Stock | Turnover Rate |
|------------------------|------------|---------------|---------------|
| T-shirt                | 10         | 50            | 20%           |
| Nike Shoe              | 2          | 20            | 10%           |
| Adidas Shoe            | 2          | 20            | 10%           |
| Calvin Klein Men Boxer | 2          | 50            | 4%            |

# Discount Effectiveness

Analyze the effectiveness of discounts on sales:

| Product Name            | Current Discount | Products Sold With Discount | Products Sold Without Discount |
|-------------------------|------------------|-----------------------------|--------------------------------|
| Adidas Shoe             | 0%               | 0                           | 12                             |
| Calvin Klein Glen Boxer | 0%               | 0                           | 12                             |
| Nike Shoe               | 0%               | 12                          | 0                              |
| T-shirt                 | 0%               | 0                           | 60                             |