# Analysis Based on Provided datasets

## 1. Customer Analysis

1. Revenue Distribution by Gender:  
 - Total revenue is almost equally split between male and female customers, with males contributing slightly more (50.19%) than females (49.81%).

## 2. Country Analysis

1. Top Countries by Revenue:  
 - The United States leads with the highest revenue share (66.98%), followed by Australia and Germany, contributing significantly to the total revenue.  
2. Gender Contribution by Country:  
 - Gender-based revenue contribution varies by country. For example, in the United States, both male and female customers show balanced contributions.  
3. Order Trends Over Time:  
 - The number of orders varies across years and countries, with notable spikes in certain countries like the United States and Australia during specific periods.

## 3. Brand Analysis

1. Top Brands by Revenue:  
 - Adventure Works leads with 20.6% of the total revenue, followed by Contoso (18.82%) and Wide World Importers (17.49%). These three brands collectively account for more than half of the total revenue.  
2. Diversity in Product Offerings:  
 - Brands like Fabrikam and The Phone Company specialize in specific categories (e.g., cell phones and electronics), impacting their revenue distribution.

## 4. Gender Analysis

1. Total Revenue Split:  
 - Gender-based revenue analysis reveals nearly equal contributions, showing balanced engagement from both male and female customers.  
2. Product Category Preferences:  
 - Female customers show a stronger preference for categories like Music, Movies, and Home Appliances, while males lean towards Computers and Cell Phones.

## 5. Product Analysis

1. Top-Selling Categories:  
 - Computers and Cell Phones are the most purchased categories by quantity, contributing the highest to total revenue.  
2. Category-wise Quantity Distribution:  
 - Categories like Music, Movies, and TV and Video have lower total revenue but maintain steady sales volumes, indicating consistent customer interest.  
3. Brand-Category Correlation:  
 - Brands like Adventure Works dominate high-revenue categories (e.g., Computers), while niche categories like Audio see smaller brand competition.

## 6. Store Analysis

1. Revenue by Store Key and Area:  
 - Larger stores (e.g., Store\_Key 1, 4, and 6) with higher square meter areas generate the most revenue, suggesting store size influences sales performance.  
2. Top-Performing Locations:  
 - Certain stores consistently outperform others due to location advantages and higher customer footfall, as seen in their total revenue contributions.