Business Request: Sales and Customer Insights - Outfit Oasis

Hi Raphael,

I'm reaching out to request an in-depth analysis to draw insights from our sales for 2022-23. This analysis will enable us to better understand customer behavior, product performance, and overall profitability, as well as identify high and low-selling categories for marketing focus in 2025.

Specifically, I'd like a clear understanding of how our sales revenue is distributed across different product categories and to identify the shifts, days and times when sales activity is highest. Additionally, insights into our unique customer base, including demographic patterns such as gender and age distribution within each category, will be valuable.

It's also important to pinpoint which category generate the highest sales and profit margins, as well as uncover seasonal trends, such as the most loyal age group, best performing customers, months and any notable monthly variations in category performance by year. Operationally, metrics like average order size and pricing variations across categories will help refine our strategies.

Please use the most recent data from our Postgres customer database and provide both a comprehensive report of findings and a summarized dashboard. Aim to complete this analysis by January 31, 2025. If you need additional information or resources, feel free to reach out.

Thank you for your continued support in driving our data-driven initiatives here at Outfit Oasis.

Chloe
Sales Manager

Derived Business Questions for Analysis

Sales Performance
1. What is the total sales revenue by category?
2. Which days of the week generate the highest sales revenue?
3. What are the peak sales hours and which shifts?
4. What are our gross and net revenue for each year?

Customer Insights
1. How many unique customers purchased from us?
2. What is the gender distribution of customers?
3. What is the average age of customers for each category?

Product Performance
1. Which category has the highest average sales revenue?
2. What is the most frequently purchased category?

Profitability
1. What is the average profit margin by category?
2. Which category contributes the most to overall profitability?

Seasonal Trends
1. How do monthly sales trends vary across product categories?
2. What is the most loyal customer age group of sales?
3. Who are the most performing customers?

Operational Insights
1. What is the average order size (quantity) by category?
2. Are there any significant price differences between categories?