

Full Report

Q1. Which product categories contribute most to overall sales?

Results

- Phone — **360,258.0**
- Monitor — **358,864.1**
- Mouse — **350,645.9**
- Keyboard — **333,128.3**
- Laptop — **322,920.8**
- Tablet — **305,920.0**

Interpretation

Phones and monitors generate the highest category revenue, indicating strong market demand and customer preference for core electronics products. Tablets show the lowest revenue contribution, suggesting comparatively weaker demand.

Business Insight / Action

- Increase inventory and availability of high-performing products (phones, monitors).
 - Bundle accessories with popular items to increase average transaction value.
 - Promote lower-performing products (tablets) through targeted discounts or marketing campaigns.
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Q2. Which product groups generate the highest total revenue?

Results

- Electronics — **1,179,386.4**
- Office — **852,350.8**

Interpretation

Electronics significantly outperform office products, confirming that the business's primary revenue driver is technology-related sales.

Business Insight / Action

- Prioritize electronics expansion and supplier partnerships.

- Use office products as complementary upsell items.
 - Consider cross-category promotions to increase office product sales.
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Q3. How does revenue differ by customer type?

Results

- Retail — **718,700.9 (35.4%)**
- Online — **659,780.1 (32.5%)**
- Wholesale — **653,256.2 (32.2%)**

Interpretation

Revenue is evenly distributed, with retail slightly leading. This shows a well-balanced customer base without heavy dependence on one segment.

Business Insight / Action

- Maintain strong retail presence while expanding online marketing.
 - Improve wholesale incentives to capture larger bulk orders.
 - Invest in omnichannel strategies to sustain balance.
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Q4. Which cities generate the highest revenue?

Results

- New York — **942,320.6 (46.4%)**
- Chicago — **732,271.6 (36.0%)**
- Washington — **357,145.0 (17.6%)**

Interpretation

New York dominates revenue generation, while Washington contributes significantly less, indicating uneven geographic performance.

Business Insight / Action

- Expand service centers, logistics, or distribution hubs in New York.
- Strengthen marketing and promotional activities in Washington.
- Study regional demand differences to optimize expansion.

Q5. Who are the top-performing sales representatives?

Results

- Fatima — **561,577.1**
- Sara — **512,915.2**
- John — **484,317.6**
- Ali — **472,927.2**

Interpretation

Performance differences are moderate, suggesting a competitive and productive sales team.

Business Insight / Action

- Recognize top performers to motivate the team.
- Share best sales practices internally.
- Provide targeted training for improvement consistency.

Q6. Payment methods and revenue contribution

Results

- Card — **841,432.1**
- Cheque — **416,755.5**
- Cash — **394,479.9**
- Transfer — **379,069.6**

Interpretation

Card payments dominate, reflecting customer preference for digital transactions.

Business Insight / Action

- Enhance digital payment infrastructure.
 - Offer card-based incentives or loyalty rewards.
 - Maintain alternative payment options for accessibility.
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Q7. Sales volume by product

Results

- Monitor — **464 units**
- Phone — **456 units**
- Mouse — **451 units**
- Keyboard — **425 units**
- Laptop — **419 units**
- Tablet — **411 units**

Interpretation

Monitors and phones are high-volume products, reinforcing their importance to inventory planning.

Business Insight / Action

- Optimize stock levels for high-demand items.
 - Bundle frequently purchased items to increase revenue.
 - Monitor inventory turnover rates.
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Q8. Average transaction value by customer type

Results

- Retail — **1,548.9**
- Online — **1,534.4**
- Wholesale — **1,508.7**

Interpretation

Transaction values are consistent across customer types, suggesting stable pricing and purchasing behavior.

Business Insight / Action

- Introduce premium bundles to increase average order value.
 - Upsell complementary products at checkout.
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Q9. Revenue distribution among sales representatives

Results

- Fatima — **27.6%**
- Sara — **25.2%**
- John — **23.8%**
- Ali — **23.3%**

Interpretation

Revenue distribution is relatively balanced, reducing operational risk tied to a single performer.

Business Insight / Action

- Maintain equitable opportunity distribution.
- Encourage collaborative sales strategies.