

# **XYZ Retail Shop Report**

## **Sales Analysis Report**

1. The total revenue generated by XYZ Retail Store is **104338.09**
2. And the product category that has generated the most revenue is **Home Appliances** having a total revenue of **18816.56**
3. The top 5 best-selling products based on quantity sold are;
  - **Product\_19** having sold **4x**
  - **Product\_48** having sold **4x**
  - **Product\_35** having sold **4x**
  - **Product\_89** having sold **3x**
  - **Product\_64** having sold **3x**

## **Customer Insights Report**

1. XYZ Retail Store have **62** unique customers that have made purchases
2. Chicago is the city with most customer having **26** customers
3. The average age of customers is **50.50**

## **Order Analysis Report**

1. **100** orders were been placed in the last year
2. The average order value (total\_amount) is **1043.3809**
3. The month with the highest total sales is **February** with **5** sales

## Product Performance Report

### 1. The products that have never been sold are;

Product\_4, Product\_5, Product\_13, Product\_15, Product\_16, Product\_32, Product\_36, Product\_37, Product\_43, Product\_46, Product\_49, Product\_50, Product\_51, Product\_52, Product\_54, Product\_56, Product\_58, Product\_59, Product\_61, Product\_63, Product\_68, Product\_72, Product\_75, Product\_77, Product\_78, Product\_82, Product\_83, Product\_84, Product\_88, Product\_91, Product\_92, Product\_94, Product\_97.

### 2. The top 3 customers who have spent the most are;

- **Customer\_3** with about **6408.64** amount spent
- **Customer\_86** with about **5169.20** amount spent
- **Customer\_23** with about **4467.61** amount spent

### 3. The product with the highest unit price is **Product\_28** with **987.58** Unit price

## Customer Segmentation Report

### 1. The total revenue generated by each age group are;

Age Range	Total Revenue
18-25	14446.71
26-35	23809.09
36-45	25703.95
46-55	19047.76
56-65	21330.58

### 2. The percentage of male and female customers are **52%** for male and **48%** for the female