Sales Performance Analysis Report
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Objective
The main objective of this analysis is to analyze the sales data and identify the revenue trends, find the product categories that generate most of the revenue and the impact of Payment Methods on the sales.
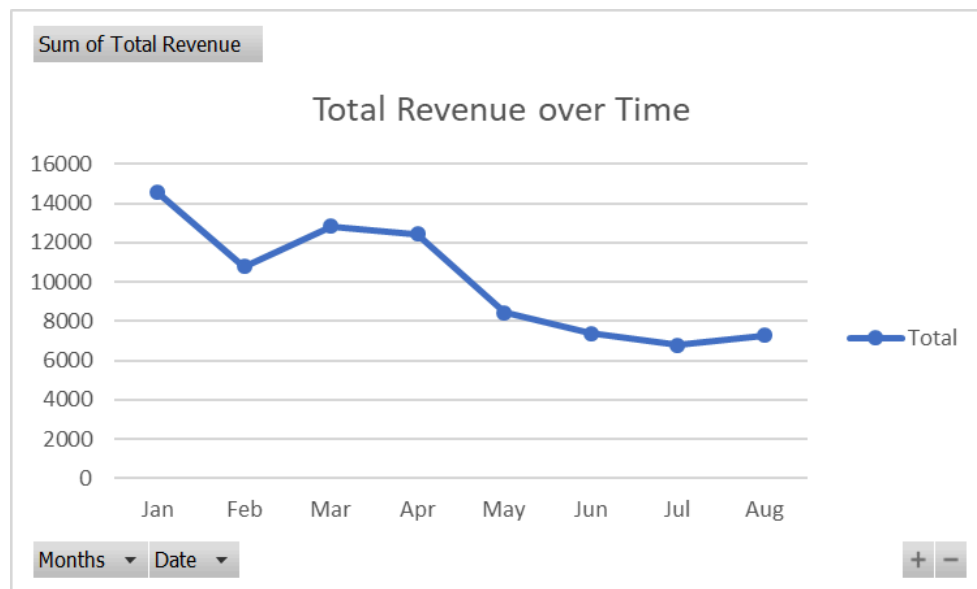
Overview
The given dataset consists of following features which were used during analysis:
- Date - Spanning from January to August
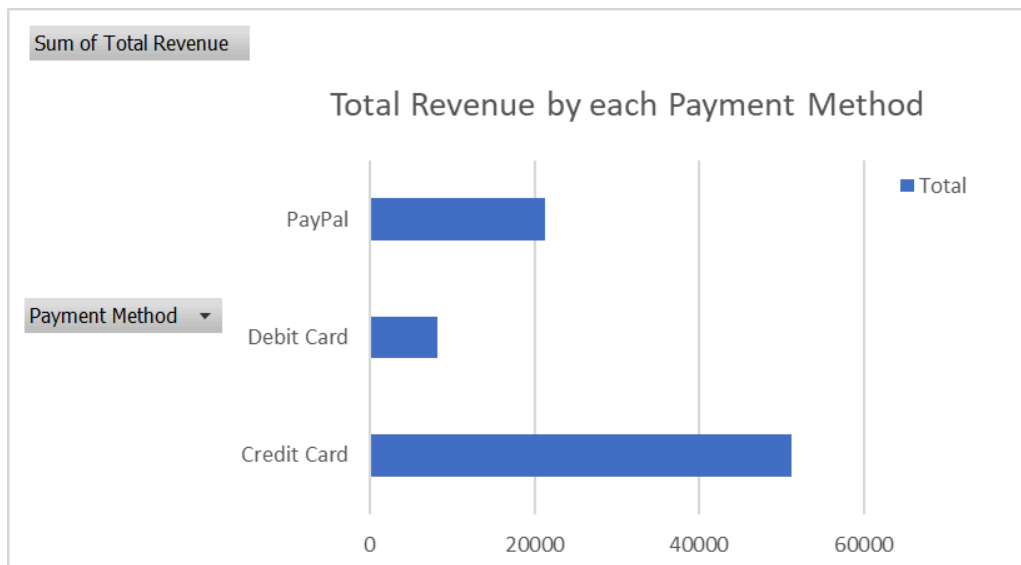- Fields - Units Sold, Unit Price, Total Revenue, Product Category, Payment Method

Key Findings
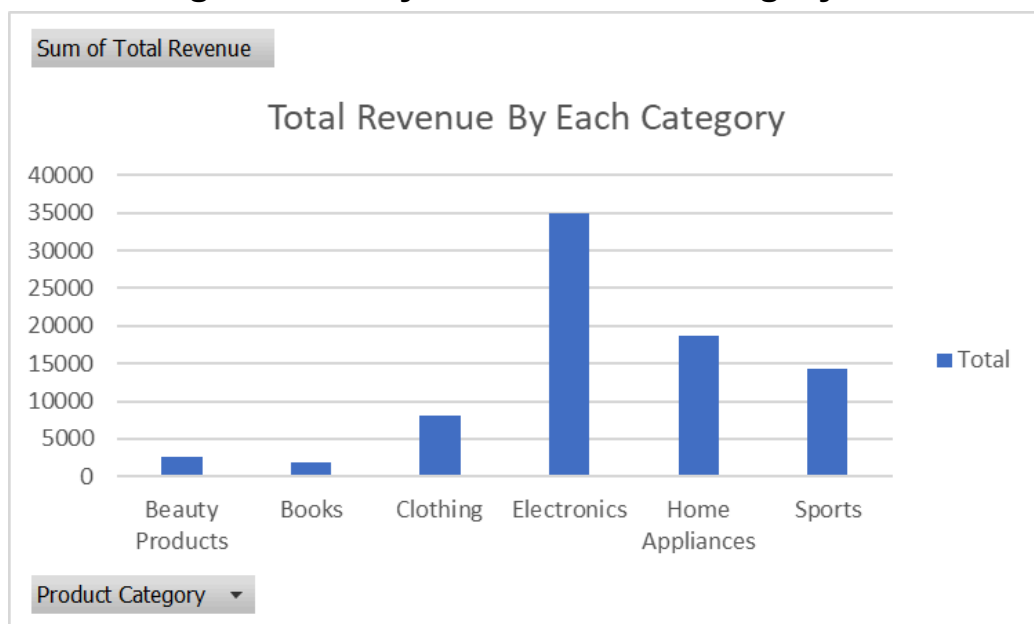
Total Revenue over Time(in Months)

From the above graph, we can observe that there is a decline in Sales from January with recovery in March, and then continues to decline from April.

Total Revenue generated based on Payment Method

Credit Card is the most dominant payment method whereas debit card is least revenue generating payment method.
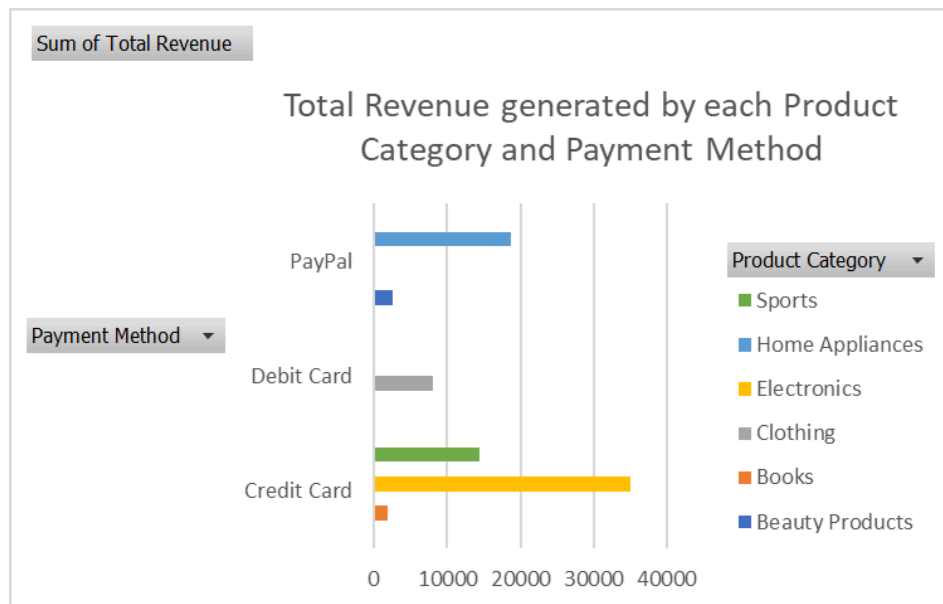
Total Revenue generated by each Product Category

From the above observations, we can assume that Books and Beauty Products are the product categories that generate least revenue among all the other categories.
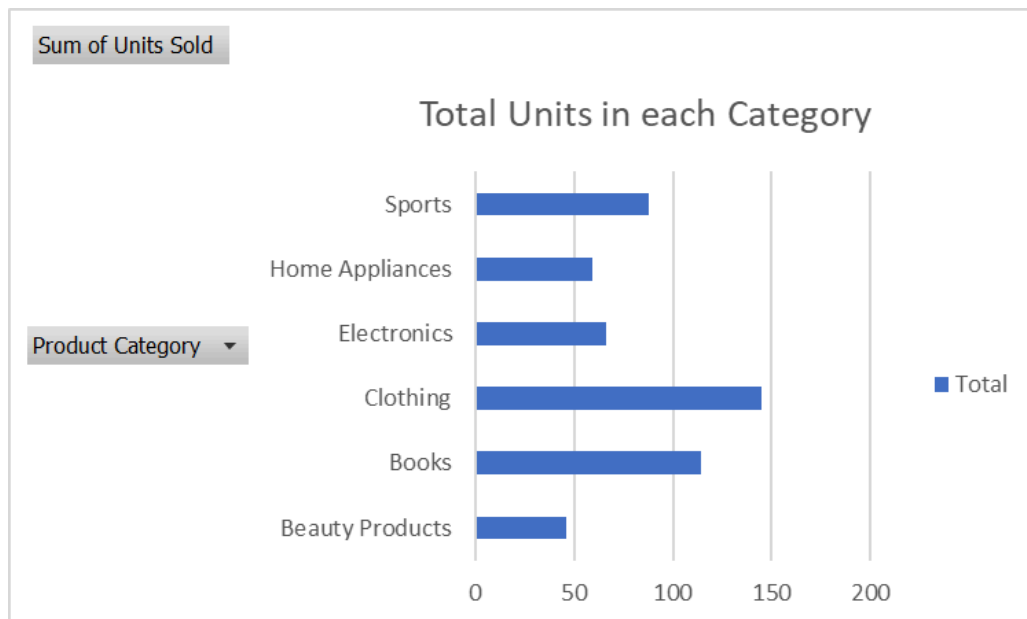Electronics and Home Appliances are the ones that generate the most revenue.

Total Revenue generated by each Product Category and Payment Method

From the above chart, we can observe that even though Books are purchased through Credit Card and Beauty Products are purchased through PayPal, even though both payment methods are dominant ones yet it generates less revenue indicating that Payment Method has very less impact on purchase of these two categories.

Total Units Sold in each Product Category

From the above graph, we can observe that Clothing and Books got highest number of units sold whereas Home Appliances and Beauty Products were the least sold Product Categories indicating that revenue generated by Beauty products and demand for it is less whereas even though Books being one of the highest selling product category still generates less revenue due to low unit price.

Conclusion

The analysis reveals how product categories differ in contributing in overall sales and revenue. Clothing and Books have the highest number of units sold indicating their strong demand but generates less revenue due to lower or average prices. On the other hand, Electronics and Home Appliances contribute most to the overall revenue even after having less number of units sold due to their higher prices. The Sales revenue declines from January to July, although it recovers in the month of March but continues to decline till the month of July with slight recovery in the month of August. Additionally, it was observed that there is not any significant impact of payment method on purchase behaviour.