

SQLYTICS DATA ANALYSIS REPORT

Summary of Key Metrics, Trends, and Findings

Email Analytics

Emails by Type

- Complaint:
- Feedback:
- Inquiry:
- Other:

Analysis:

- Identify top-performing email types.
- Keep track of user satisfaction and/or dissatisfaction.

Sales and Payment Methods

Sales by Payment Method

- Bank transfer:
- Buy now, pay later:
- Credit Card:
- Mobile wallet:
- PayPal:

Analysis:

- Understand customer payment preferences.
- Track trends in payment method usage.

User Activity and Engagement

New Users (vs. Last Year)

- This Year:
- Last Year:

Analysis:

- Track user growth and retention rates.
- Identify trends in user activity.
- Compare performance against previous periods.
- Assess the effectiveness of user acquisition strategies.

Currently Active Members

- Total non-members:
- Total active members:

Product Performance By Region

Category	Units Sold	Region
CPU		
GPU		
Motherboard		
RAM		
SSD		
HDD		
PSU		
Cooling Fan		
Case		
Monitor		
Keyboard		
Mouse		

Analysis:

- Identify top-selling product categories.
- Track sales trends for each category.
- Optimize inventory management based on demand.
- Assess the performance of new product launches.
- Keep track of regional trends.

Financial Performance

Total Net Profit and Expenses

- Total Revenue:
- Total Expenses:
- Total Net Profit:

Monthly Revenue and Expenses

- Revenue:
- Expenses:
- Net Profit:

Analysis:

- Track overall financial performance.
- Identify areas for cost optimization.
- Monitor monthly revenue and expense trends.
- Assess the profitability of different product lines or services.

Regional Performance

Region	Net Profit
US	
EU	
Finland	
Others	

Analysis:

- Identify top-performing regions.
- Track regional sales trends.
- Optimize marketing efforts based on regional performance.
- Assess the impact of regional factors on sales.

Summary

This report provides a comprehensive overview of key data analytics, covering email performance, sales trends, user engagement, product performance, financial metrics, and regional insights. The analysis highlights key trends and opportunities for optimization. Regular monitoring of these metrics will enable data-driven decision-making and drive business growth.