**Sales and Performance Analysis Report**

**Overview**

This report summarizes the key observations and trends in sales, profit, and product performance based on the provided data. It includes insights into customer behavior, sales trends, store performance and product preferences across different regions and time periods.

**Key Observations**

1. **Regional Performance**
   * **United States**: Leads in the number of products ordered, significantly surpassing other countries. The stores in Wyoming, Alaska, and Hawaii are top performers in Sales\_per\_sqm.
   * **United Kingdom**: Ranks second in product orders, though it is over 10,000 units behind the United States. Key stores in Brighton and Hove, Camden, and Broxtowe have the highest profit ratios.
   * **France and Netherlands**: Have the least number of orders. Notably, the Northern Territory store in Australia had the lowest sales, with all transactions occurring in 2016.
2. **Sales Trends**
   * **Pandemic Impact**: Sales declined post-pandemic, with the first quarter of 2021 performing below expectations. Historical sales patterns show peak performance in Q4, followed by Q1, Q3, and Q2.
   * **Sales and Profit Correlation**: Sales have often peaked with lower profit margins and vice versa.
3. **Product Categories**
   * **Top Categories**: "Computers" are the most popular category, followed by "Home Appliances" and "Cameras and Camcorders" whereas "Games and Toys" is the least popular.
   * **Subcategories**: Desktops, Televisions, and Projectors & Screens are the top-performing subcategories.
4. **Product Preferences**
   * **Top Products**:
     + **WWI Desktop PC2.33 X2330 Black** is the highest revenue-generating product.
     + The 2nd most ordered product was **WWI Desktop PC1.80 E1800 White**( which secured the 8th place in the revenue generated among popular products ).
     + **Adventure Works Desktop PC2.30 MD230 White** is the third most ordered but ranks fifth in revenue.
   * **Top Products by Country**:
     + **United States**: WWI Desktop PC2.33 X2330 Black, Adventure Works Desktop PC2.30 MD230 White, WWI Desktop PC1.60 E1600 Red
     + **United Kingdom**: Adventure Works Desktop PC1.60 ED White, WWI Desktop PC3.0 M0300 Black, Contoso DVD External DVD Burner M200 Grey
     + **Canada**: Adventure Works Desktop PC2.30 MD230 White, SV DVD Player M120 White, Adventure Works Desktop PC3.0 MS300 Black
     + **Germany**: Adventure Works Desktop PC2.30 MD230 Black, SV DVD 14-Inch Player Portable L100 Silver, WWI Desktop PC1.80 E1800 White
     + **Australia**: WWI Desktop PC2.33 X2330 Black, Adventure Works Desktop PC2.30 MD230 White, WWI Desktop 1.60 ED1600 Red
     + **Italy**: Adventure Works Desktop PC1.80 E180 Silver, Adventure Works Desktop PC2.33 XD233 Silver, Adventure Works Desktop PC1.80 E180 White
     + **France**: Contoso DVD 12-Inch Player Portable M400 White, Contoso DVD Recorder L230 Grey, Adventure Works Desktop 1.60 ED160 Brown
     + **Netherlands**: WWI Desktop PC1.80 E1800 White, Adventure Works Desktop PC1.80 ED180 White, Contoso DVD 38DVD Storage Binder E25 Red
5. **Customer Demographics**
   * **Age**: Middle-aged (30-60) customers are the primary buyers, followed by seniors (≥60).
   * **Gender**: Customer distribution is nearly even between genders.
6. **Profit Analysis**
   * The highest profit ratio was observed in Brighton and Hove (UK), followed by Camden (UK) and Broxtowe (UK).
7. **Currency Exchange Impact**
   * **AUD and CAD**: Higher exchange rates (1.4 AUD or CAD per USD) are associated with fewer transactions.
   * **GBP and EUR**: Lower exchange rates (0.77 GBP per USD) lead to higher transaction volumes, although UK and EUR orders are less frequent.
8. **Store Performance**
   * **Top Stores by Sales\_per\_sqm**: Wyoming, Alaska, and Hawaii in the US.
   * **Underperforming Stores**: Caltanissetta, Fermanagh, and Northern Territory.

**Summary**

The sales performance shows a clear impact of the pandemic, with a notable drop in the first quarter of 2021 and a consistent pattern of higher sales in Q4 compared to other quarters. The most popular product category is "Computers" and product preferences vary by region. The exchange rates have a significant effect on transaction volumes. Performance varies widely by store, with some stores significantly outperforming others.