

Short Report about Finding after the analysis

From the matrix chart

We find that

- The sum of quantities either increases or decreases but the total value increases.
- Some customers didn't buy any products in 2018 but saw a year-over-year increase in their purchases the following year. On the other hand, the purchase history of some customers also decreases.

From the which product buy or not buying Chart

We find that

- Product code (ADFD-GEN) has the highest sales volume in 2018 and product code (ADFD-PA) has the lowest sales volume.
- Product code (ADFD-RTE) has the highest sales volume in 2019 & 2020 and product code (ADFF-FRZ) has the lowest sales volume.
- Product code (ADFF-AFB) has the highest sales volume in 2021 and product code (ADFD-FRZ) has the lowest sales volume.
- Product code (ADFF-AFB) has the highest sales volume in 2022 and product code (ADFD-PA) has the lowest sales volume.

From the which customer buy or not buying Chart

We find that

- Top Buying customer was WAL-MART CANADA CORPORATION
- Bottom Buying Customer was YEH CHEEZ(Restaurants)

From the Revenue Trends graphs (year by year)

We find that

- 2020 is the year of high-income growth and 2022 is the lowest

From the forecasting Chat

We find that

- Trade after March 2022 if the sum of prices is slightly higher