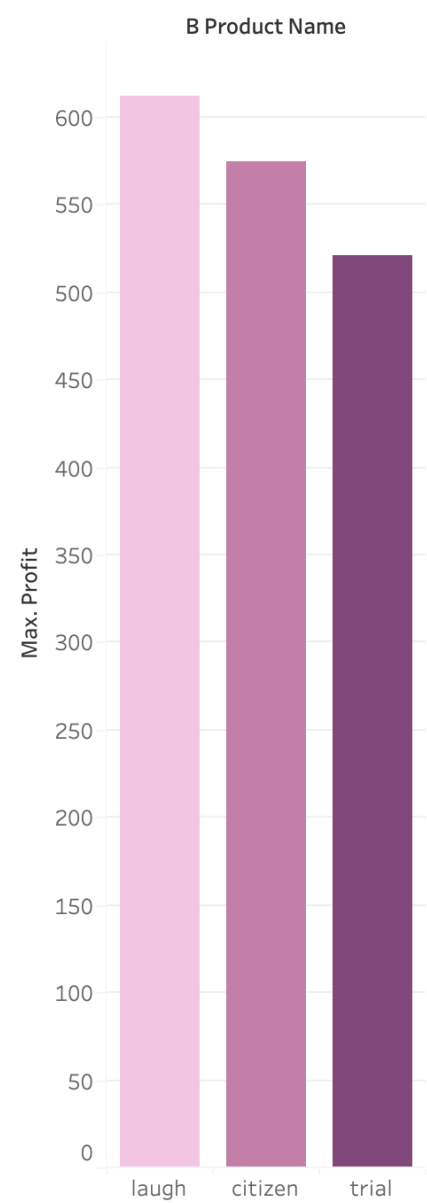


# Summary Report

1. Top Profitable Products:  
Identify the top 3 products with the highest Profit.

Top 3 products with highest profit

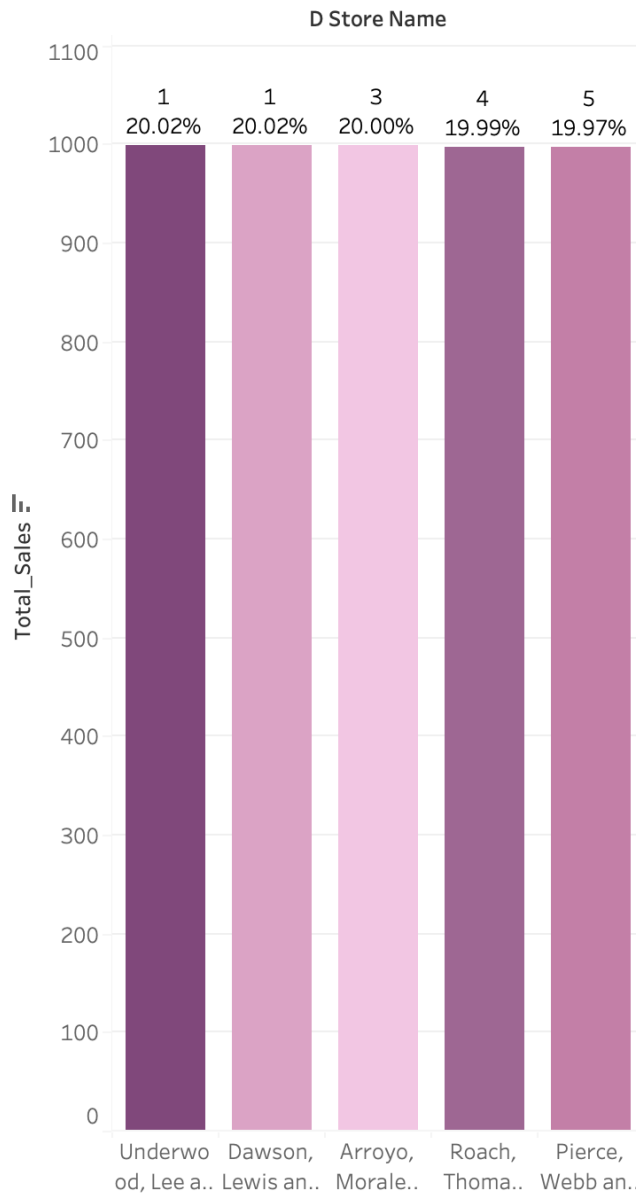


- Laugh, Citizen and trial are the top products with highest profit

## 2. Store with Highest Sales:

Determine which store (Store\_Name) generated the highest total sales

### Top 5 stores with the highest Total Sales



- Stores who have the highest total sales are Underwood, Lee and Lester and Dawson, Lewis and Anderson sharing the top first position and a percentage of 20.02 Which is the percentage of the total the sales
- While Arroyo, Roach and Pierce stores are among the top 5 stores which have the significant amount of percentage total share.

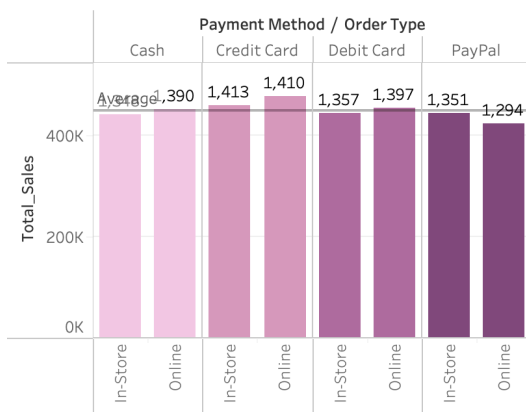
### 3. Evaluate of Discounts on Profit Margin:

Discount has negatively impacted the profit margin for all the categories of the products.

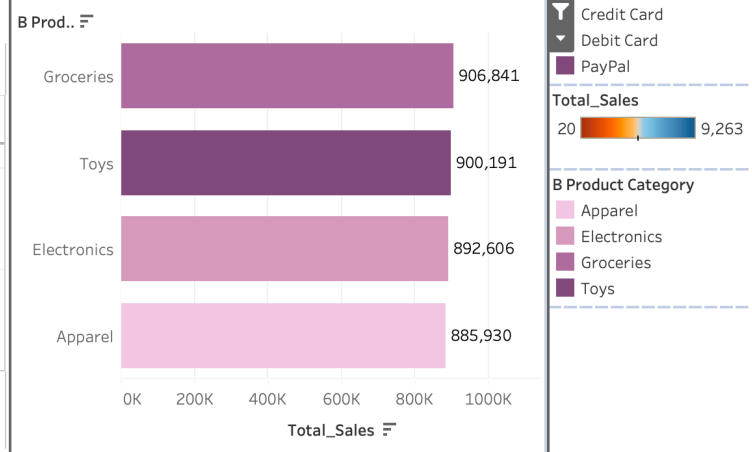
- For Groceries, the discount varied to a great extent (around 11.20%) from previous year 2023 to next year 2024 which led to more loss in the profit margin.

## Dashboard 1

Distribution of Total Sales by Payment Method Across Different Order



Total Sales by Product Category



Total\_Sales by Store\_Location

D Store Location	
Aaronhaven	824
Aaronland	447
Aaronmouth	824
Aaronport	193
Aaronstad	122
Aaronview	885
Aaronville	1,053
Abbotthaven	406
Abbottmouth	209
Abigailchester	67
Abigailfurt	434
Abigailhaven	894
Abigailmouth	56
Acostaburgh	296
Acostaside	718
Adamfort	643

The sales has following impact on the product categories. The categories listed is sorted by highest sales.

### Groceries

- Sales in this category is maximum.
- In-store purchases exceed online, with higher discount rates.
- Payment Methods is predominantly credit card for payments, minimal cash usage for in-store orders.

## Toys

- Highest sales for on-line purchases using cash (1,231 units), closely followed by online debit card (1,052 units).
- Aronhaven is the store which contributed highly to the sales growth.

## Electronics

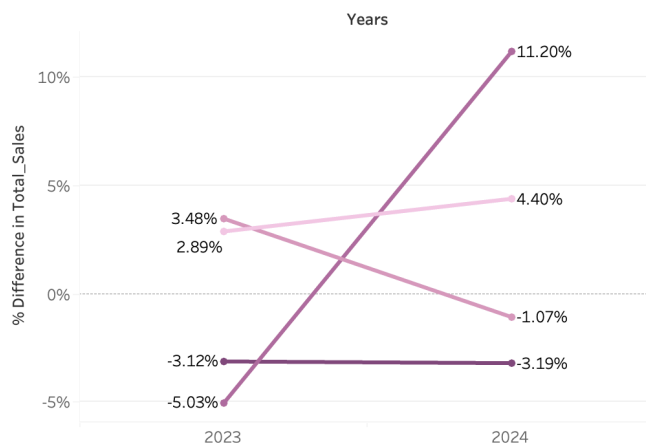
- Highest sales for on-line purchases using credit card closely followed by online debit card (11,9028 units).
- Zimmermanshire is the store which contributed minimum to the sales growth.

## Apparel

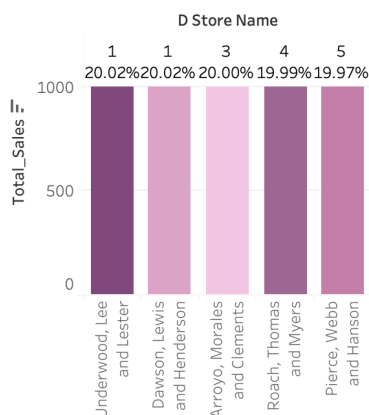
- Highest sales for on-line purchases using credit card closely followed by in-store cash.
- Aronmouth is the store which contributed highly to the sales growth.

## Dashboard 2

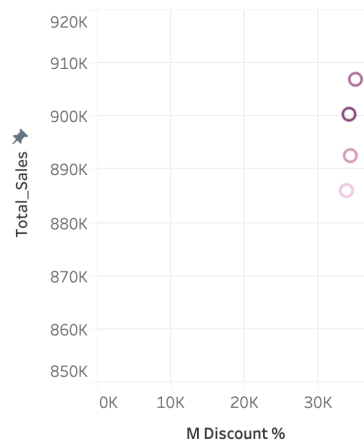
Year over Year percentage growth in Sales



Top 5 stores with the highest Total Sales



Discount\_% on Total\_Sales



Total Sale for Date/ Month			Product Category
Year of Yea..	Month of A ..		Apparel
2022	January	104,984	Electronics
	February	92,156	Groceries
	March	102,915	Toys
	April	96,640	
	May	94,530	
	June	102,766	
	July	99,639	
	August	102,684	
	September	93,858	
	October	96,660	
	November	95,398	
	December	106,519	
2023	January	98,109	
	February	89,369	
	March	101,116	
	April	103,275	
	May	95,719	
	June	88,408	
	July	95,439	
	August	101,853	
	September	101,009	
	October	107,450	
	November	94,894	
	December	105,667	
2024	January	111,257	
	February	98,305	
	March	99,947	
	April	103,756	
	May	97,110	
	June	93,197	
	July	104,047	
	August	103,066	
	September	97,598	
	October	98,495	
	November	98,236	
	December	109,497	

### 1. Year over Year Percentage Growth in Sales

- This line graph displays the percentage change in sales from one year to the next. It highlights:
  - A significant drop in sales growth in 2023, starting at a decrease of 5.03% and lessening to around 3.12% by year's end.
  - A reversal in trend in 2024, with growth starting near -1.07% and rising to positive growth, peaking at 11.20% in December 2024.

### 2. Top 5 Stores with the Highest Total Sales

- The bar chart lists the top five stores based on total sales. The data points suggest very close total sales figures among these top stores, with slight differences in percentages indicating possibly competitive performance.
- Store names include:
  - Underwood Cole
  - Darnell Clever
  - Arroyo Morales and Thomas
  - Roach and Weiss
  - Perez Fashion

### 3. Discount % on Total Sales

- This scatter plot correlates the discount percentages with total sales figures for particular data points (stores or transactions).
- Although the points are labeled from 0 to over 30K in discount percentage, the visual doesn't clearly correlate these with specific sales numbers due to lack of a visible trend or more data labels.

### 4. Monthly Sales Data for 2022, 2023, and 2024

- This table outlines total sales per month for three consecutive years:
  - A general trend of sales increasing towards the end of each year, which could be due to seasonal sales activities like Black Friday or holiday shopping.
  - Specific sales peaks, such as December 2022 and 2024, may indicate successful promotional strategies or particular market conditions during those periods.

### Insights and Business Implications:

- **Recovery and Growth:** The rebound in sales growth in 2024 suggests successful adjustments in strategy or market conditions favoring growth after a downturn in 2023.
- **Competitive Store Performance:** The close performance among the top stores suggests competitive marketing or location advantages. Focusing on what these top stores are doing differently could provide insights into best practices or strategic advantages.
- **Impact of Discounts:** The scatter plot suggests an attempt to understand the impact of discounts on sales. Further analysis could determine the effectiveness of discount strategies on driving sales volumes.