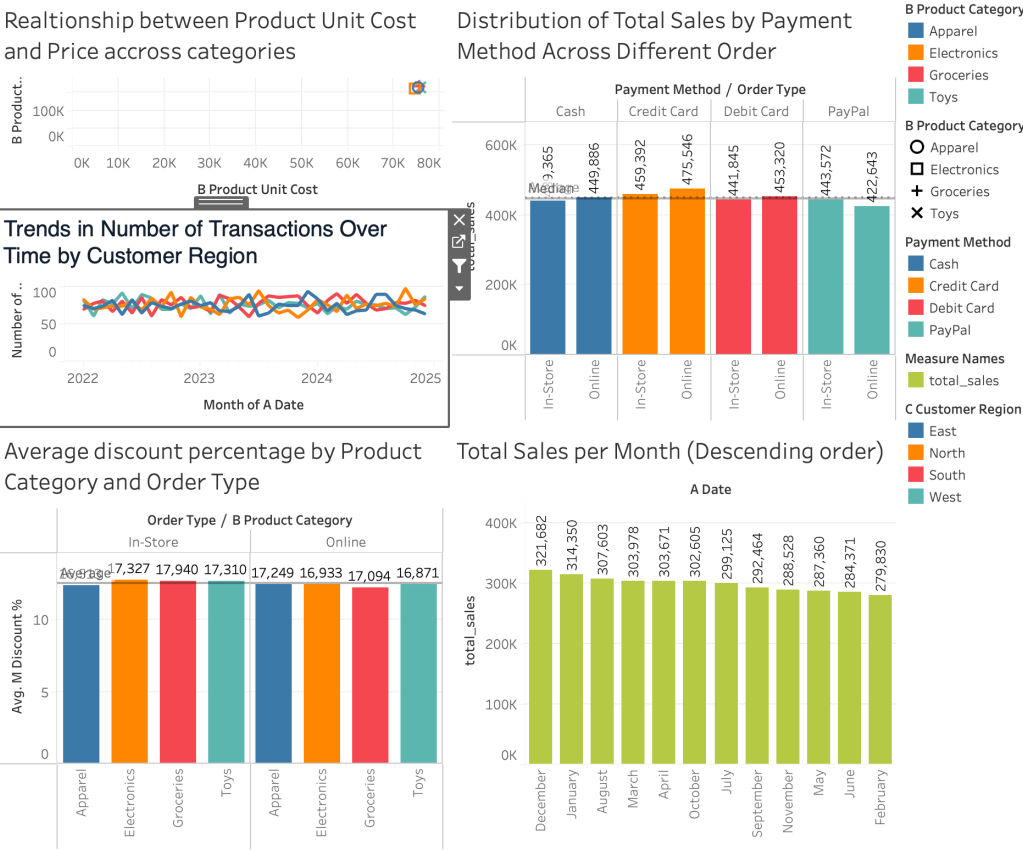


# Summary Report



## Groceries

- **Correlation:** Strong positive correlation between product unit cost and unit price.
- **Transactions:** Stable transaction numbers over time with some yearly fluctuations.
- **Purchasing Trends:** In-store purchases exceed online, with higher discount rates.
- **Payment Methods:** Predominantly PayPal for payments, minimal cash usage for online orders.

## Toys

- **Sales Distribution:** Highest sales for in-store purchases using debit cards (1,231 units), closely followed by online PayPal sales (1,052 units).
- **Transaction Trends:** Stable across regions from 2022 to 2025, with a peak in late 2024.
- **Discounts:** Exceptionally high discounts, 155.1% in-store and 146.49% online.
- **Peak Sales:** October sales peak at 7,525 units, indicating strong seasonal demand.

## Apparel

- **Pricing:** Marked markup with a unit cost of 736.2 and a unit price of 1,563.1.

- **Sales by Payment Method:** PayPal dominates online sales with 1,962 units; significant in-store credit card sales.
- **Discounts:** Online purchases receive significantly higher discounts (191.4%) compared to in-store.
- **Cash Transactions:** Notable but lower in comparison, especially in-store (616 units).

## Electronics

- **Pricing:** Unit cost of 380.9 with a unit price of 990.2.
- **Sales by Payment Method:** Debit card payments lead in-store sales (1,440 units); lower credit card sales online (564 units) and in-store (60 units).
- **Transaction Trends:** Steady from 2022 to 2025 without significant spikes.
- **Discounts:** Higher discounts in-store (70.79%) compared to online (55.58%).