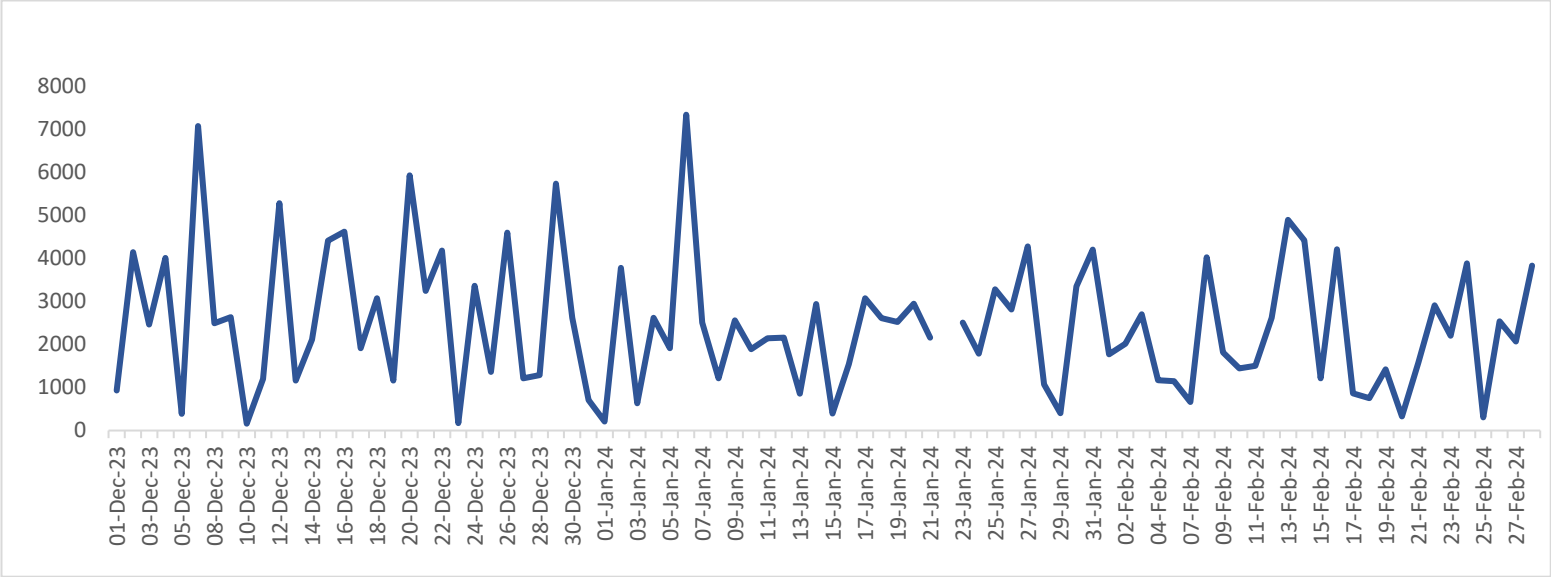


Trend Analysis: Visualize daily purchase trends to identify peaks and inactive periods



Mode Comparison: Assessed performance across purchase modes, analysing transaction counts and revenue.

| Row Labels | Sum of Purchase Amount | Count of Txn ID |
|-------------|------------------------|-----------------|
| Website | 81070 | 182 |
| App | 61835 | 130 |
| In store | 56070 | 105 |
| Phone in | 14575 | 26 |
| Grand Total | 213550 | 443 |

| Purchase mode Comparison | | | | |
|--------------------------|--------|--------------|------------|-----------|
| Purchase Mode | Amount | Transactions | Successful | Success % |
| Website | 81070 | 182 | 131 | 72% |
| App | 61835 | 130 | 96 | 74% |
| In store | 56070 | 105 | 80 | 76% |
| Phone in | 14575 | 26 | 19 | 73% |

Customer Insights: Identified top buyers and repeat customers

| Sum of Purchase Amount | Column Labels | | | Grand Total |
|------------------------|----------------|----------------|----------------|-----------------|
| | 2023 Dec | 2024 Jan | Feb | |
| Row Labels | | | | |
| Professor | £12,205 | £9,725 | £13,295 | £35,225 |
| Office Assistant | £15,590 | £8,165 | £10,950 | £34,705 |
| Engineer | £7,030 | £14,255 | £4,805 | £26,090 |
| Analyst | £6,115 | £12,850 | £5,075 | £24,040 |
| Sales | £11,925 | £3,140 | £5,535 | £20,600 |
| Tech Support | £5,900 | £6,515 | £3,750 | £16,165 |
| Accountant | £8,400 | £3,610 | £2,720 | £14,730 |
| Doctor | £5,920 | £2,560 | £3,225 | £11,705 |
| HR | £2,500 | £2,525 | £2,875 | £7,900 |
| VP | £995 | £2,910 | £3,505 | £7,410 |
| Finance Professional | £4,685 | £1,105 | £1,115 | £6,905 |
| Statistician | £1,625 | £1,645 | £1,395 | £4,665 |
| Operator | £20 | £1,755 | £25 | £1,800 |
| Administrator | £695 | £915 | | £1,610 |
| Grand Total | £83,605 | £71,675 | £58,270 | £213,550 |

