**Balanced Tree Clothing Co.**

### **High Level Sales Analysis**

1. **What was the total quantity sold for all products?**

Text

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Graphical user interface, text, application

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1. **What is the total generated revenue for all products before discounts?**

Graphical user interface, text, application

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1. **What was the total discount amount for all products?**

Graphical user interface, text, application

Description automatically generated

### **Transaction Analysis**

1. **How many unique transactions were there?**

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1. **What is the average unique products purchased in each transaction?**

Graphical user interface, text, application, chat or text message

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1. **What are the 25th, 50th and 75th percentile values for the revenue per transaction?**

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1. **What is the average discount value per transaction?**

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1. **What is the percentage split of all transactions for members vs non-members?**

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1. **What is the average revenue for member transactions and non-member transactions?**

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### **Product Analysis**

1. **What are the top 3 products by total revenue before discount?**

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1. **What is the total quantity, revenue and discount for each segment?**

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1. **What is the top selling product for each segment?**

Graphical user interface, text

Description automatically generated with medium confidence

1. **What is the total quantity, revenue and discount for each category?**

Graphical user interface, text, application, email

Description automatically generated

1. **What is the top selling product for each category?**

Graphical user interface, text, application

Description automatically generated

1. **What is the percentage split of revenue by product for each segment?**

Table

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1. **What is the percentage split of revenue by segment for each category?**

Graphical user interface, application

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1. **What is the percentage split of total revenue by category?**

Graphical user interface, text, application

Description automatically generated

1. **What is the total transaction “penetration” for each product? (hint: penetration = number of transactions where at least 1 quantity of a product was purchased divided by total number of transactions)**

Graphical user interface, text

Description automatically generated

1. **What is the most common combination of at least 1 quantity of any 3 products in a 1 single transaction?**

Graphical user interface, text, application

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**BONUS QUESTION**

**Re-Create Product details table using Product price and Product Hierarchy Table:**

Graphical user interface, table

Description automatically generated with medium confidence