

Summary of Insights

Revenue & Product/Category Insights

- **Total revenue:** \$922,721, reflecting the overall sales performance for the year.
- **Top-performing category/product:** Beverages → Cote de Blaye (\$211,848), indicating that premium beverage products are a major contributor to revenue.
- **Lowest revenue category/product:** Confections → Chocolate (\$1,206.15), showing that some niche products contribute minimally to overall sales.

Sales Trends

- **Peak month:** April → \$127,169.91, suggesting seasonal or campaign-related spikes in sales.
- **Lowest month:** June → \$21,725.31, indicating a slowdown that could be addressed with targeted promotions.
- **Cumulative trend:** Revenue shows steady growth early in the year, a mid-year dip, and a recovery toward year-end, reflecting business seasonality and customer demand patterns.

Customer & Order Insights

- **Top customer by spend:** Quick Stop → \$101,062.37, demonstrating high-value client contribution.
- **Most orders delivered by:** United Packers → 241 orders, indicating key operational partners in order fulfillment.

Employee Performance

- Several employees consistently handled orders **above the average order value (631.69)**, highlighting strong performance in managing high-value sales:
 - Nancy Davolio → 631.69
 - Andrew Fuller → 750.33
 - Janet Leverling → 655.96
 - Steven Buchanan → 627.89
 - Robert King → 721.02
 - Anne Dodsworth → 764.90
- **Top order handler:** Margaret Peacock → 122 orders, showing both efficiency and high contribution to overall sales.
- **Insight:** Employees handling higher-value orders or a higher volume of orders are critical revenue drivers. Supporting and recognizing them can optimize overall team performance and sales outcomes.

Key Takeaways

- Focus marketing efforts on top-performing products and categories to maximize revenue.
- Use monthly sales trends to plan promotions, inventory, and seasonal campaigns.
- Encourage and support high-performing employees to improve efficiency and maintain revenue growth.