The total sales in 2019 were **USD 34.483.365** with **209.038 products sold**.

From the graph above we can tell that **December** is the best month for sales with **USD 4.613.443** total revenue. The reason behind this may be because there's Christmas and the holiday in December where it's the momentum to buy a new product as a gift or for themselves.

**San Francisco** had the highest total sales in 2019 with **USD 8.259.719**. We need further information and study about the demographic, economic, and advertising to figure out why San Fransisco had the highest sales compared to other cities in the USA.

From the graph above we can tell that the most sold products in 2019 were **AAA Batteries (4-pack)** with **31.012 products ordered**. We also can tell that AA Batteries (4-pack), USB-C Charging Cable, Lightning Charging Cable, and Wired Headphones sold more than other products. Why do these products sell more than others? My first impression is that their price is lower than other products. So, let's do further analysis to check our hypothesis by overlaying the graph with product price.

We can say that our hypothesis is true, high-sold products have a low price. The high-sold products also had a lot of demand in the market that was used eventually in daily activity.

We can see the most often products that sold together are **iPhone and Lightning Charging Cable** with **1004 transactions**. Google Phone and USB-C Charging Cable came second with 987 transactions.

With this information we could offer a smart deal bundle to the customer that buys iPhone, we could recommend the Lightning Charging Cable with a discount. We also can bundle the remaining products with good marketing strategies.

We can see that there are 2 peak hours in the data. They are 12 (12 PM) and 19 (7 PM). This makes sense since most people got some spare time for shopping during these hours. With this information, I recommend advertising the product at **9—11 AM** and **4—6 PM**. For further marketing strategy, we could specify the city and plan the best advertisement that suits the city.

**Conclusion**

* The total sales in 2019 were **USD 34.483.365** with **209.038 products sold**.
* **May** has the highest average revenue with **USD 190.305852**, while **September** has the lowest average revenue with **USD 180.497387**.
* **December** is the best month for sales with **USD 4.613.443** total revenue.
* **San Francisco** had the highest total sales in 2019 with **USD 8.259.719** total revenue.
* **AAA Batteries (4-pack)** are the most sold product with **31.012** products ordered.
* **iPhone and Lightning Charging Cable** are the most often products sold together with **1004** transactions, Google Phone and USB-C Charging Cable came second with 987 transactions.
* I recommend advertising the product before 12 PM and 7 PM, which could be at **9—11 AM** and **4—6 PM**.