# Data Analysis Report

## I. Introduction:

## Welcome to our annual sales analysis report for the years 2019, 2020, and 2021. In this report, we delve into the trends, challenges, and successes that have shaped our online store's journey. By exploring the unique dynamics of each year and comparing the data year-to-year, we aim to uncover insights that will inform strategic decisions and drive our business forward. Let's embark on this data-driven exploration to understand our past and illuminate the path ahead.

## II. Individual Years Analysis:

## A. 2019 Analysis:

* **Time to display advertisements:**
  + From the chart my recommendation is 11:00 (11am) and 19:00 (7pm) since times had peak number of orders.
* **Best Month For Sales:**
  + The 12th Month was the best month for sales.
* **City with most sales:**
  + San Francisco CA is the city with the highest number of sales.
* **Product Performance:**
  + The Lightning Charging Cable, USB-C Charging Cable was the highest selling with 119 sales.
* **Total Sales:**
  + 2019 had total sales of $34,000,000.

## B. 2020 Analysis:

* **Time to display advertisements:**
  + From the chart my recommendation is 11:00 (11am) and 19:00 (7pm) since times had peak number of orders.
* **Best Month For Sales:**
  + The 5th and 11th Month were the best months for sales.
* **City with most sales:**
  + San Francisco CA is the city with the highest number of sales.
* **Product Performance:**
  + The iPhone, Lightning Charging Cable was the highest selling with 133 sales.
* **Total Sales:**
  + 2020 had total sales of $28,000,000

## C. 2021 Analysis:

* **Time to display advertisements:**
  + From the chart my recommendation is 11:00 (11am) and 19:00 (7pm) since times had peak number of orders.
* **Best Month For Sales:**
  + The 11th and 12th Month were the best months for sales.
* **City with most sales:**
  + San Francisco CA is the city with the highest number of sales.
* **Product Performance:**
  + The Google Phone, Wired Headphones was the highest selling with 246 sales.
* **Total Sales:**
  + 2021 had total sales of $34,000,000

## III. Year-to-Year Comparisons:

**A. Sales Growth:**

* **2019 to 2020:**
  + From 2019 to 2020 there was a drop in sales of -18.07%.
* **2020 to 2021:**
  + From 2020 to 2021 there was a sales growth of 21.29%.

**B. Change in average sales:**

* **2019 to 2020:**
  + From 2019 to 2020 there was a change of 10.07.
* **2020 to 2021:**
  + From 2020 to 2021 there was a change of -8.43.

## IV. Conclusion:

In closing, this analysis illuminates crucial insights for our business. Armed with this knowledge, we are poised for strategic growth. By understanding past trends and customer behaviors, we are better equipped to navigate future challenges and capitalize on emerging opportunities. Thank you for joining us on this analytical journey; together, we're charting a successful course forward.