

## 1. Dataset Overview

- **Period Covered:** 90 consecutive calendar days, from **2025-01-01** to **2025-03-31**.
  - **Records:** One row per date (90 rows total).
  - **Metrics:** For each date, the sheet records the profit (or sales revenue) for ten product categories.
- 

## 2. Columns & Product Categories

- **Date:** The reporting date (YYYY-MM-DD).
  - **phone:** Daily profit for smartphones.
  - **camera:** Daily profit for digital cameras.
  - **laptop:** Daily profit for laptop computers.
  - **earbuds:** Daily profit for wireless or wired earbuds.
  - **powerbank:** Daily profit for portable power banks.
  - **charger:** Daily profit for device chargers (mobile/tablet/laptop).
  - **back cover:** Profit from sales of protective phone back covers.
  - **selfie stick:** Profit from sales of selfie sticks and related mounts.
  - **tempory glass:** (Likely “tempered glass” screen protectors; here misspelled.)
  - **tab:** Daily profit for tablet devices.
- 

## 3. Aggregate Performance & Averages

Over the full quarter, each category accumulated substantial revenue:

- **Top Grossing Categories**
  - Cameras: **981,029** total (avg. **10,900** per day)
  - Tempered-glass screen protectors: **975,456** total (avg. **10,838** per day)
  - Selfie sticks: **972,094** total (avg. **10,801** per day)
- **Mid-range Performers**
  - Laptops: **968,237** total (avg. **10,758** per day)

- Chargers: **960,842** total (avg. **10,676** per day)
  - Phones: **894,462** total (avg. **9,938** per day)
  - Earbuds: **894,628** total (avg. **9,940** per day)
  - **Lower-volume Categories**
    - Back covers: **862,197** total (avg. **9,580** per day)
    - Tablets: **857,442** total (avg. **9,527** per day)
    - Power banks: **779,607** total (avg. **8,662** per day)
- 

#### 4. Temporal Trends & Insights

- **Seasonality & Peaks:**
    - Sales tend to spike around the **end of January** and mid-March, perhaps reflecting post-holiday promotions and pre-Easter demand.
    - Camera and screen-protector profits exhibit the highest volatility, suggesting promotional campaigns or inventory cycles.
  - **Category Correlations:**
    - Smartphones and back-covers move together—when phone profits rise, accessory sales (covers, chargers) also tick upward.
    - Portable audio (earbuds, selfie sticks) often mirror each other, hinting at bundled promotions or joint marketing push.
- 

#### 5. Business Implications

- **Inventory Planning:** Allocate larger initial stocks for cameras and screen protectors, which have shown the strongest cumulative performance.
- **Promotional Strategy:** Time bundle-deals mid-quarter to capitalize on natural demand surges—e.g., pairing phones with back covers or chargers.
- **Cross-sell Potential:** Leverage strong smartphone days to push complementary accessories (earbuds, power banks).