

Business Objective

Identify what drives revenue, profit and where to focus for growth.

1. Analyse Payment Methods and Sales

Question: What are the different payment methods, and how many transactions, total sales and profit margins were made with each method?

Purpose: To understand customer preferences for payment methods, helping optimize payment processing and promotional strategies. To determine whether specific payment types incur higher costs or yield better returns, supporting pricing and discount decisions.

2. Analyse Product Category Performance

Question: Which product categories generate the most revenue and profit margins?

Purpose: To identify top-performing product lines and allocate marketing and inventory investments effectively.

3. Analyse Average Rating by Category

Question: What is the average rating across different product categories?

Purpose: To assess customer satisfaction by product categories and identify areas that need service or quality enhancement.

4. Analyse Correlation Between Sales Volume and Profit Margin

Question: What is the relationship between sales volume and profit margin?

Purpose: To determine whether high sales volumes translate into higher profitability, guiding product and pricing decisions.

5. Profitability and Customer Rating Correlation

Question: Is there a relationship between profitability, sales, and customer satisfaction ratings?

Purpose: To understand whether financial performance aligns with customer experience, identifying opportunities to improve both profit and satisfaction.

6. Analyse Sales and Profit Trends Over Time

Question: How do sales and profit margin change over time (daily, monthly, quarterly)? Which days, months, or quarters have the highest and lowest sales?

Purpose: To track performance trends and detect seasonality, supporting sales forecasting and inventory planning.

7. Weekly Sales Behaviour Analysis

Question: How do sales differ between weekdays and weekends? Which day has the highest sales?

Purpose: To assess customer purchasing patterns and plan marketing campaigns, staffing, and inventory levels accordingly.

8. Peak Transaction Hour Analysis

Question: During which hours of the day do transactions reach their highest volume?

Purpose: To identify peak business hours with maximum customer activity, enabling better staff scheduling, operational planning, and targeted promotional strategies.

9. Analyse Branch and City Performance

Question: Top 10 branch and city with the highest total sales and their profit margin?

Purpose: To determine which geographical locations contribute the most to the revenue, helping guide regional sales and expansion strategies.