

Executive Summary

Total Sales Units

516K

Total sales

Promotion Impact

-0.59

Promotion Uplift %

Average Daily Sales

103.29

Avg daily sales

Select Year



2023

2036



Filter by Product

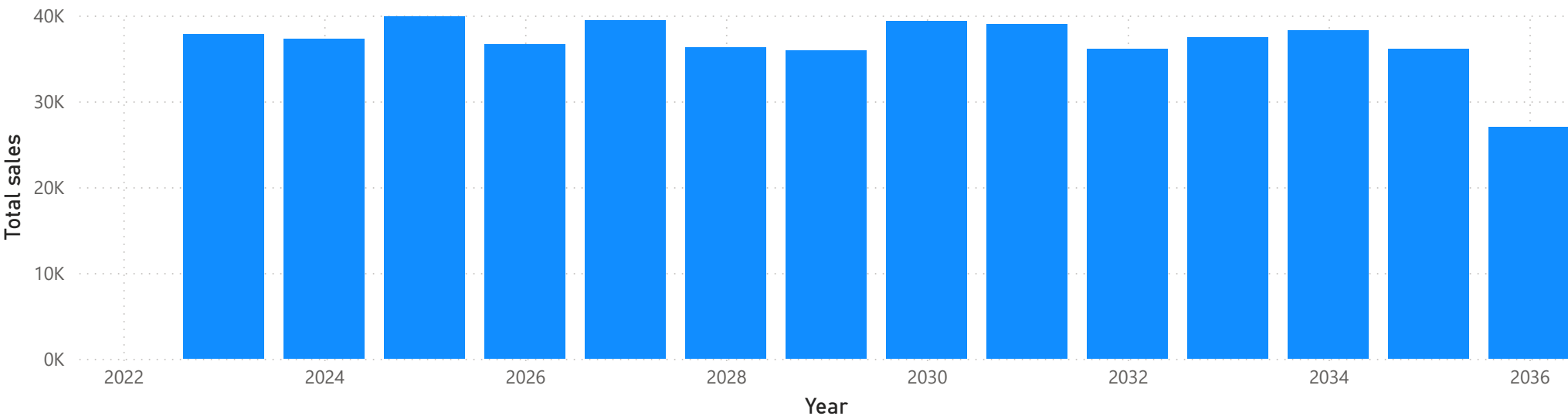


100

199



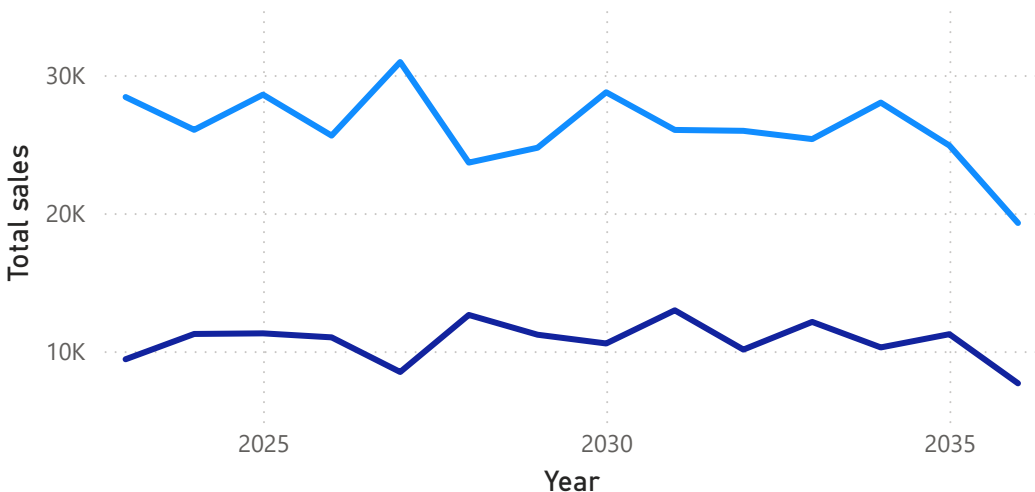
Annual Sales Performance



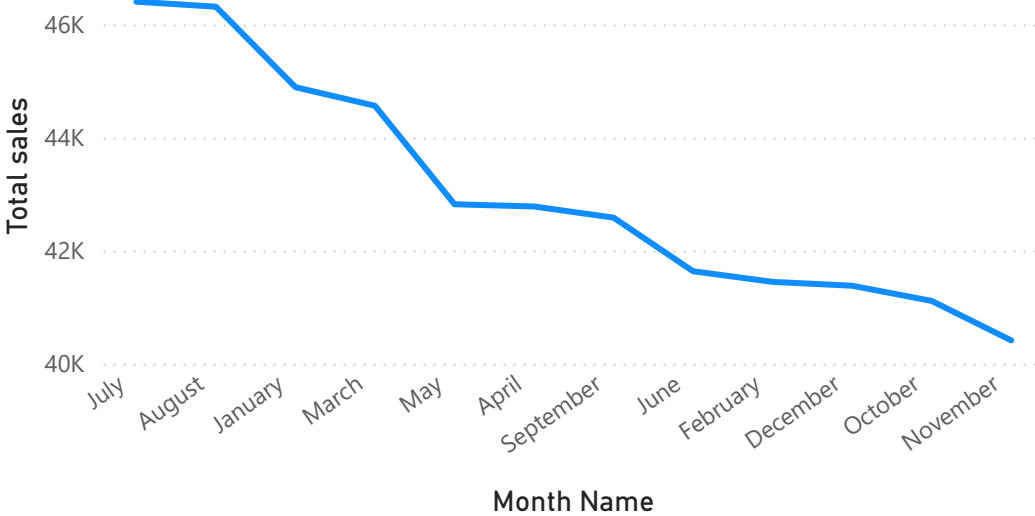
Trend Analysis

Daily Sales Trend (Promotions Highlighted)

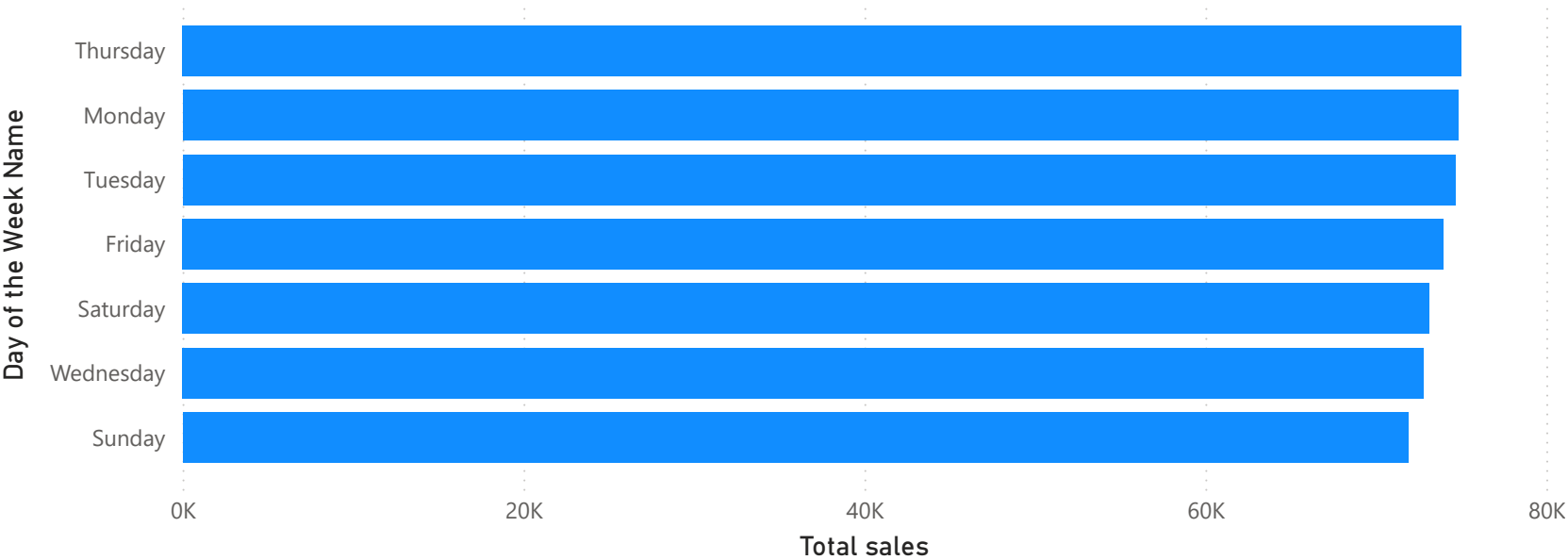
promotional flag ● Not Promoted ● Promoted



Monthly Sales Seasonality



Sales by Day of Week

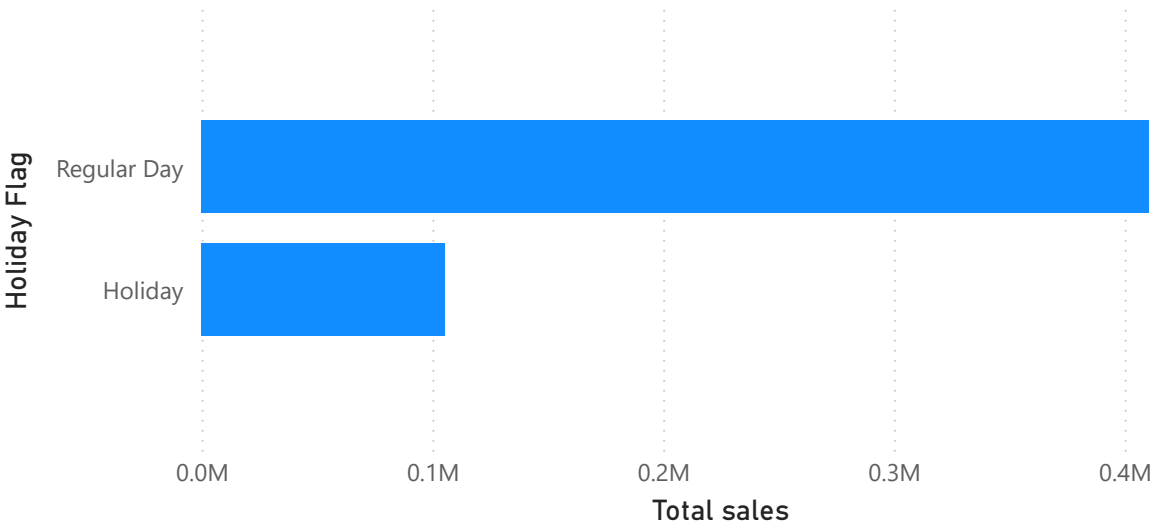


Promotional Analysis

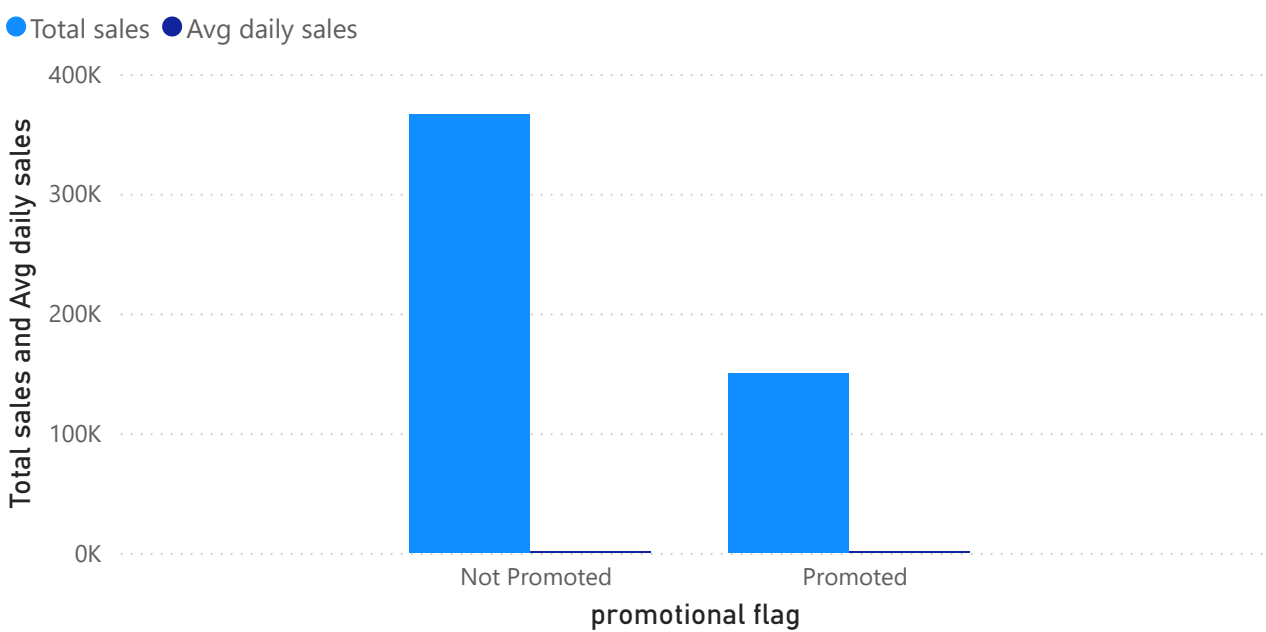
Sales Promotion vs Regular Days

product_id	Not Promoted	Promoted	Total
199	3563	1417	4980
198	4254	2081	6335
197	3417	1836	5253
196	3363	1566	4929
195	3578	1004	4582
194	2609	1201	3810
193	3091	1601	4692
192	4905	1628	6533
191	4191	2720	6911
190	3327	1199	4526
189	4219	1794	6013
188	3797	954	4751
187	4290	1332	5622
186	4674	835	5509
185	3769	2632	6401
184	2793	1057	3850
183	3655	1636	5291
182	2741	934	3675
181	4395	1787	6182
180	4014	968	4982
179	3090	427	3517
178	2787	1394	4181
177	4417	980	5397
176	3204	699	3903
175	2672	979	3651
174	3186	2650	5836
173	3155	1288	4443
172	3472	1237	4709
171	3072	1210	4282
Total	366213	150119	516332

Holiday Season Performance

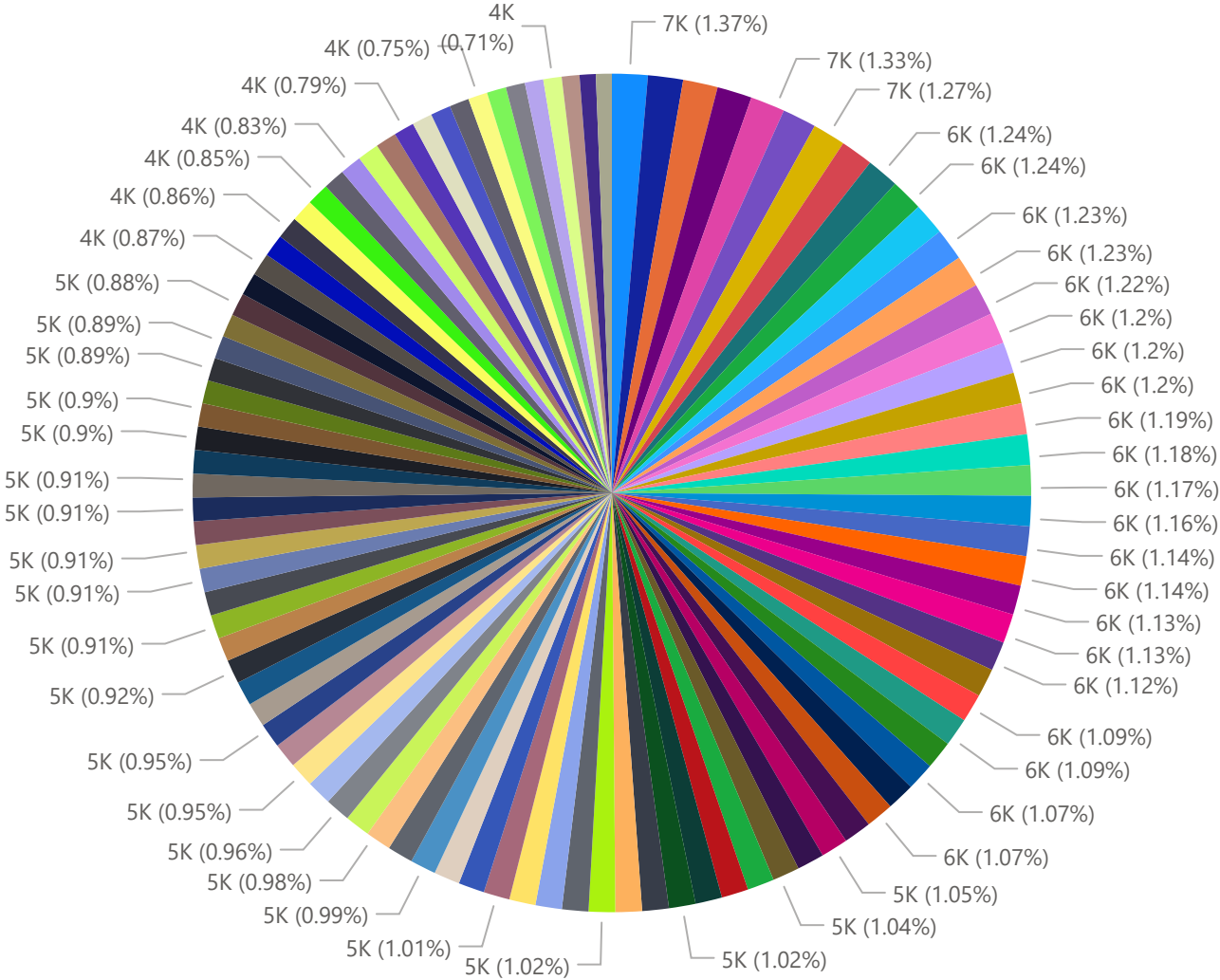


Performance by Promotion Status



Product Performance

Sales Distribution by Product



Product Performance Ranking

product_id	Avg daily sales	Count of product_id	Total sales
120	103.29	100	516332
116			
191			
159			
107			
146			
192			
118			
162			
150			
185			
138			
198			
125			
158			
112			
181			
111			
161			
128			
189			
131			