

Tech Store Annual Performance Review

Analyzing Sales, Products, and Locations.

-Report-

Sales Performance



TOTAL OF SALES

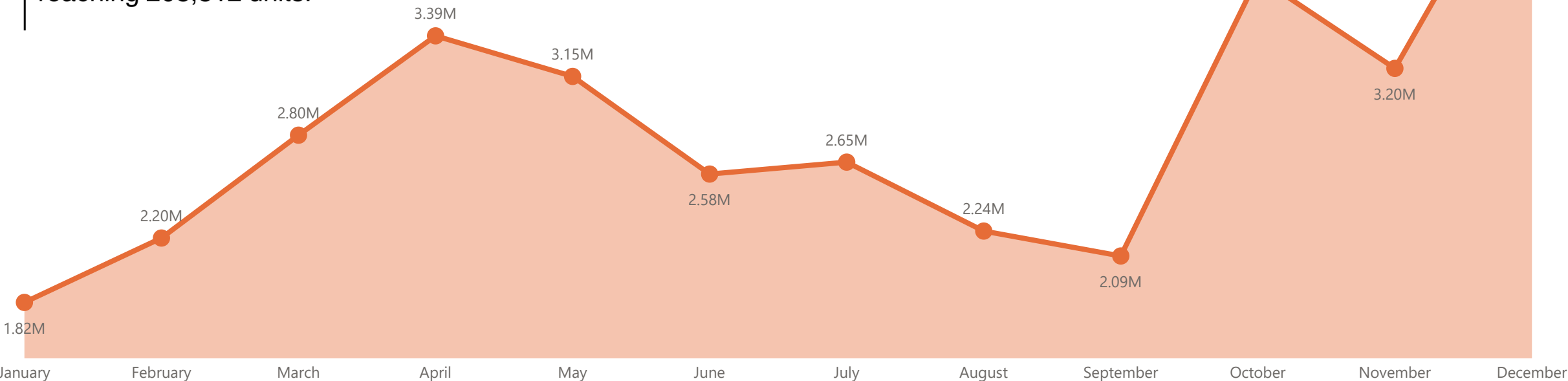
34.47M



TOTAL OF ORDERS

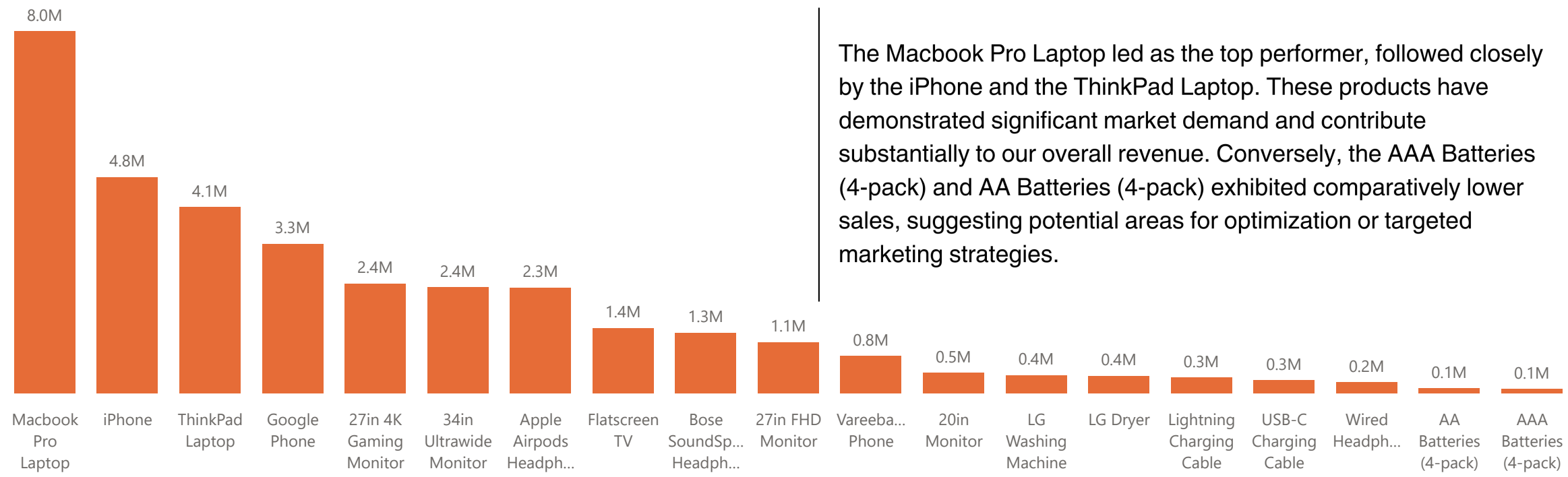
209k

Throughout the year, the tech store demonstrated a robust performance, achieving a cumulative sales figure of an impressive \$3,446,553,794, and a total quantity ordered reaching 208,812 units.



The sales data reveals distinctive patterns, with notable surges in February and April (\$2,200,078.08 and \$3,389,217.98, respectively). Despite variations in other months, these trends culminated in a significant peak of \$4,608,295.70 in December.

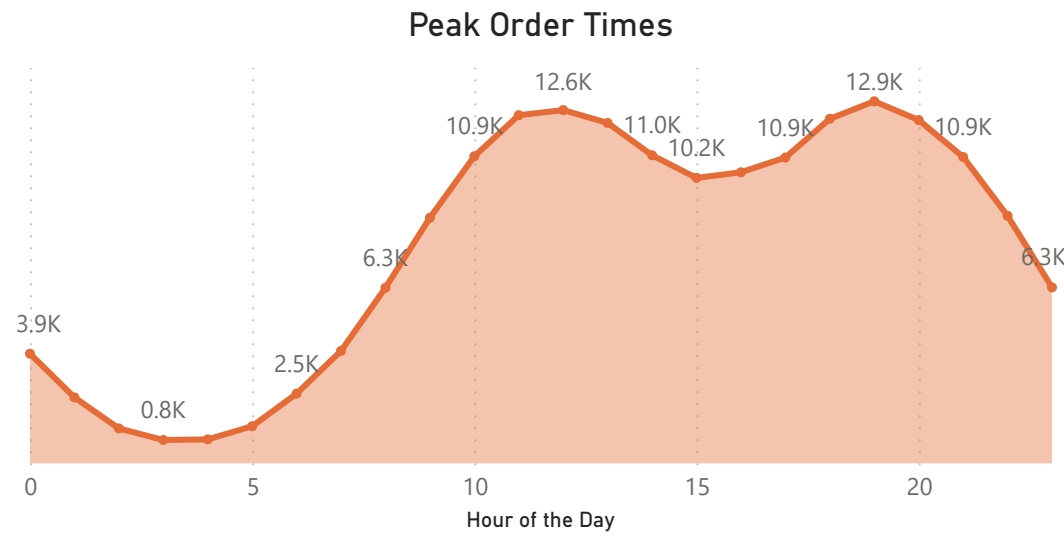
Products Performance



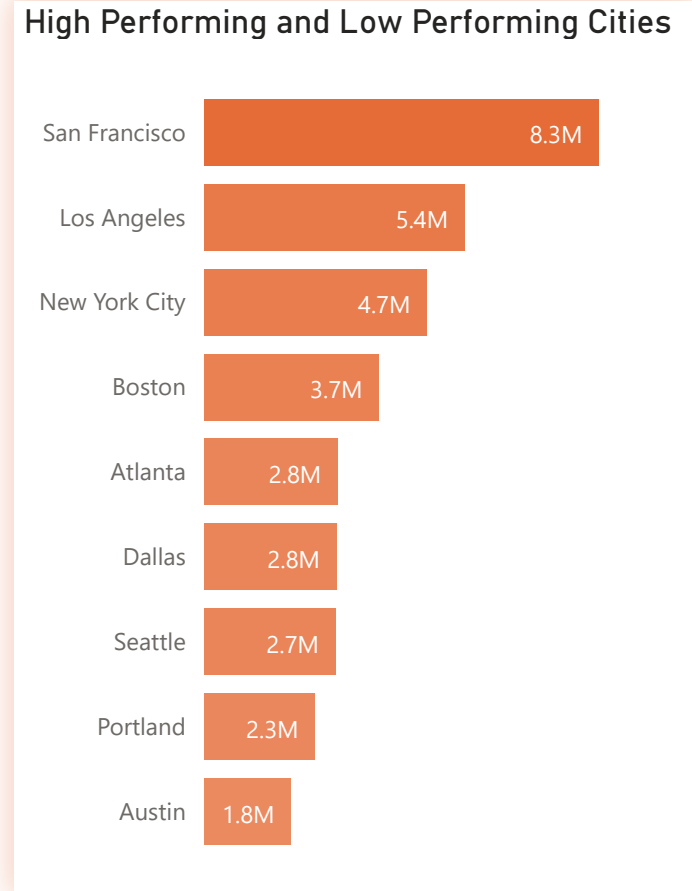
The Macbook Pro Laptop led as the top performer, followed closely by the iPhone and the ThinkPad Laptop. These products have demonstrated significant market demand and contribute substantially to our overall revenue. Conversely, the AAA Batteries (4-pack) and AA Batteries (4-pack) exhibited comparatively lower sales, suggesting potential areas for optimization or targeted marketing strategies.

Order Trends

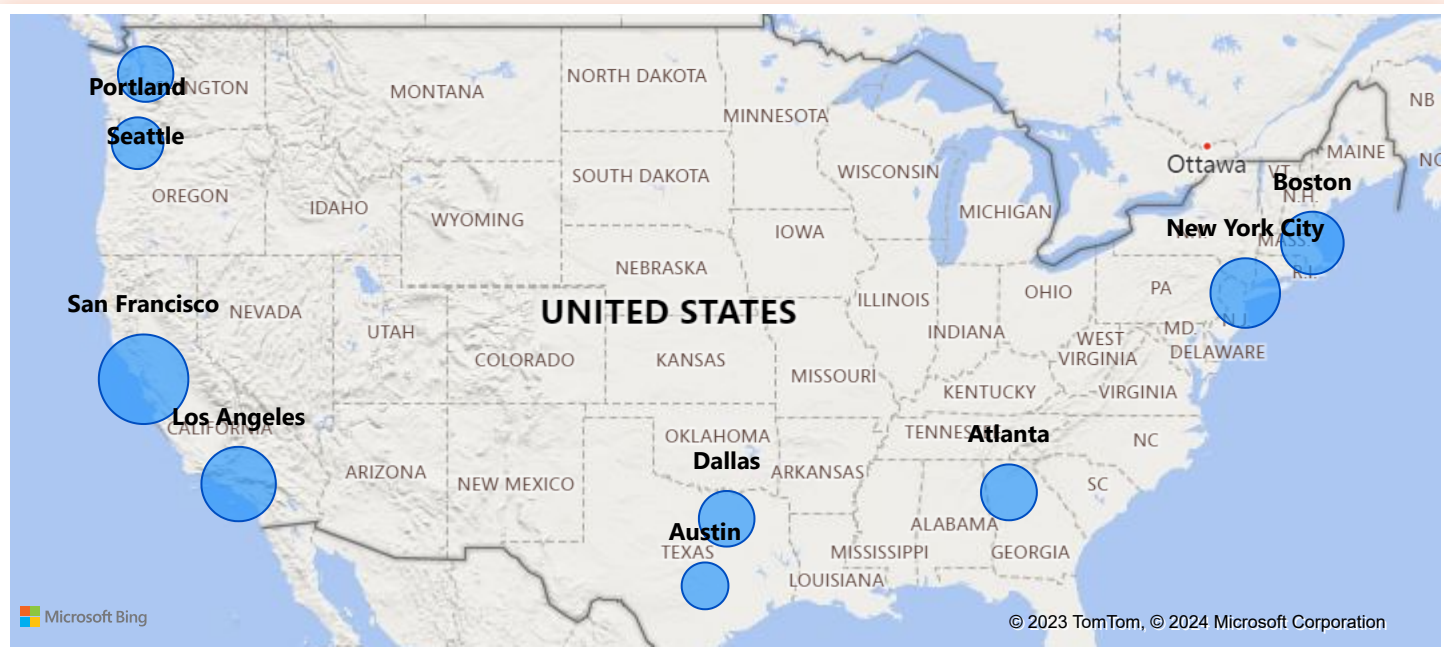
The data revealed significant order surges during the daytime, notably from 9 AM to 3 PM, peaking at 12:00 PM with 12,573 orders. A secondary surge occurred in the evening, reaching the highest order count at 8:00 PM (12,263 orders). Understanding these peak times is crucial for resource allocation, staffing optimization, and targeted marketing efforts, enhancing operational efficiency and customer engagement.



Geographic-based Performance



- The analysis of sales distribution across cities highlighted distinct market dynamics. San Francisco (CA) led with the highest sales at \$8,254,743.55, closely followed by Los Angeles (CA) and New York City (NY). While major metropolitan areas showcased substantial sales, smaller markets such as Portland (ME) and Portland (OR) present opportunities for targeted growth. Understanding these geographical trends guides strategic marketing efforts and resource allocation, optimizing reach and impact across diverse regions.



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-Dashboard-

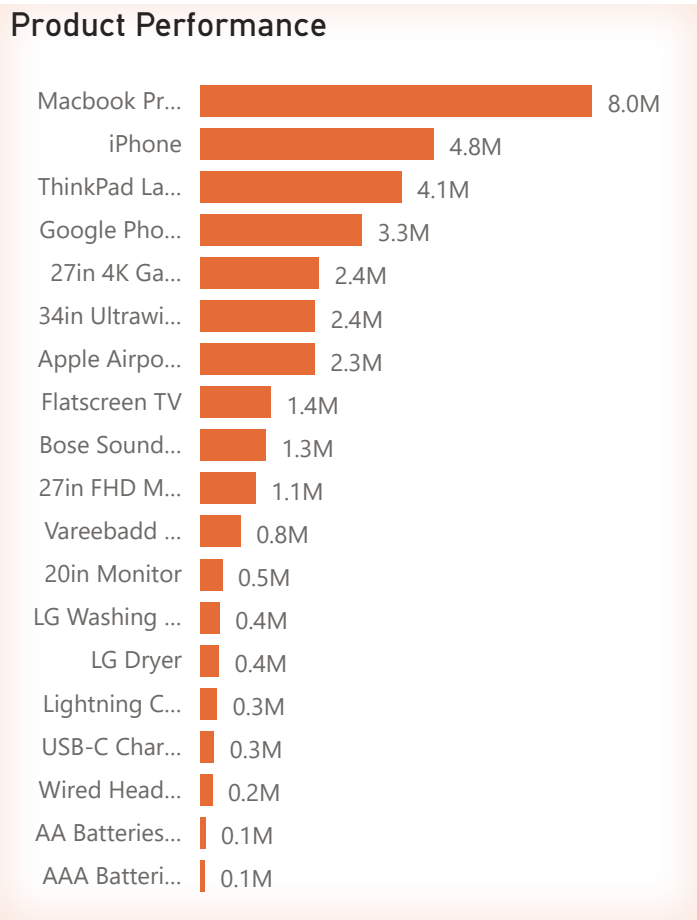
Overview:

Total of Sales

34.47M

Total of Orders

209K



Month

All

Product

All

City

All

