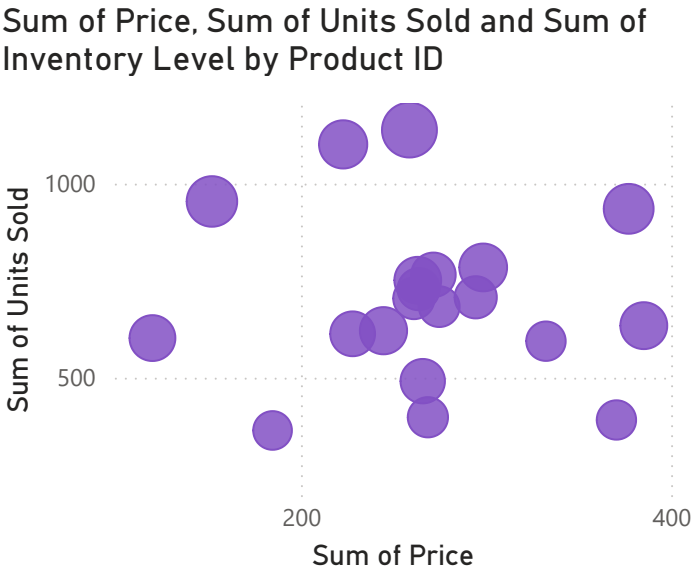
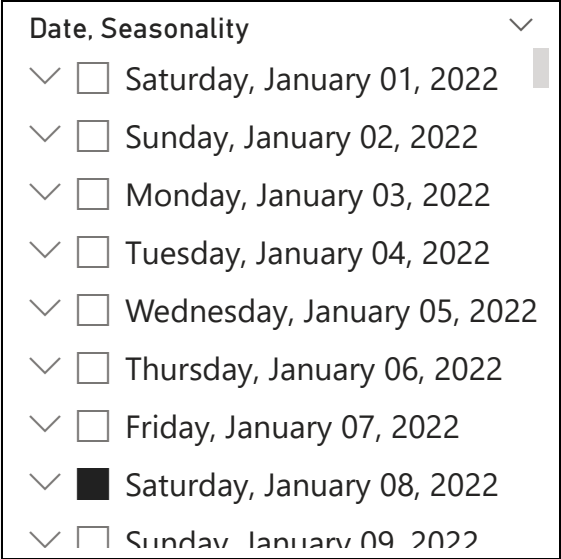
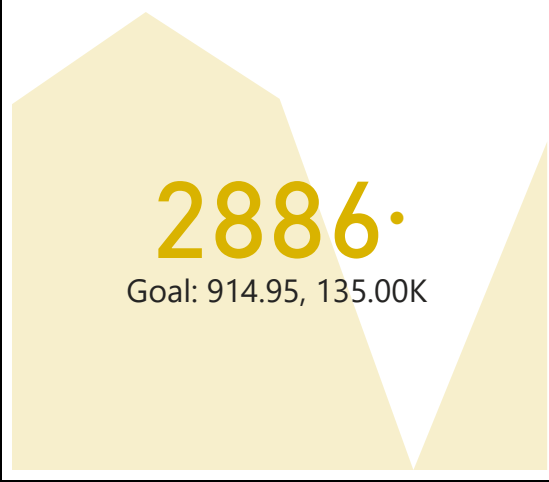


Executive Overview

Product Performance



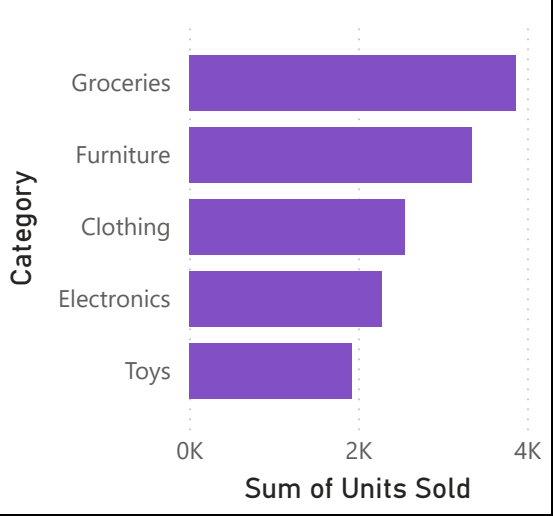
Sum of Units Sold, Sum of Price and Sum of Revenue by Discount



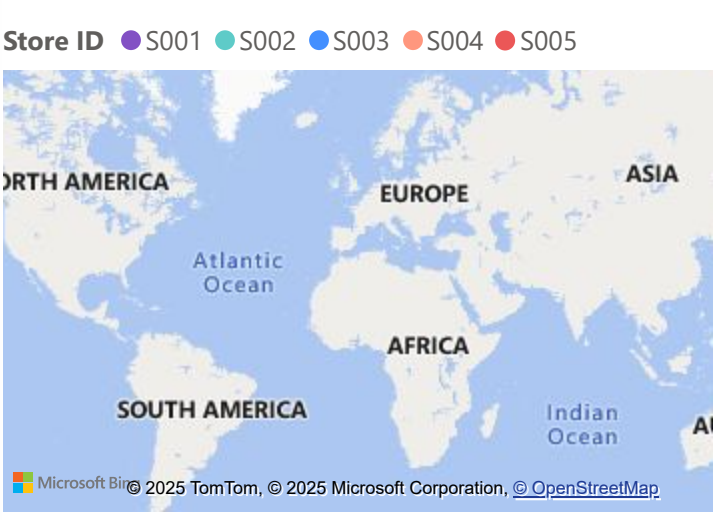
Sum of Units Sold by Region



Sum of Units Sold by Category



Sum of Units Sold by Store ID



Page 1: Executive Overview – Product Performance

Objective:

Provide a snapshot of sales performance across products, regions, categories, and store locations to guide high-level decision-making.

Key Visuals & Insights:

1. KPI Tile (Units Sold, Goal, Revenue):

Units Sold: 4264

Goal: 1.48K

Revenue: ~273.92K

Insight: Current performance has surpassed the goal, signaling strong sales momentum.

2. Bar Chart – Units Sold by Region:

West and South are leading in sales.

East and North need attention—possibly underperforming regions.

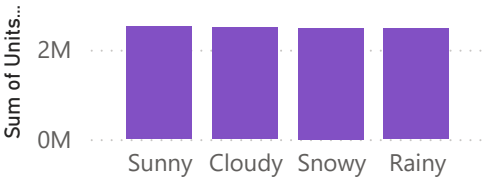
3. Bar Chart – Units Sold by Category:

Impact of External

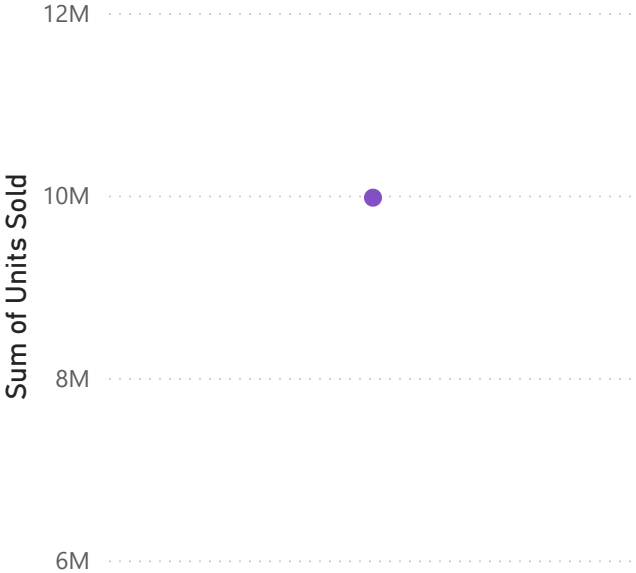
Product ID	Category	Sum of Units Sold
P0001	Clothing	99221
P0001	Electronics	93595
P0001	Furniture	98454
P0001	Groceries	106199
P0001	Toys	100592
P0002	Clothing	97469
P0002	Electronics	95072
P0002	Furniture	98991
P0002	Groceries	100626
P0002	Toys	95669
Total		9975582

- High-selling but low-inventory products
- Price sensitivity (low price, high sales)

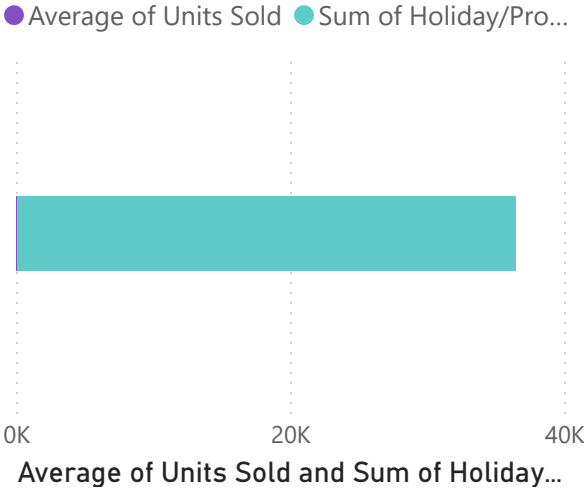
Sum of Units Sold by Weather Condition



Sum of Units Sold



Average of Units Sold and Sum of Holiday/Promotion



- Visual seasonality patterns (e.g., Winter dips, Summer spikes)
- Differences in units sold across seasons over time

Page 2: Impact of External Factors

Objective: Analyze how external conditions like weather and promotions impact product performance.

Key Visuals & Insights:

Top-Selling Products Table: Clothing and Electronics dominate sales across multiple Product IDs.

Weather Condition Impact:

Clear and Cloudy weather show highest units sold.

Sales drop significantly in Snowy/Rainy conditions.

Holiday/Promotion Impact:

Clear spikes in sales during promotional periods—supports the need for seasonal marketing and holiday campaigns.

Annotations (bottom-left):

Highlights price sensitivity and inventory-pressure zones.

Useful for inventory planning and pricing strategy.

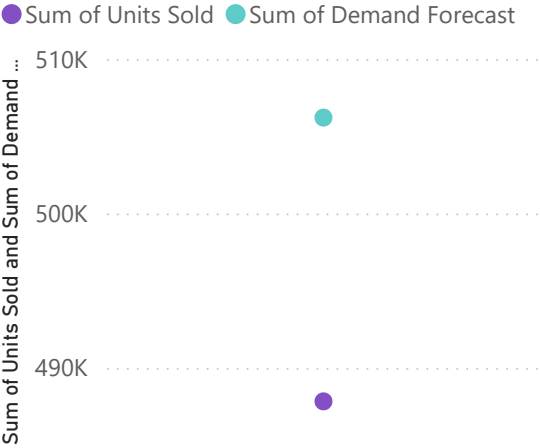
Business Insight:

Weather and holiday promotions directly influence customer behavior—these should be factored into demand forecasting and campaign timing.

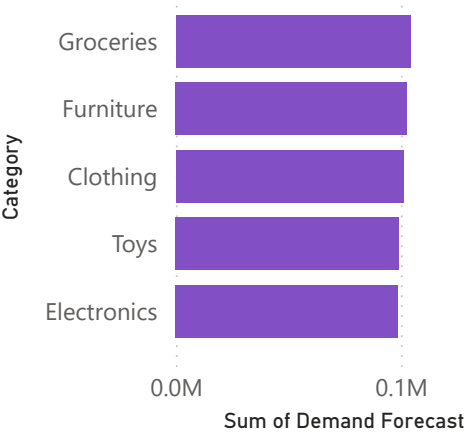
Forecast vs Actual

“Forecasting accuracy is lower in Electronics during winter.”

Sum of Units Sold and Sum of Demand Forecast



Sum of Demand Forecast by Category



Product ID

- P0001
- P0002
- P0003
- P0004
- P0005
- P0006
- P0007
- P0008
- P0009

Page 3: Forecast vs Actual

Objective: Assess the accuracy of demand forecasting by category and product.

Key Visuals & Insights:

Scatter Plot (Units Sold vs Forecast):

Gaps between forecast and actual sales are evident, especially for Electronics.

Category Forecast Accuracy:

Forecasting appears most accurate for Groceries and Furniture.

Electronics shows under-performance vs forecast, especially noted in winter.

Business Insight:

"Forecasting accuracy is lower in Electronics during winter."

This highlights the need for category-specific forecasting models and considering seasonal volatility when estimating demand.