

Detailed Analysis of Products and Sales

This report provides a comprehensive analysis of sales data from a retail chain, examining performance across branches, cities, product categories, and time periods. Key findings include:

- Weslaco is the top-performing city with \$46,352 in total sales
- Fashion accessories and home/lifestyle categories generate the highest revenue (\$489k each)
- Credit cards are the most popular payment method (488,821 transactions)
- December is the peak sales month, while June has the lowest order volume
- Evenings (6pm-midnight) account for 37.7% of total sales

Sales Performance Analysis

Top Performing Cities

Rank	City	Total Sales
1	Weslaco	\$46,352
2	Waxahachie	\$40,703
3	Plano	\$25,688
4	San Antonio	\$24,951
5	Port Arthur	\$24,524

Key Insight: Weslaco outperforms other cities by 14% in total sales. The top 5 cities account for 35% of total revenue.

Branch Performance

Branch	Total Sales	Transactions	Profit Margin
WALM009	\$25,688.34	235	0.48
WALM074	\$25,555.42	210	0.48
WALM003	\$24,950.56	115	0.48

WALM058	\$24,524.37	239	0.48
WALM030	\$24,460.60	229	0.48

Observation: WALM058 has the highest transaction volume (239) but ranks 4th in total sales, suggesting lower average order value compared to top performers.

Product Category Analysis

Revenue by Category

Category	Revenue	Profit Margin	Quantity Sold
Fashion accessories	\$4,89,481	0.39	9,653
Home and lifestyle	\$4,89,250	0.39	9,610
Electronic accessories	\$78,175	0.39	1,494
Food and beverages	\$53,471	0.40	952
Sports and travel	\$52,498	0.38	920
Health and beauty	\$46,851	0.40	854

Key Findings:

- Fashion and home categories dominate with identical revenue performance
- Health and beauty has the highest profit margin (0.40) among major categories
- Electronic accessories have surprisingly low quantity sold despite being a high-demand category

Price Range Analysis

Price Range	Total Sales
\$70-80	\$2,40,195.44
\$60-70	\$2,14,650.81
\$50-60	\$1,71,496.67
\$80-90	\$1,54,939.37

\$40-50	\$1,36,983.45
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Insight: Premium products (\$70-80 range) contribute most to revenue, suggesting customers prefer higher-value items.

Temporal Trends

Monthly Sales Performance

Month	Total Sales	Orders
December	\$2,52,617	High
November	\$2,44,885	High
January	\$1,37,481	630
March	\$1,31,692	622
February	\$1,22,668	583
June	\$25,645	258 (lowest)

Seasonal Pattern: Year-end holiday season (Nov-Dec) accounts for 32% of annual sales. Summer months (June-Aug) show significant drop.

Daily Trends

Time Frame	Sales Percentage
Evening (6pm-12am)	37.7%
Morning (6am-12pm)	25.1%
Other times	37.2%

Peak Hours: 3pm (142,017 sales), 4pm (134,918), 7pm (128,581)

Customer Behaviour

Payment Methods

Credit card	\$4,88,821.02	5.42
Ewallet	\$4,57,316.07	6.48
Cash	\$2,63,589.29	5.42

Finding: Despite lower customer ratings (5.42), credit cards dominate payment methods. Ewallets have significantly higher satisfaction (6.48).

Weekend Shopping Patterns

Top categories on weekends:

1. Home and lifestyle (1,459 units on Sunday)
2. Fashion accessories (1,448 units on Saturday)
3. Electronic accessories (230 units on Saturday)

Profitability Analysis

Profit by Category

Category	Total Profit
Home and lifestyle	\$1,783.50
Fashion accessories	\$1,783.05
Electronic accessories	\$164.73
Food and beverages	\$69.66

Observation: Despite similar revenues, home/lifestyle edges out fashion accessories in profitability by \$0.45.

Recommendations

1. **Inventory Optimization:** Increase stock of \$70-80 priced items and home/lifestyle products, especially in Weslaco and Waxahachie locations.
2. **Staffing Adjustments:** Align workforce with peak hours (2pm-8pm) and holiday seasons to handle increased customer traffic.
3. **Promotional Strategy:** Target summer months (June-August) with special campaigns to address the seasonal sales dip.
4. **Payment Incentives:** Develop rewards for Ewallet usage to capitalize on higher customer satisfaction ratings.
5. **Weekend Focus:** Enhance displays and promotions for home/lifestyle and fashion accessories on weekends when demand peaks.
6. **Premium Category Expansion:** Explore adding more products in the \$70-90 price range which shows strong sales performance