



TOTAL REVENUE

\$15.3M



TOTAL QUANTITY

14.9K

MOST SOLD PRODUCT

TV

Gender

All

Age G...

All

Store ...

All

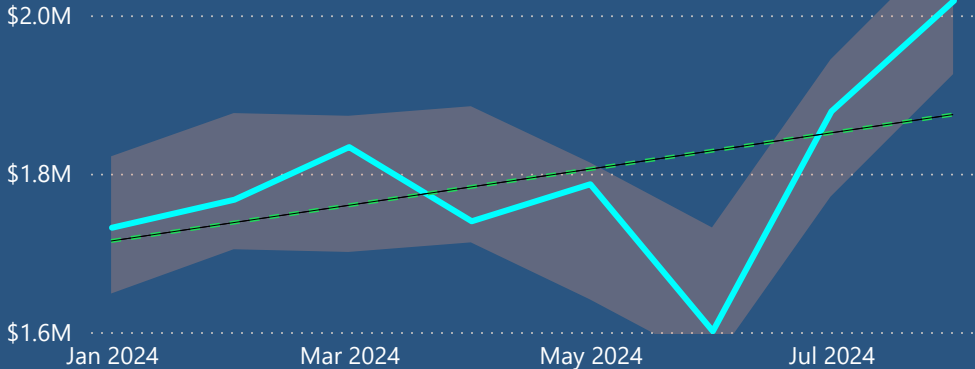
Date

01-01-2024

16-09-2024



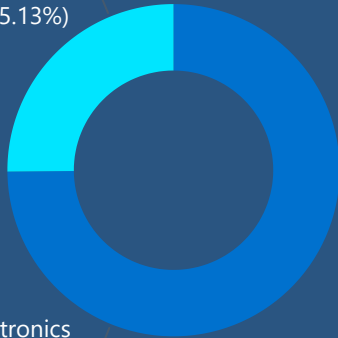
Total Revenue By Transaction Date



Total Revenue By Product Category

Appliances  
\$3.84M (25.13%)

Electronics  
\$11.43M (74.87%)



Top-4 Products By Revenue

TV

\$2.0M

Tablet

\$2.0M

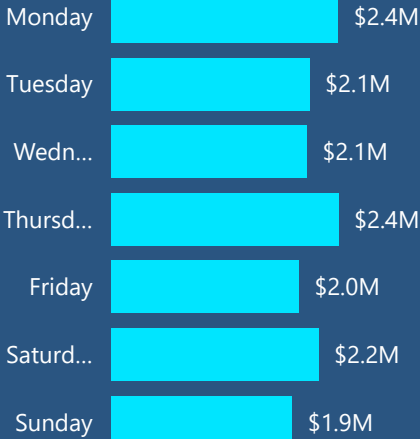
Fridge

\$1.9M

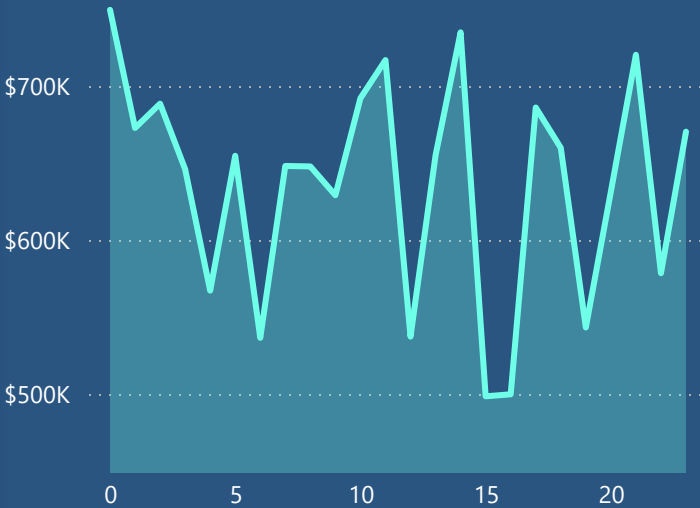
Smart...

\$1.9M

Total Revenue By Weekday



Revenue By Peak Hours



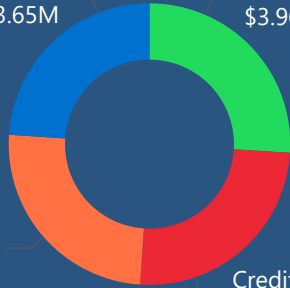
Revenue By Payment Method

Debit Card  
\$3.65M

Digital Wall...  
\$3.96M

Cash  
\$3.82M

Credit Card  
\$3.83M



Total Revenue By City

Los An...

\$3.3M

Chicag...

\$3.2M

New Yo...

\$3.0M

Miami, FL

\$3.0M

Dallas, TX

\$2.9M

Age Group

All

Store ID

All

01-01-2024

16-09-2024

Gender

All

TOTAL PROMOTION REVENUE



\$8.1M

PROMOTIONAL REVENUE%



52.8

TOP PROMOTIONAL PRODUCT

TV

CUSTOMER LIFT PERCENTAGE



55.3

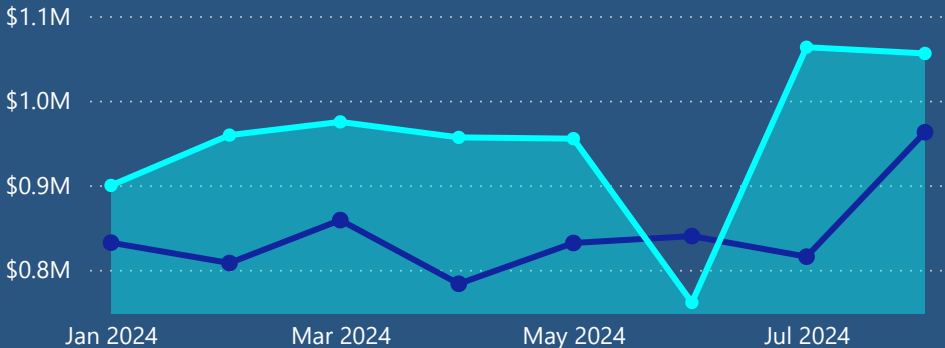
PROMOTION CONVERSION%



56.0

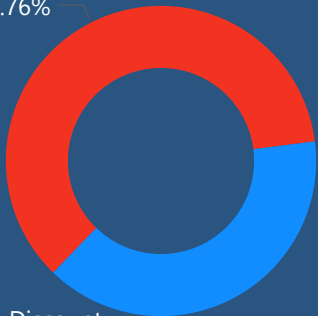
Promotion vs Non Promotional Revenue By Months

promotion\_applied ● False ● True



Promotional Revenue By Promotion Type

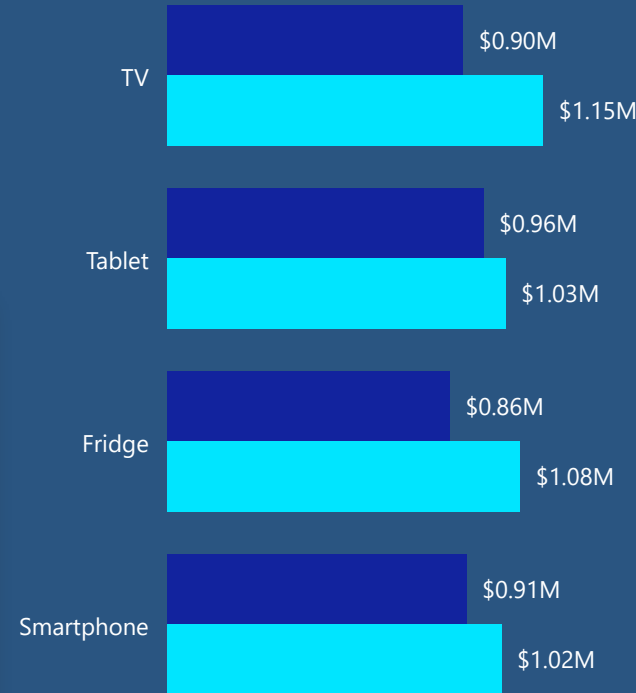
BOGO 60.76%



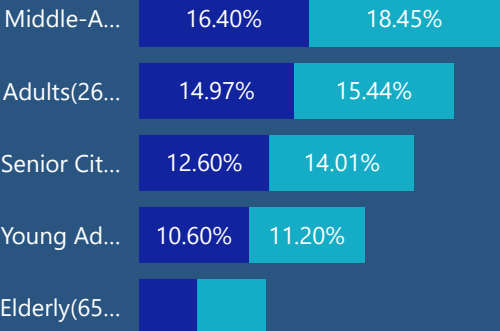
Percentage Discount 39.24%

Top-4 Product Promotional vs Non-Promotional Revenue

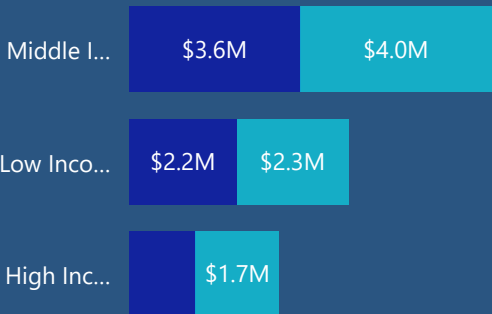
Promotion ● False ● True



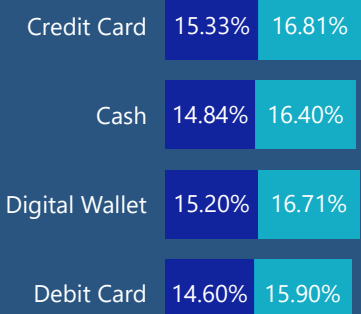
Promotion Use By Age Group



Promotion Use By Income Group



Promotion By Pay-Method



TOTAL CUSTOMERS

3848

AVG REVENUE PER CUSTOMER

\$3.97K

AVG ORDER PER CUSTOMER

3.2

Gender

All

Age Group

All

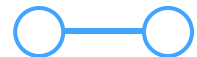
Store ID

All

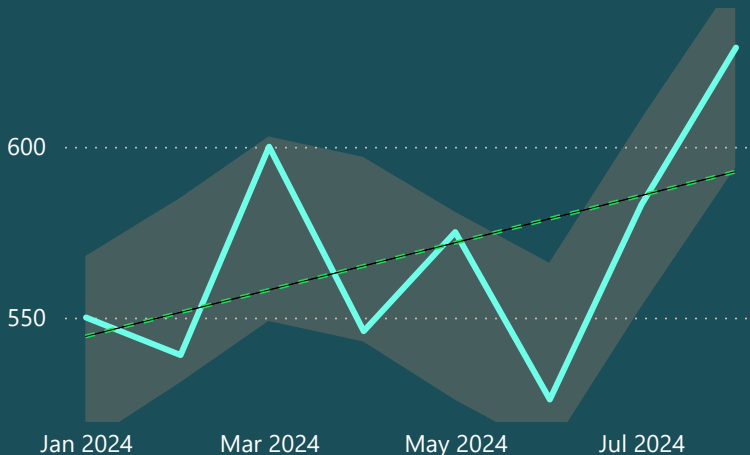
Date

01-01-2024

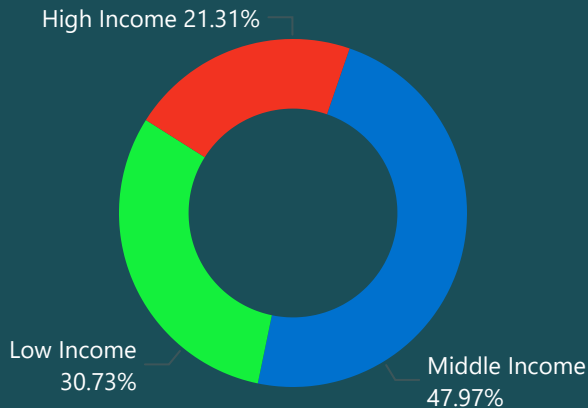
16-09-2024



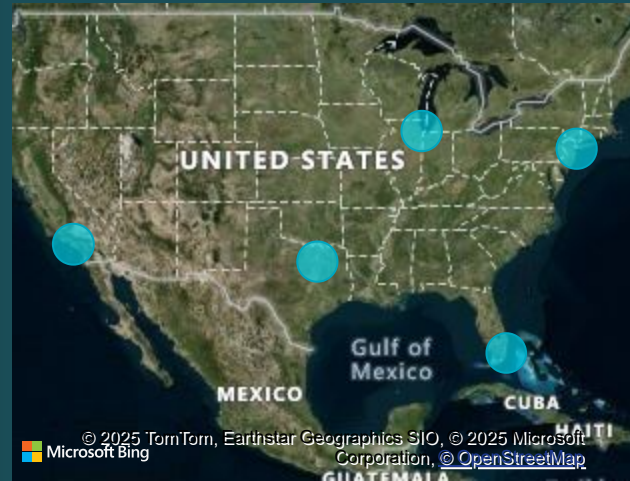
Total Customers By Month



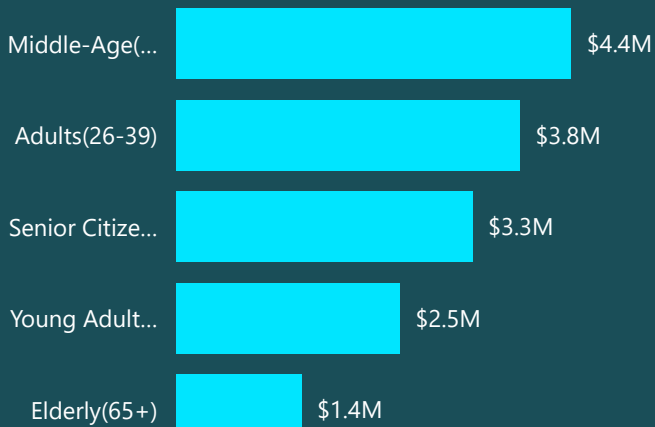
Total Customers By Income Group



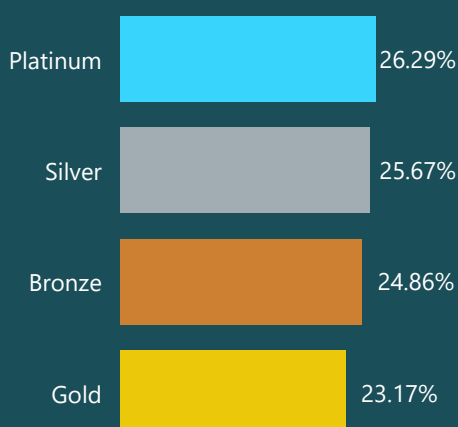
Total Customers By Store Location



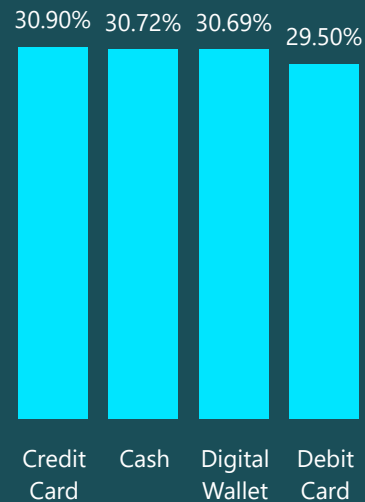
Total Revenue By Customer Age-Group



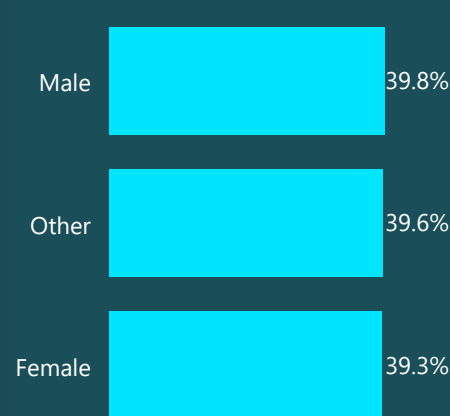
Total Customers By Loyalty Level



Customer by Payment Method



Total Customers By Gender






## MONTH ON MONTH REVENUE ANALYSIS

Month	Sum of Revenue	Current Month Revenue	previous_month_revenue	MOM Growth%
January	\$17,31,651.65	\$17,31,652		
February	\$17,67,062.38	\$17,67,062	\$17,31,651.65	2.04%
March	\$18,33,450.84	\$18,33,451	\$17,67,062.38	3.76%
April	\$17,39,800.75	\$17,39,801	\$18,33,450.84	-5.11%
May	\$17,86,559.47	\$17,86,559	\$17,39,800.75	2.69%
June	\$16,00,978.97	\$16,00,979	\$17,86,559.47	-10.39%
July	\$18,78,513.51	\$18,78,514	\$16,00,978.97	17.34%
August	\$20,18,315.81	\$20,18,316	\$18,78,513.51	7.44%

### AVG GROWTH RATE%



 **Moderate Growth with Fluctuations!** While **avg MoM growth is 2.54%**, the trend is inconsistent, with notable dips in **March, April, and June**. The **biggest decline (-10.39%) occurred in June**, followed by a strong rebound in **July (+17.34%) and August (+7.44%)**.

### Potential Reasons for Revenue Fluctuations:

- ♦ **Seasonal Trends** – Was the June drop due to an off-peak shopping season? 📅
- ♦ **Weaker Promotions** – Were discounts or marketing campaigns less aggressive in slow months? 📢
- ♦ **Economic Factors** – Did inflation or consumer sentiment affect spending? 💰
- ♦ **Inventory Issues** – Did stock shortages or logistics impact availability? 📦

### ✅ Business Recommendations:

- ♦ **Analyze Slow Months** – Identify key factors behind revenue drops like seasonality, less promotions, less stock to prevent future declines 📊
- ♦ **Leverage High-Growth Trends** – Double down on successful strategies from July & August 🚀
- ♦ **Optimize Seasonal Discounts** – Run targeted promotions to stabilize weaker months 🎯
- ♦ **Enhance Forecasting** – Forecasting can help prepare for revenue shifts 📈



## STORE ANALYSIS

### Stores With Lowest Revenue



### 🔍 Key Takeaways:

- The **average revenue per store** stands at **\$717.8K** 💰.
- However, the **Store 7, Store 4 and Store 6** are **underperforming**, with revenues significantly below the average:

### AVG REVENUE PER STORE



### ⚠️ Concerns & Possible Causes:

- ♦ **Marketing & Promotions** – Are they lagging in local advertising or customer engagement? 📢
- ♦ **Customer Experience Issues** – Poor service or stock shortages affecting sales? 🛒

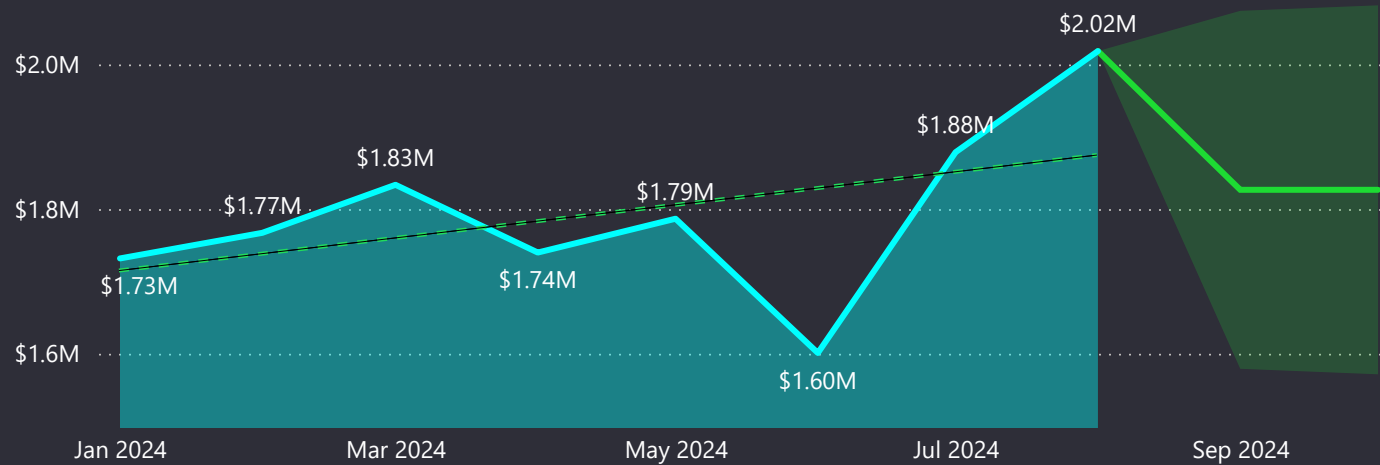
### ✅ Recommendations to Improve Sales:

- ♦ **Boost Local Marketing** – Run



## FORECAST AND HOLIDAY IMPACT ANALYSIS

Total Revenue By Months



Total Revenue by Holiday Indicator



**Insight:** The data shows that revenue is significantly **higher during holidays** (\$8.7M 🏆) compared to non-holiday periods (\$6.6M 📉). This suggests that customer spending **spikes during holidays** due to increased shopping enthusiasm, seasonal demand, and promotional offers 🎉🛒.

**Aligning with Forecast:** The **forecasted revenue for September is \$1.8M**, but given the impact of holidays on sales, **strategic promotions during holiday periods** could **push actual revenue beyond this forecast** 🚀.

### ✅ Recommendation:

To **maximize revenue growth**, increasing **discounts, special holiday deals, and targeted marketing campaigns** can **attract more customers and boost sales** . 💰📈. Leveraging **holiday shopping behavior** could **turn forecasted revenue into a higher actual outcome!** 🎯🔥