

# Análisis de Ventas Retail

## Análisis Ejecutivo

Summary of sales data: Overall, a total of 601.0 units were sold generating \$116383.99 in revenue.

Sales by Category: - Accesorios: 473.0 units sold generating \$23835.27 in revenue - Electrónica: 128.0 units sold generating \$92548.72 in revenue

Sales by Region: - Centro: 133.0 units sold generating \$51638.67 in revenue - Norte: 269.0 units sold generating \$30432.31 in revenue - Sur: 199.0 units sold generating \$34313.01 in revenue

Sales by Seller: - Ana Martínez: 133.0 units sold generating \$51638.67 in revenue - Carlos López: 199.0 units sold generating \$34313.01 in revenue - María García: 269.0 units sold generating \$30432.31 in revenue

## Datos

| fecha      | producto              | categoria   | cantidad | precio_unitario | vendedor     | region |
|------------|-----------------------|-------------|----------|-----------------|--------------|--------|
| 2024-01-15 | Laptop Pro            | Electrónica | 5        | 1299.99         | María García | Norte  |
| 2024-01-15 | Mouse Inalámbrico     | Accesorios  | 20       | 29.99           | Carlos López | Sur    |
| 2024-01-16 | Monitor 27"           | Electrónica | 8        | 399.99          | María García | Norte  |
| 2024-01-16 | Teclado Mecánico      | Accesorios  | 15       | 89.99           | Ana Martínez | Centro |
| 2024-01-17 | Laptop Pro            | Electrónica | 3        | 1299.99         | Carlos López | Sur    |
| 2024-01-17 | Webcam HD             | Accesorios  | 25       | 59.99           | Ana Martínez | Centro |
| 2024-01-18 | Tablet 10"            | Electrónica | 12       | 449.99          | María García | Norte  |
| 2024-01-18 | Auriculares Bluetooth | Accesorios  | 30       | 79.99           | Carlos López | Sur    |
| 2024-01-19 | Laptop Básica         | Electrónica | 7        | 699.99          | Ana Martínez | Centro |
| 2024-01-19 | Hub USB               | Accesorios  | 40       | 24.99           | María García | Norte  |

| fecha      | producto              | categoría   | cantidad | precio_unitario | vendedor     | region |
|------------|-----------------------|-------------|----------|-----------------|--------------|--------|
| 2024-02-01 | Laptop Pro            | Electrónica | 6        | 1299.99         | Carlos López | Sur    |
| 2024-02-01 | Monitor 27"           | Electrónica | 10       | 399.99          | Ana Martínez | Centro |
| 2024-02-02 | Mouse Inalámbrico     | Accesorios  | 35       | 29.99           | María García | Norte  |
| 2024-02-02 | Teclado Mecánico      | Accesorios  | 18       | 89.99           | Carlos López | Sur    |
| 2024-02-03 | Tablet 10"            | Electrónica | 9        | 449.99          | Ana Martínez | Centro |
| 2024-02-03 | Webcam HD             | Accesorios  | 22       | 59.99           | María García | Norte  |
| 2024-02-04 | Laptop Básica         | Electrónica | 11       | 699.99          | Carlos López | Sur    |
| 2024-02-04 | Auriculares Bluetooth | Accesorios  | 28       | 79.99           | Ana Martínez | Centro |
| 2024-02-05 | Hub USB               | Accesorios  | 45       | 24.99           | María García | Norte  |
| 2024-02-05 | Laptop Pro            | Electrónica | 4        | 1299.99         | Carlos López | Sur    |