**📊 Sales Analytics Report**

**Dataset: sample\_sales\_data\_15000.csv  
Tools Used: SQL Server, Microsoft Excel  
Data Source: Synthetic data generated via ChatGPT  
Reporting Period: Last 90 Days**

**🔍 Executive Summary**

**This report analyzes sales performance across five regions, focusing on product-level trends, revenue contribution, and purchasing behavior based on unit price brackets. The objective is to identify high-performing products, customer spending patterns, and areas for potential business growth.**

**📈 Key Metrics**

| **Metric** | **Value** |
| --- | --- |
| **Total Transactions** | **15,000** |
| **Total Units Sold** | **156,834** |
| **Total Revenue** | **$8,211,115.75** |
| **Average Sale per Transaction** | **$547.40** |
| **Average Quantity per Sale** | **10.46** |

**🌍 Regional Performance**

| **Region** | **Total Sales** | **% of Total Revenue** | **Avg. Quantity** |
| --- | --- | --- | --- |
| **East** | **$1,677,286.64** | **20.43%** | **10.60** |
| **North** | **$1,667,382.57** | **20.31%** | **10.41** |
| **South** | **$1,647,447.54** | **20.06%** | **10.46** |
| **West** | **$1,629,567.75** | **19.85%** | **10.47** |
| **Central** | **$1,589,431.28** | **19.36%** | **10.34** |
|  |  |  |  |

**✅ Insight: The East region leads in revenue, though quantity sold is similar across all regions.**

**🛒 Top 5 Products by Revenue**

| **Product** | **Total Revenue** | **Units Sold** |
| --- | --- | --- |
| **Product\_7** | **$823,326.68** | **16,061** |
| **Product\_9** | **$811,026.79** | **16,037** |
| **Product\_6** | **$855,347.27** | **16,005** |
| **Product\_10** | **$820,705.28** | **15,825** |
| **Product\_4** | **$849,674.25** | **15,744** |

**✅ Insight: Product\_7 is the highest revenue generator; consider promoting or bundling it with related items.**

**💰 Unit Price Bracket Analysis**

| **Price Bracket** | **Transactions** | **Units Sold** | **Revenue** |
| --- | --- | --- | --- |
| **$0 - $20** | **2,376** | **24,850** | **$309,487.95** |
| **$20 - $39.99** | **3,153** | **32,775** | **$295,5671.32** |
| **$40 - $79.99** | **3,161** | **33,232** | **$996,663.98** |
| **$80+** | **6,310** | **65,977** | **$3,949,292.53** |

**✅ Insight: The $80+range dominates revenue, but the $40 - $79.99 bracket offers opportunities for bundling or upselling.**

**📅 Sales Trends (Last 90 Days)**

* **Peak Sales Days: Wednesday and Tuesday show the highest volume and Total Revenue.**
* **Slowest Days: Sunday and Saturday, likely due product choice.**
* **Trend: product sales spiked during March and April after starting low in February and started a down trend towards May**

**✅ Insight: Launch marketing campaigns on Tuesday–Friday to target audience that currently constitutes a majority of our sales**

**📊 Visualizations (Excel-Generated)**

* **📈 Line chart: Daily Revenue Trends**
* **📊 Bar chart: Revenue by Region**
* **📉 Stacked Column: Revenue by Price Bracket**
* **🧭 Pie Chart: Revenue Share by Product**

**📌 Recommendations**

1. **Expand inventory for top 5 products based on revenue and units sold.**
2. **Run regional promotions in the West and Central to close performance gaps.**
3. **Introduce pricing bundles in the $40-$79.99 bracket to increase cart value.**
4. **Automate weekly reporting using SQL views and Excel Power Query.**
5. **Track customer behavior (add Customer ID in future data) for deeper analytics.**