

SALES REPORT

Select date range

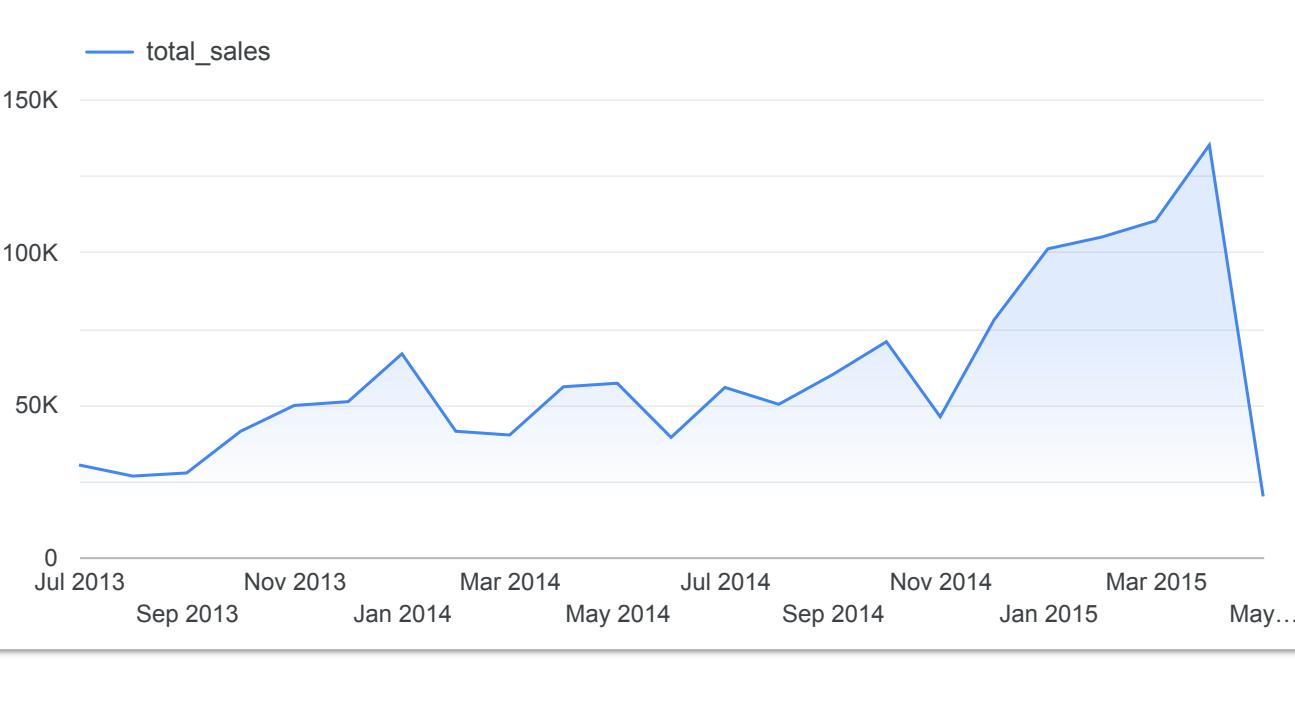
Total Orders
2323090

Avg Sales per Order
629.39

Total Sales
\$2,155.00

Total Customers
89

Sales over time



The sales trend over time shows a generally increasing pattern from mid-2013 to early 2015, with some normal month-to-month fluctuations. In 2014 the sales level is already higher than in 2013, and during 2015 there is a clear acceleration, indicating stronger growth.

Several visible spikes appear in specific months, and the largest peak occurs around early 2015, suggesting a period of very high demand. After that peak there is a short drop, which may indicate the end of a promotion period or a seasonal effect in customer purchases.

Top 5 Product sales

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- Côte de Blaye
 - Thüringer Rostbratwurst
 - Raclette Courdavault
 - Camembert Pierrot
 - Tarte au sucre

Top 5 Customer Names

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- QUICK-Stop
 - Save-a-lot Markets
 - Ernst Handel
 - Hungry Owl All-Night Grocers
 - Rattlesnake Canyon Grocery

The largest share of sales comes from Côte de Blaye, contributing around one-third of total product revenue, followed by Thüringer Rostbratwurst and Raclette Courdavault. This indicates that a small group of premium products drives most of the income, so they should be prioritized for inventory, pricing strategy, and promotion.

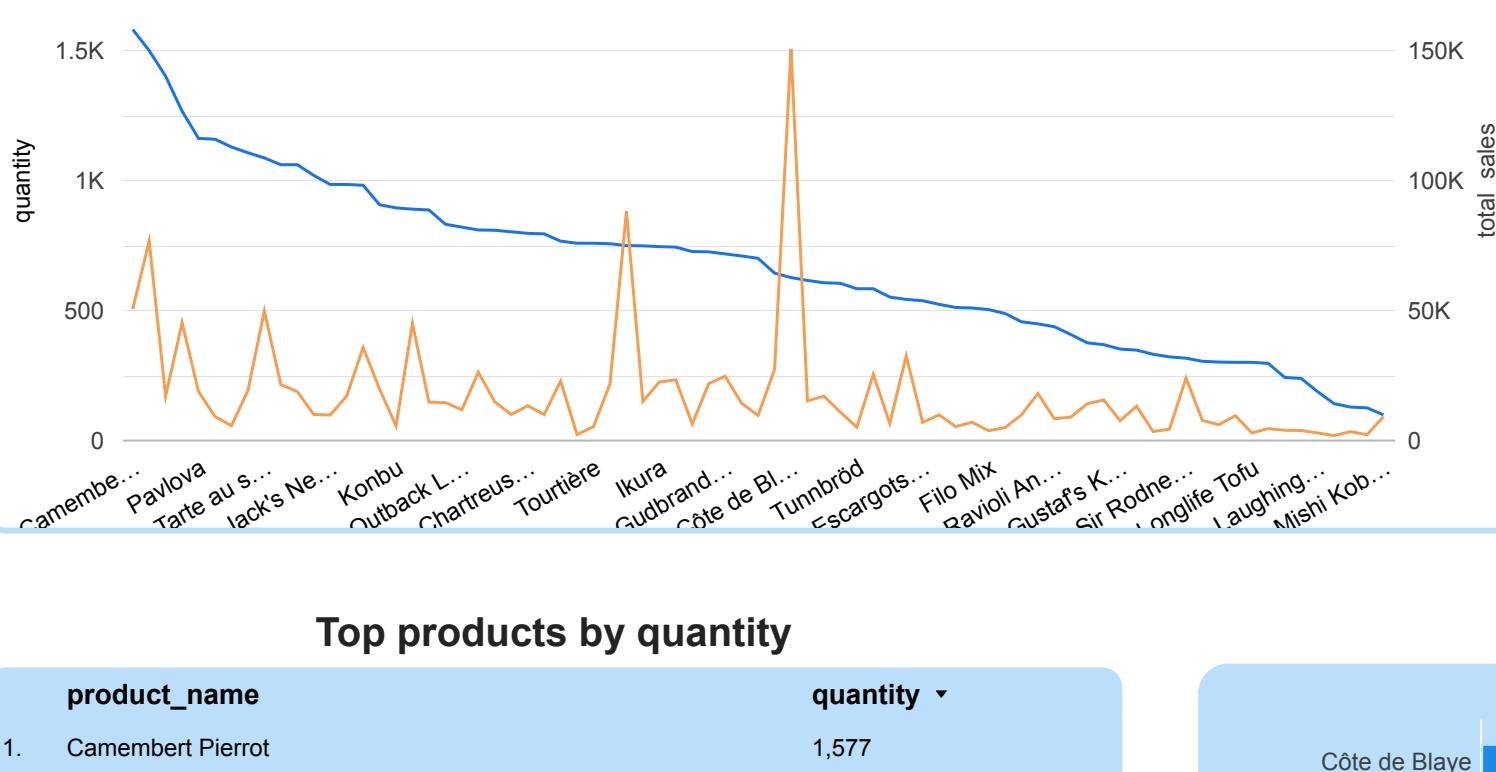
QUICK-Stop and Save-a-lot Markets are the two biggest customers, together generating more than half of sales among the top accounts. These key customers represent high business value, so maintaining service quality and long-term relationships with them is critical while still developing the other strategic customers.

Details Table

sales_id	order_date	customer_name	product_name	quantity	total_sales
1.	Feb 2, 2015	QUICK-Stop	Côte de Blaye	60	15,840
2.	Mar 27, 2015	Hanari Carnes	Côte de Blaye	60	15,840
3.	Feb 16, 2015	Rattlesnake Canyon Grocery	Côte de Blaye	40	10,560
4.	Nov 13, 2013	Piccolo und mehr	Côte de Blaye	50	10,550
5.	Jan 16, 2014	Simons bistro	Côte de Blaye	50	10,550
6.	Jan 23, 2014	Mère Paillarde	Côte de Blaye	49	10,339
7.	Feb 19, 2015	Hungry Owl All-Night Grocers	Thüringer Rostbratwurst	80	9,920
8.	Dec 4, 2013	Queen Cozinha	Côte de Blaye	40	8,440

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Quantity and sales by product



The chart compares quantity sold and total sales for each product, sorted from the highest to the lowest quantity. The blue line shows that a small number of products contribute very large volumes, while many other products have only low to medium quantities.

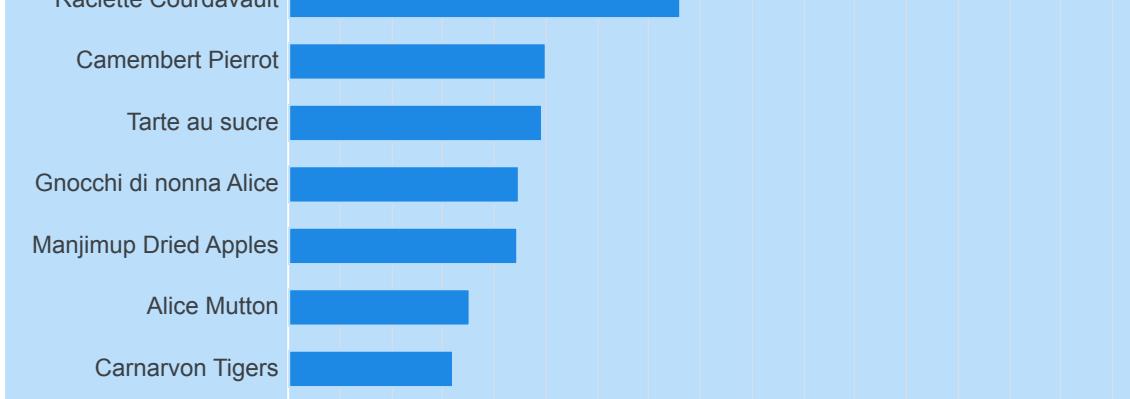
The orange spikes indicate products where the revenue is high compared to their quantity, which means these products have a higher unit price or margin. Together, this pattern shows which items are high-volume drivers and which are premium products that generate strong sales even with lower quantities.

Top products by quantity

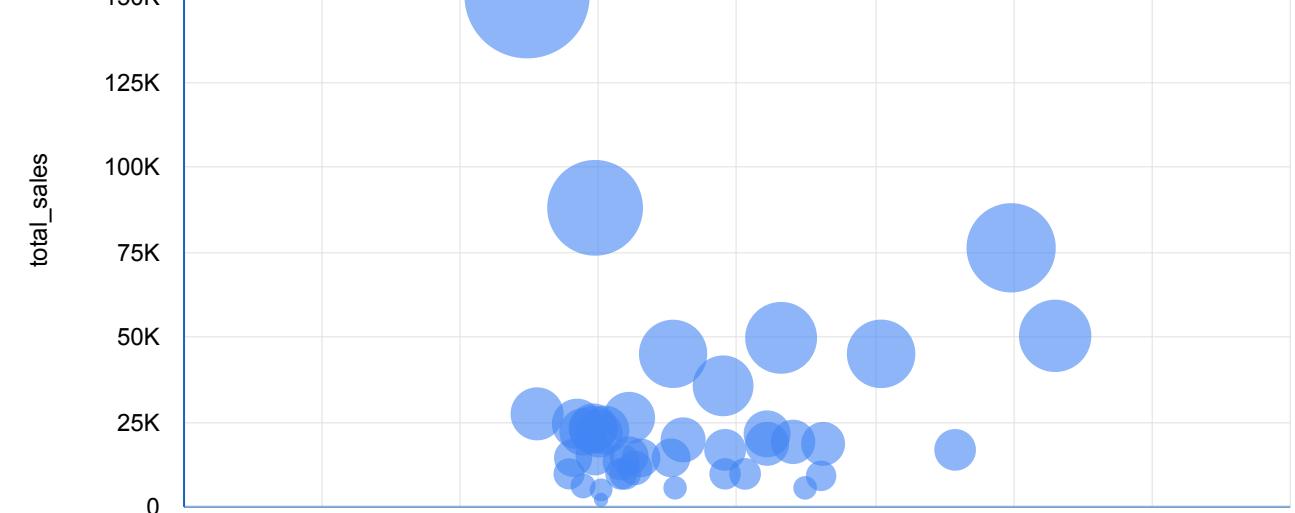
product_name	quantity
Camembert Pierrot	1,577
Raclette Courdavault	1,496
Gorgonzola Telino	1,397
Gnocchi di nonna Alice	1,263
Pavlova	1,158
Rhönbräu Klosterbier	1,155
Guarana Fantastica	1,125
Boston Crab Meat	1,103
Tarte au sucre	1,083
Flotemysost	1,057
Chang	1,057
Sir Rodney's Scones	1,016

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Top 10 products by total sales



Product portfolio: volume vs revenue



The bubble chart plots 40 products by quantity and total sales. Côte de Blaye appears as the largest and highest bubble, meaning it combines very strong revenue with relatively high volume, while Geitost sits at the bottom with much lower sales and quantity, showing it is a minor product in the overall portfolio.