


Key Insights from 2019 Product Sales Data

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 186K
Orders

 \$34.5M
Revenue

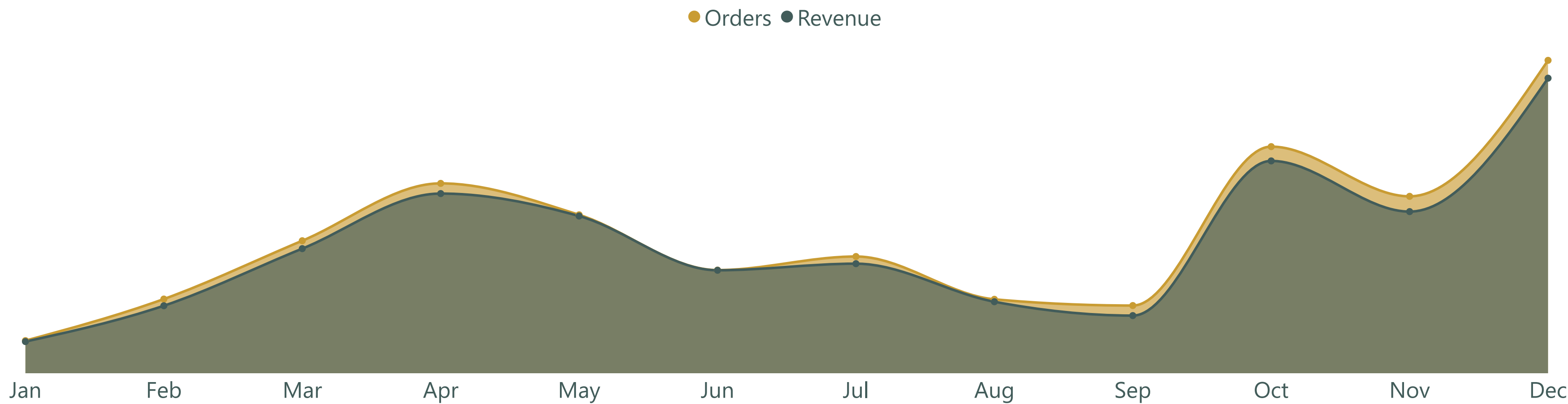
 \$185.5
Avg. Order Value

 19
Products

This report examines sales trends and patterns for the 2019 electronics market. Analyzing data across a wide range of products, from everyday essentials like charging cables and headphones to major appliances like washing machines and monitors, the aim is to identify key insights that can inform future business decisions.

The year started slow, with revenue and orders hitting their lowest point in January. Things picked up quickly though, reaching their peak by April. From there, it was a gradual decline back to January levels by September. The final quarter brought a resurgence, although, November saw a dip before things finished strong in December.

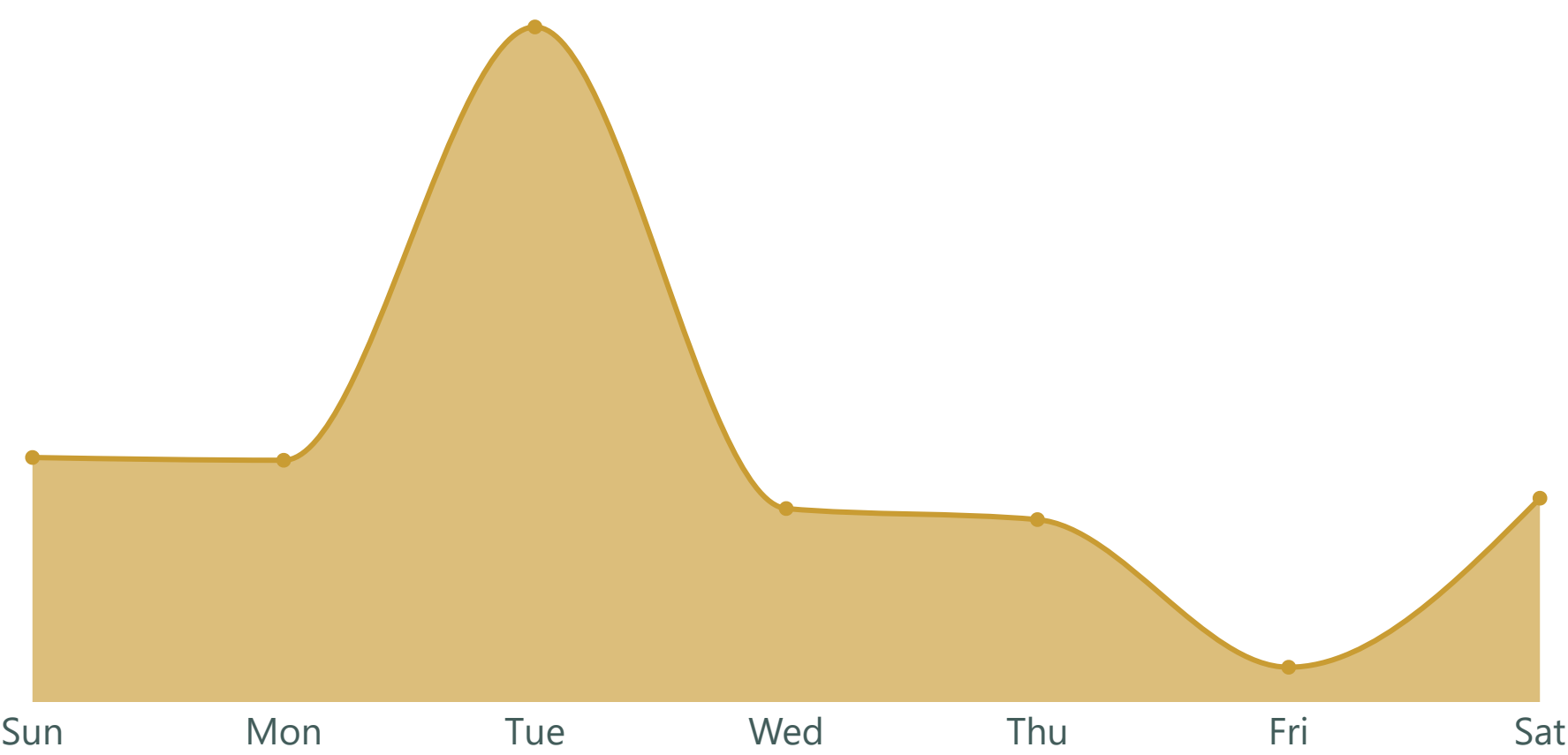
Order and Revenue by Month



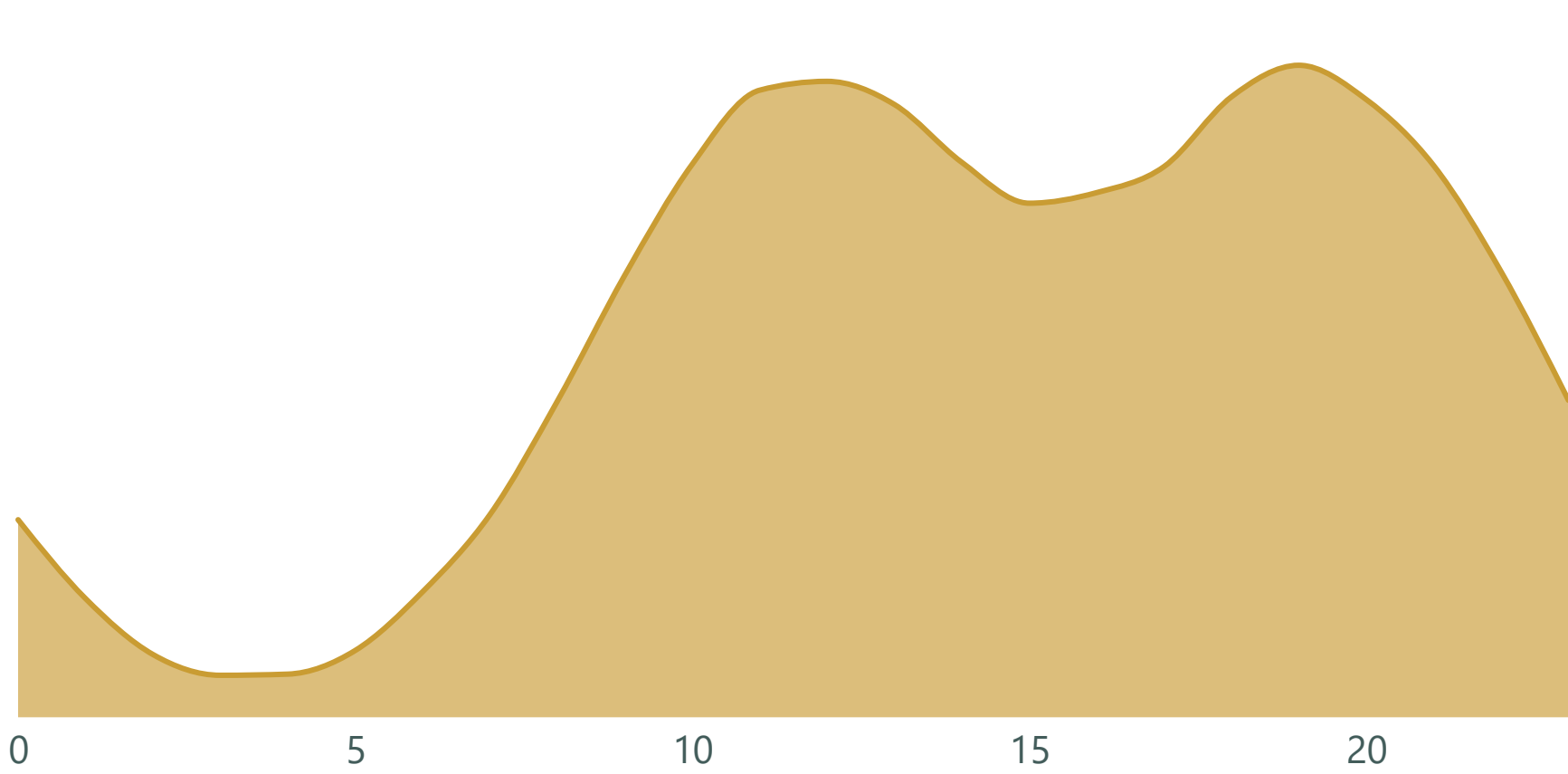
Throughout the week, order volume follows a distinctive pattern. Tuesdays see a surge, making them the busiest day, while Fridays experience a notable dip, becoming the quietest. The remaining days hover around a consistent average.

However, in a typical day, order volume peak around lunchtime (11am-1pm) and again in the evening (6pm-8pm). They steadily rise from dawn (3am) to morning (10am) and wind down from evening (8pm) to midnight.

Weekly Order Trend



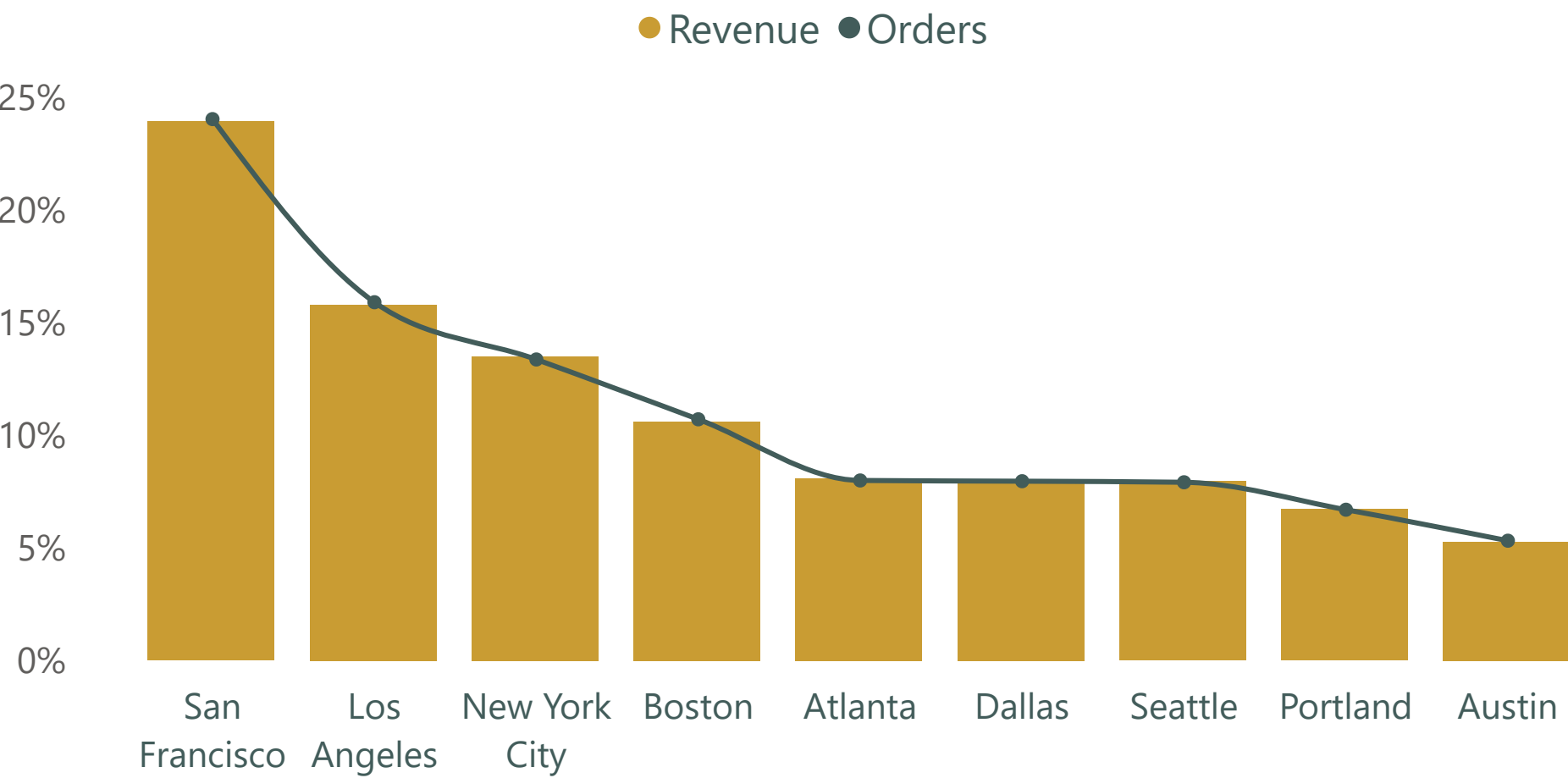
Daily Order Trend



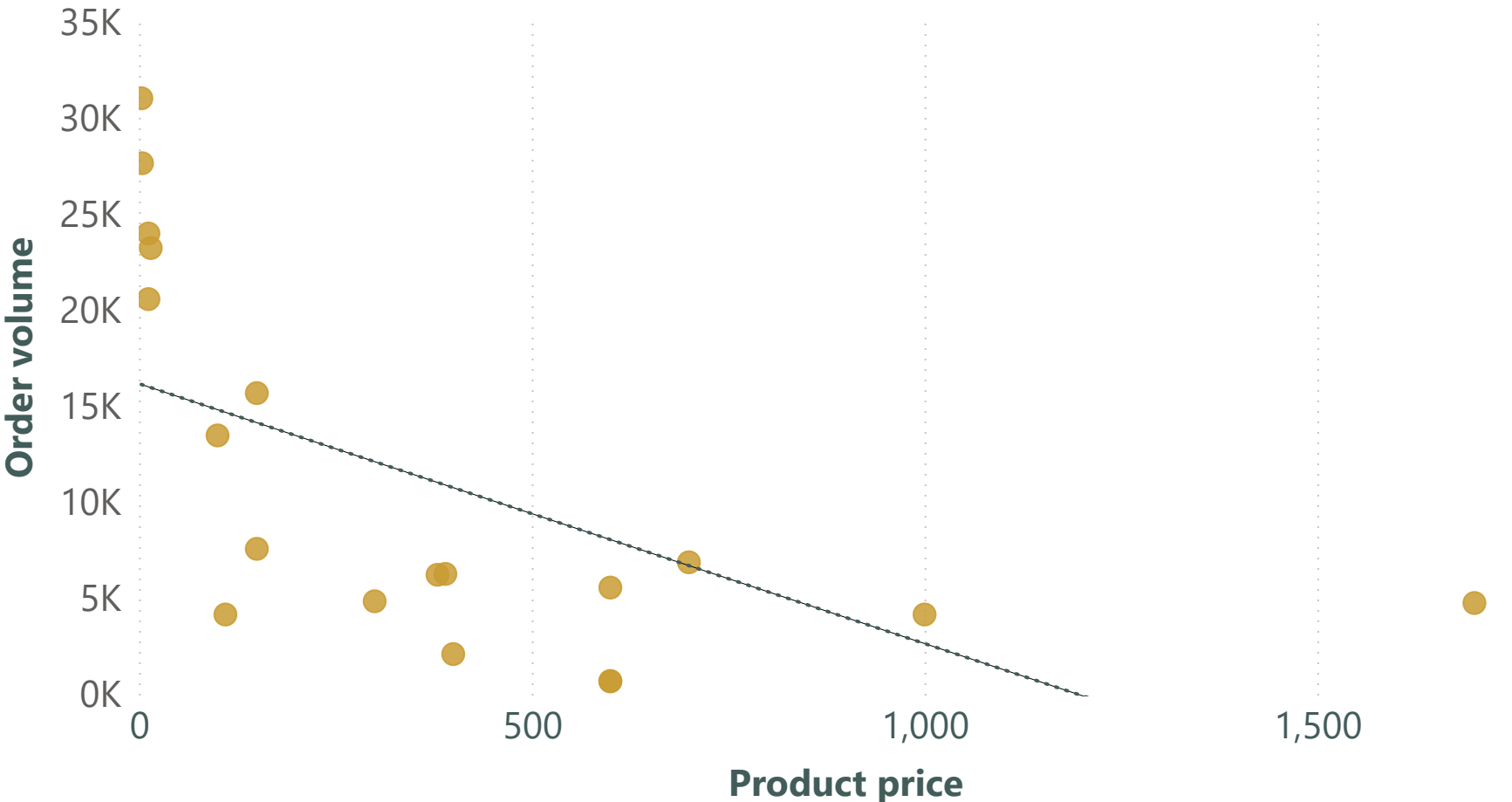
Four major cities – San Francisco, Los Angeles, New York City, and Boston – surpassed the 10% mark in both order volume and revenue. San Francisco dominated, contributing over 20% to the total.

There's a negative correlation between products' prices and their order volume. The expensive products have the lowest orders.

Revenue and Orders by City



Product price - Order volume Correlation



Recommendations

Seasonal Promotions: Boost sales during the slower months, like January and June to September, by offering targeted campaigns or discounts. This way, you can attract more customers and make more money!

Targeted Promotions: Take advantage of the weekly order trend by offering flash sales or special deals on Tuesdays. Since more people place orders on this day, you can make even more sales. You can also think about offering discounts on Mondays when fewer people order.

Time-based Promotions: Make the most of the busiest times of the day, like lunchtime and evenings, by offering limited-time deals. This way, customers will feel a sense of urgency to buy your products before the offer ends.

Location-based Marketing: Focus your marketing efforts on major cities like San Francisco, Los Angeles, New York, and Boston. These cities bring in a lot of money and orders. You can even consider running special campaigns or partnering with local businesses in these areas.

Bundling and Discounts: Encourage customers to buy more by offering bundles and discounts. For example, you can combine expensive items like laptops and phones with popular lower-priced products like charging cables and headphones. This way, people will be more tempted to buy the more expensive items.