BASIC INSIGHTS :

What are the 10 top-selling products overall?

	Product_Name	Sales Volume
1	PLAID TIE DYE OVERSHIRT	2989
2	SUIT JACKET IN 100% LINEN	2985
3	RIB COLLAR JACKET	2973
4	DOUBLE FACED JACKET	2942
5	COTTON JACKET	2929
6	RIPPED STRAIGHT FIT JEANS	2914
7	GATHERED WAIST KNIT SWEATER	2901
8	PURL KNIT SWEATER	2887
9	HIKING BOOTS	2878
10	ASYMMETRICAL WOOL AND SILK BLEND SWEATER	2877

What is the impact of product position (e.g., endcap, aisle) on average sales volume?

	Product Position	sales_volume
1	Aisle	136479
2	End-cap	114971
3	Front of Store	98235

Average sales volume variation by gender?

	Gender	avg_sales_volume
1	WOMAN	1863
2	MAN	1812

What is the average price of products by type?

	type	avg_price
1	jackets	95.67
2	t-shirts	66.31
3	shoes	65.22
4	jeans	63.07
5	sweaters	54.86

Which product types sell the most units?

	type	total_sales_volume
1	jackets	158124
2	sweaters	75242
3	shoes	53504
4	t-shirts	51053
5	jeans	11762

Are seasonal products performing better than non-seasonal ones?

	seasonal	sales_volume_avg
1	Yes	1845
2	No	1794

How do promotions affect average sales volume?

	type	percent_affect
1	jackets	-4%
2	jeans	-8%
3	shoes	-5%
4	sweaters	22%
5	t-shirts	-21%

Do promoted product type consistently show higher sales volume across different product types?

	Type	avg_sales_p	avg_sales_np	promo_effect
1	jackets	1859	1866	Non-promoted performs better
2	jeans	1569	1722	Non-promoted performs better
3	shoes	1834	1904	Non-promoted performs better
4	sweaters	2043	1672	Promoted performs better
5	t-shirts	1558	1780	Non-promoted performs better

Avg sales_p = average sales when promoted

Avg_sales_np = average sales when not promoted

How effective are promotions in driving sales across genders?

	gender	percent_affect
1	MAN	-7%
2	WOMAN	23%

What types of products are most impacted by promotion (in % sales lift)?

	type	percent_affect
1	jackets	-4%
2	jeans	-8%
3	shoes	-5%
4	sweaters	22%
5	t-shirts	-21%

Which gender-based products are most frequently promoted?

	gender	promotion_count
1	MAN	99
2	WOMAN	17

--Which products were overpriced (high price, low sales) and could benefit from markdowns?

	Product_Name	Price	Sales Volume
1	TUXEDO JACKET	169	654
2	FAUX LEATHER BOXY FIT JACKET	169	1008
3	FAUX LEATHER OVERSIZED JACKET LIMITED EDITION	169	1014
4	CROPPED LEATHER JACKET	169	1140
5	WOOL BLEND JACKET	139	1061
6	MIXED COLLAR WAXED JACKET	139	1094
7	HOUNDSTOOTH SUIT JACKET	139	730
8	HOODED QUILTED JACKET	129	1041
9	MIXED COLLAR JACKET	109	628
10	COTTON - LINEN BLEND JACKET	109	758
11	PADDED DENIM JACKET	109	707
12	FLEECE BOMBER JACKET	109	718
13	HOODED TECHNICAL JACKET	109	1017
14	UTILITY POCKET JACKET	109	1012

Are seasonal products performing better than non-seasonal ones?

	seasonal	sales_volume_avg
1	Yes	1845
2	No	1794

-How do seasonal promotions affect the sales of gender-specific products?

	Gender	Seasonal	Promotion	product_count	avg_sales_volume	total_sales_volume
1	MAN	No	No	58	1881	109129
2	MAN	No	Yes	51	1804	92005
3	MAN	Yes	No	56	1802	100952
4	MAN	Yes	Yes	48	1796	86217
5	WOMAN	No	No	6	1407	8442
6	WOMAN	No	Yes	6	1971	11828
7	WOMAN	Yes	No	11	1811	19929
8	WOMAN	Yes	Yes	11	2106	23175