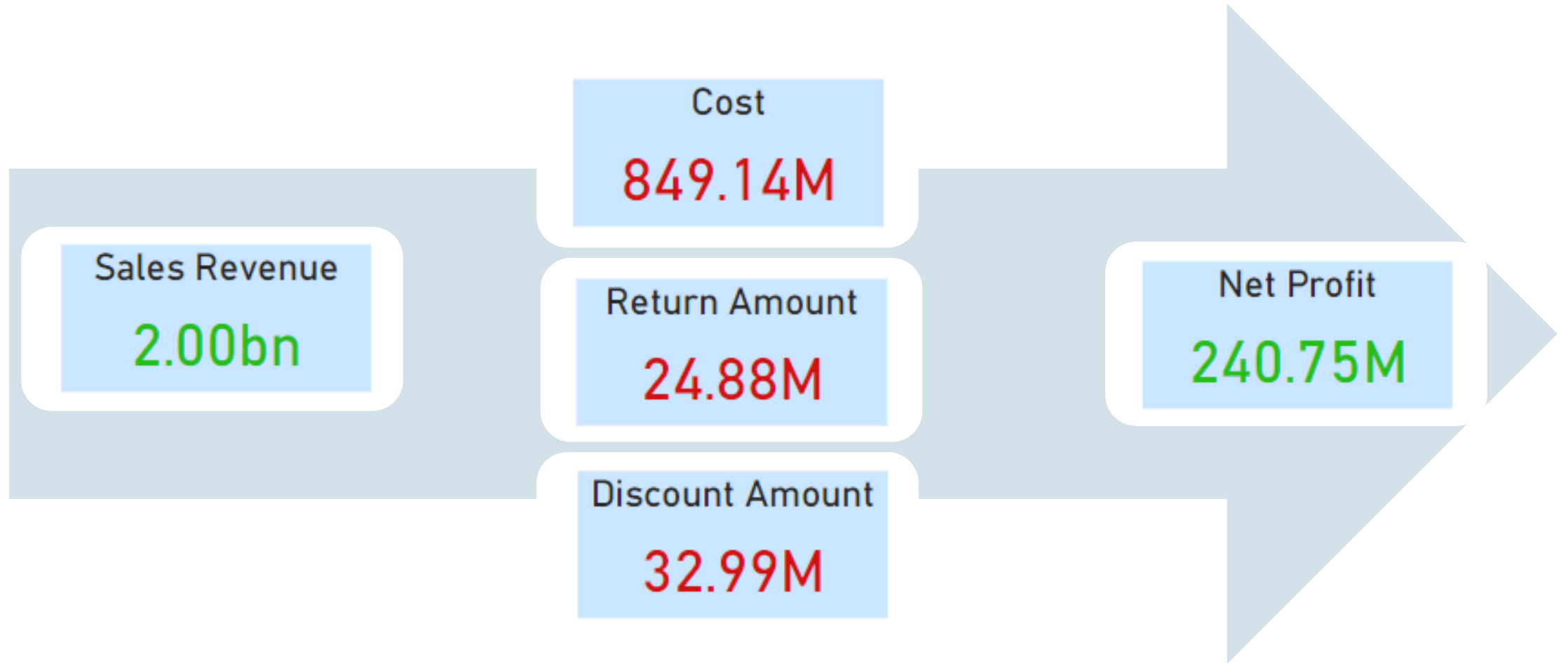


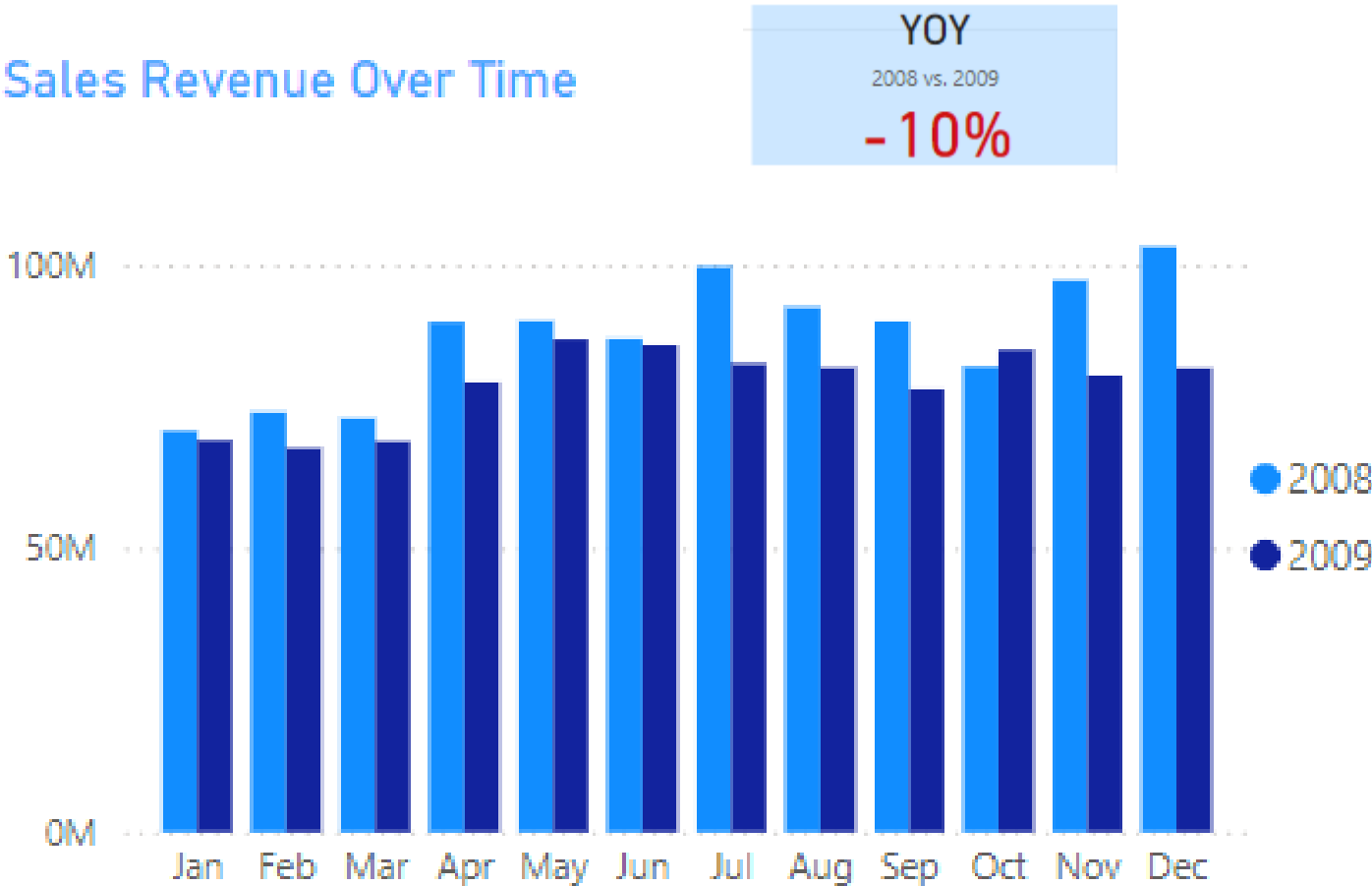
# Revenue Analysis

Contoso

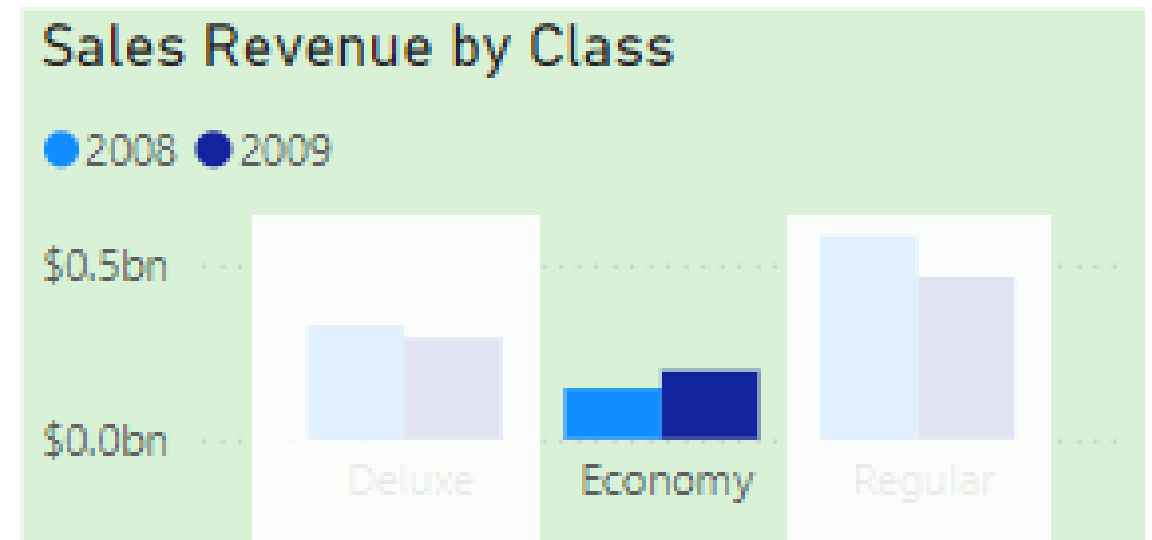
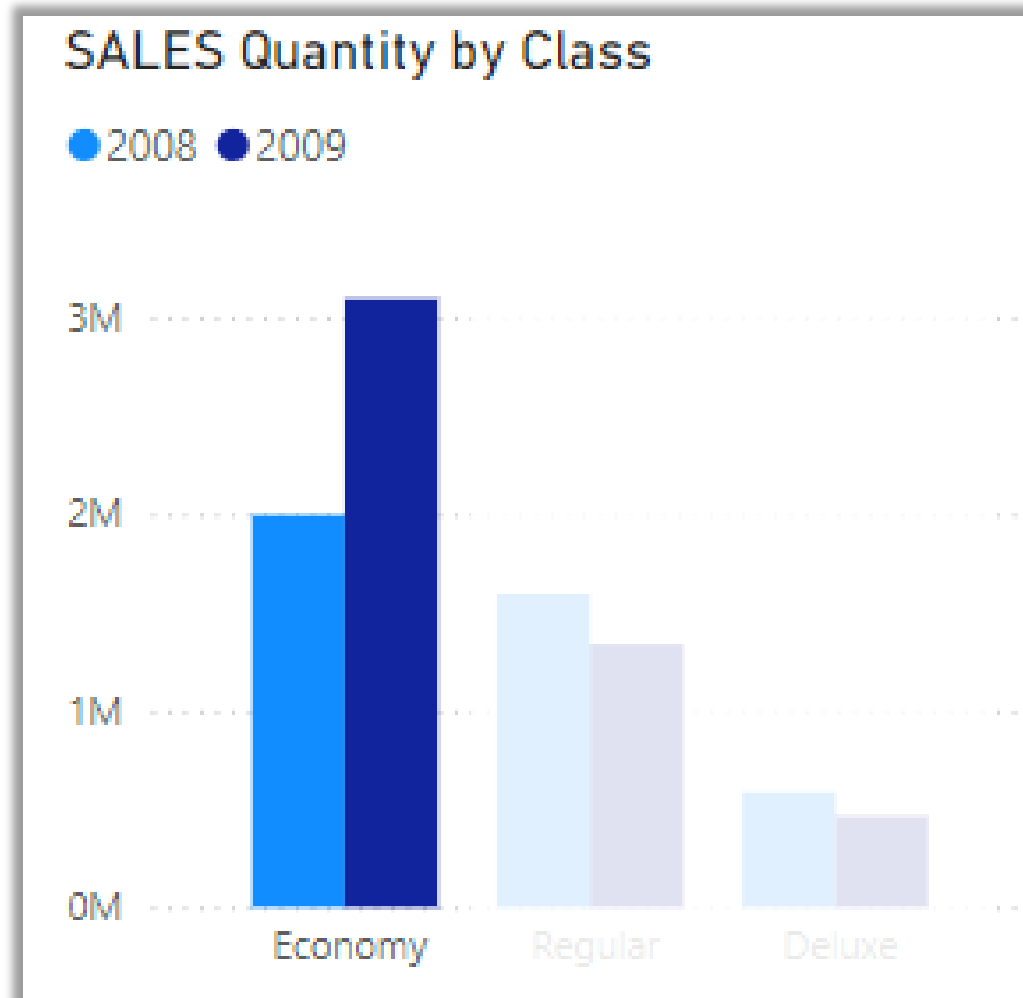
# Overview Metrics



# Overall, Sales Revenue decrease over two years

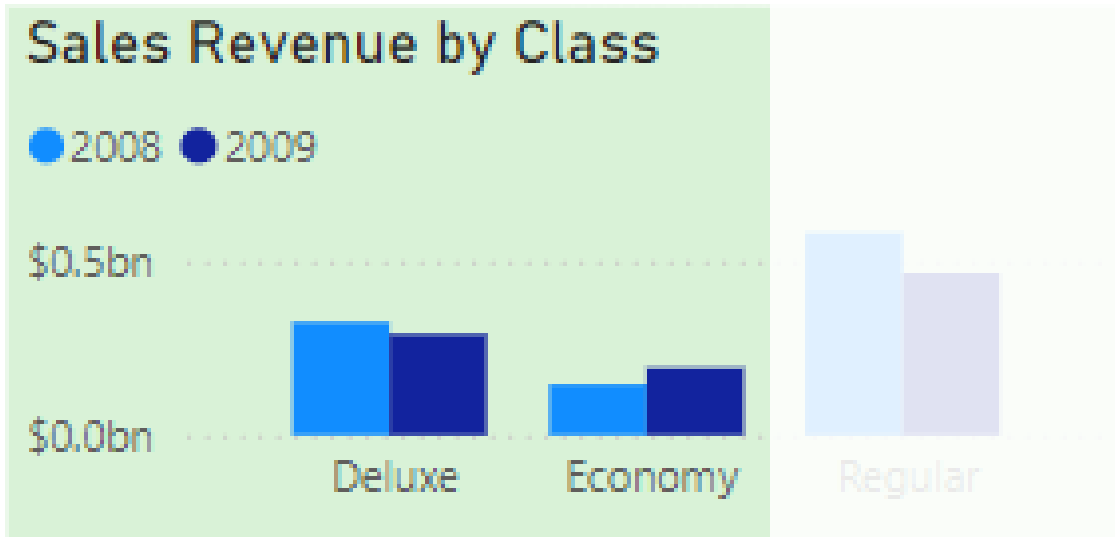


**Economy categories are the best-sellers; however, their contribution to revenue remains modest.**

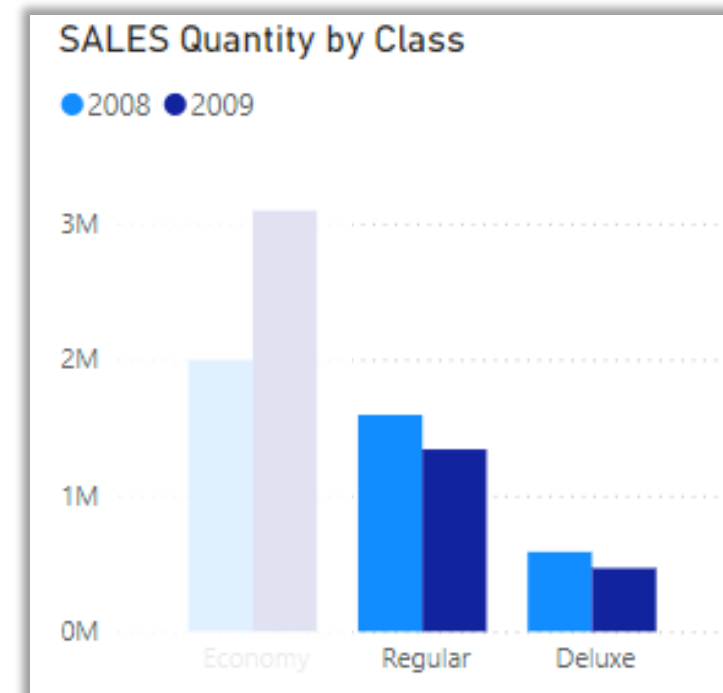


# This might be due to the impact of Reduced Sales Quantity on Revenue

Deluxe and Regular contributed the most to the revenue...

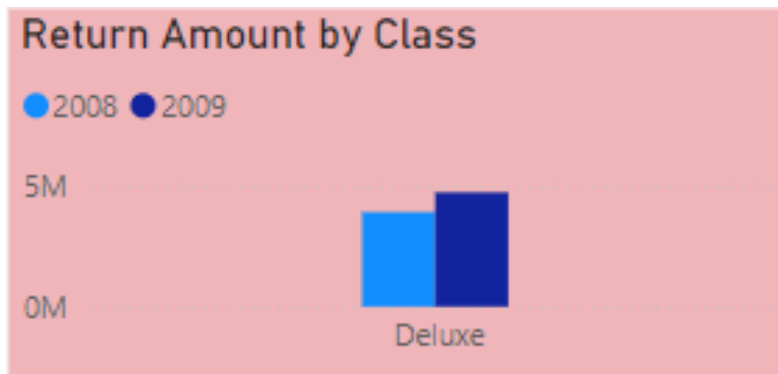


... however, the sales quantity for both reduce

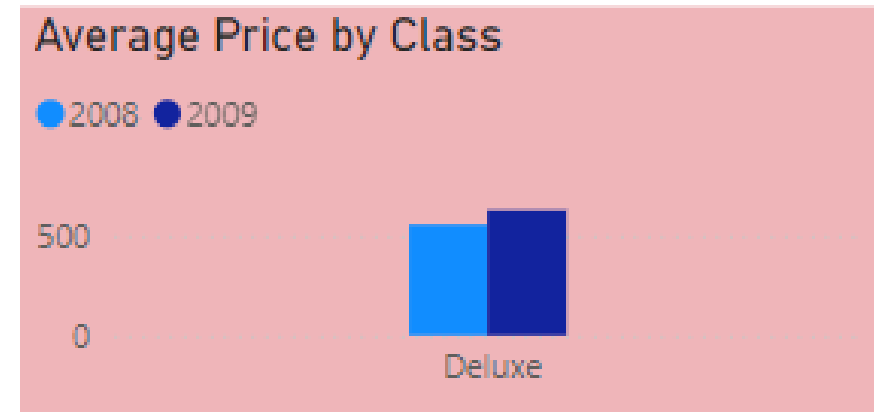


# Especially, for Deluxe categories, consumers tend to return higher-price categories and spend more consciously

Return Quantity remained the same with last year, however, Return Amount increased.



In addition, a small rise of Deluxe categories might also affect the sales performance



# Considerations

1. Elevate sales strategy for Economy categories to maximize Revenue.

2. Watch out for some Deluxe categories. Additionally, due to the harsh economic situation, investigate other factors that may be affecting consumer experiences.