

# SALES OVERVIEW

City

All

Product

All

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

January

February

March

April

May

June

July

August

September

October

November

December

\$34.49M

REVENUE

209K

SALES QTY

58.83%

PROFIT MARGIN

19

TOTAL PRODUCTS

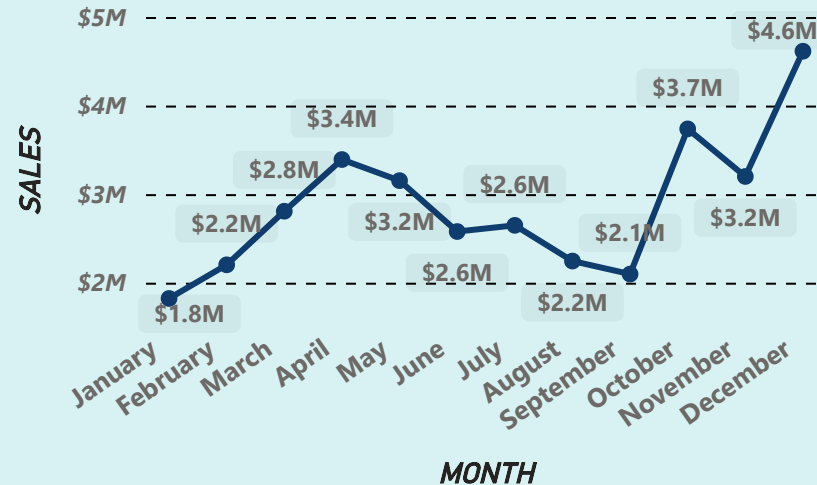
\$185

AVERAGE REVENUE PER ORDER

186K

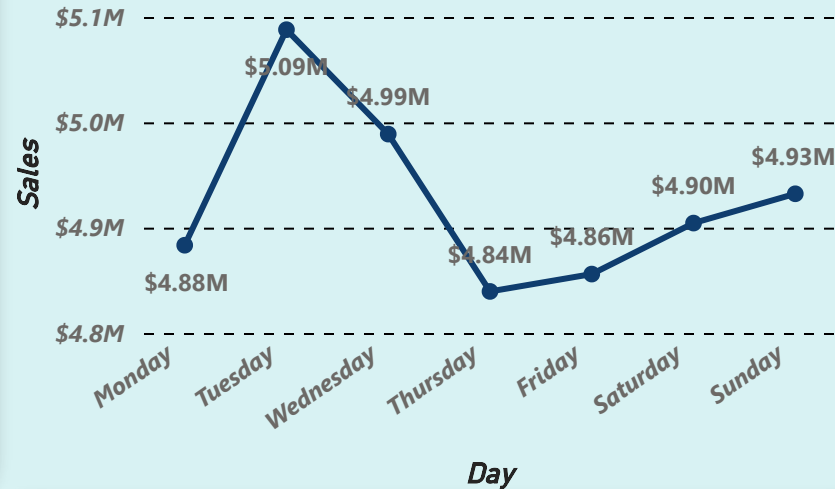
TOTAL ORDER

## SALES BY MONTH



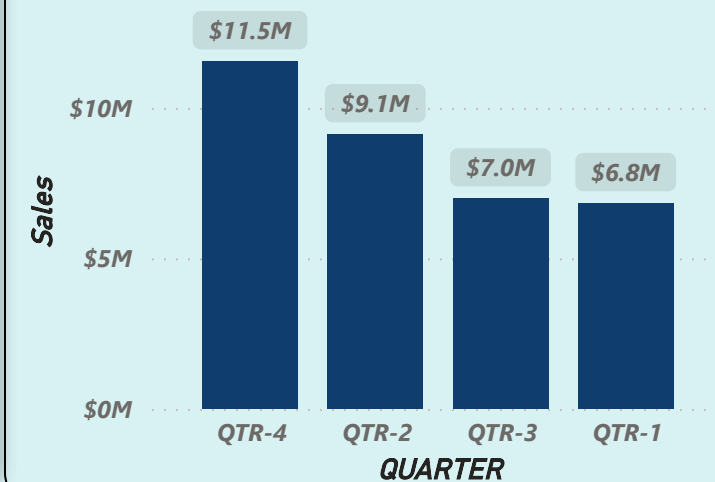
The most productive month is December with a total revenue of \$4.61M which is 13.38% of the total revenue generated. While January has the lowest performance with a total of \$1.82M revenue generated which is 5.28% of the total revenue generated.

## Weekly sales Distribution by Weekdays



Tuesdays accounted for the highest revenue generated with a total of \$5M which is about 14.75% of the total revenue generated. While the day that recorded the least revenue is Thursdays with a total of 4.8M which is 14% of the total revenue generated.

## QUARTERLY SALES



Qtr 4 recorded the highest revenue with a total of \$11.5M which is 33.49% of the total revenue, while Q1 with a total of \$6.8M which is 19.81% of the total revenue recorded the lowest revenue generated.

# PRODUCT DASHBOARD

City

All

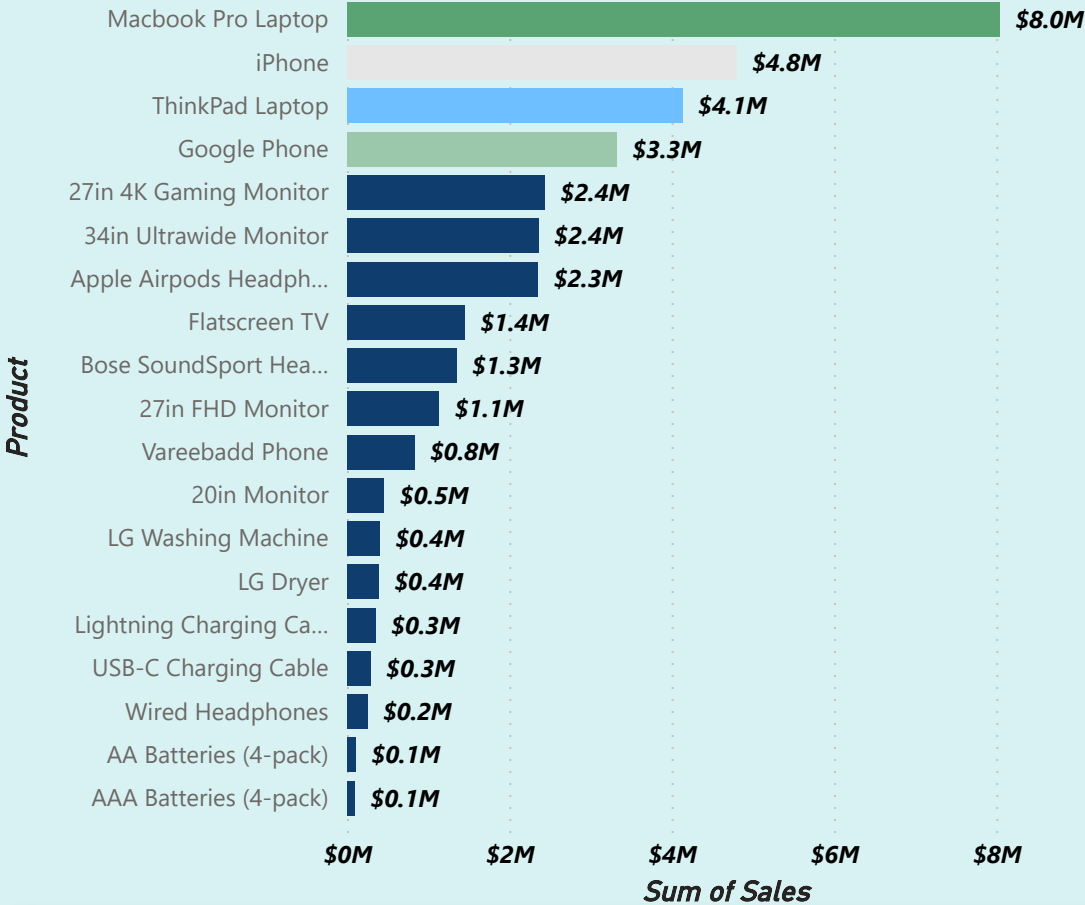
DAY

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

MONTH

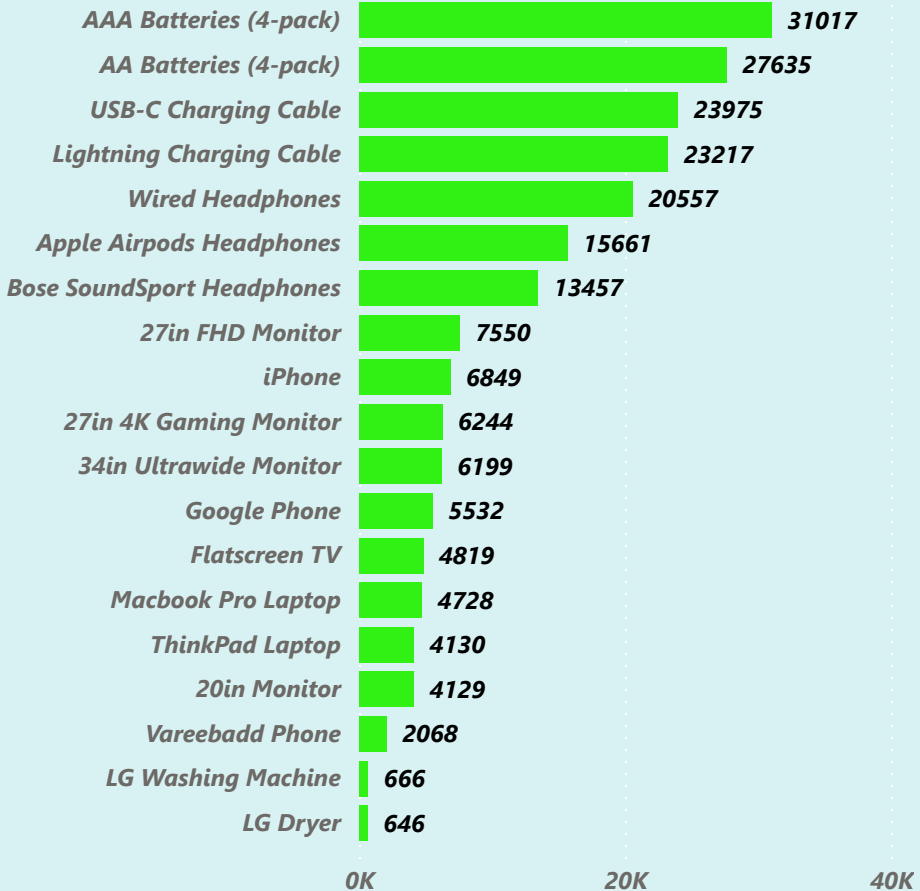
- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November

## Revenue Per Product



The top performing product by revenue is Macbook Pro Laptop ,which generated total revenue of \$8.04M, while the least performing product is AAA Batteries (4-pack) which generated a total revenue of \$900k.

## Quantity Sold per Product



The most bought product is the AAA Batteries (4-pack) which sold about 31k quantities, while the product that sold the least number of units is LG Dryer with a total of 646 quantities sold.

# CITY DASHBOARD

City

All

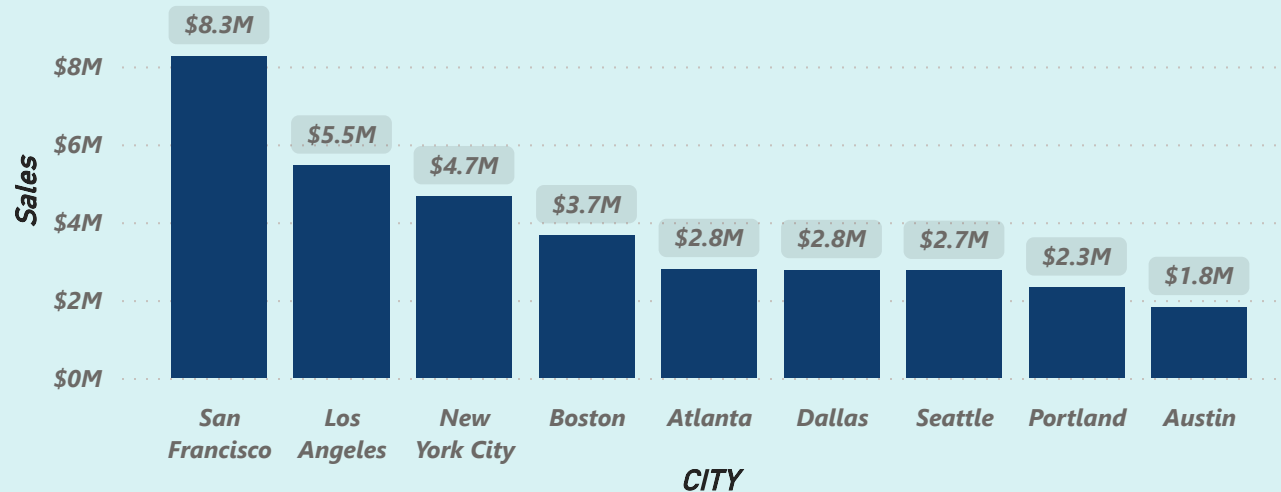
MONTH

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August

DAY

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

## SALES PER CITY

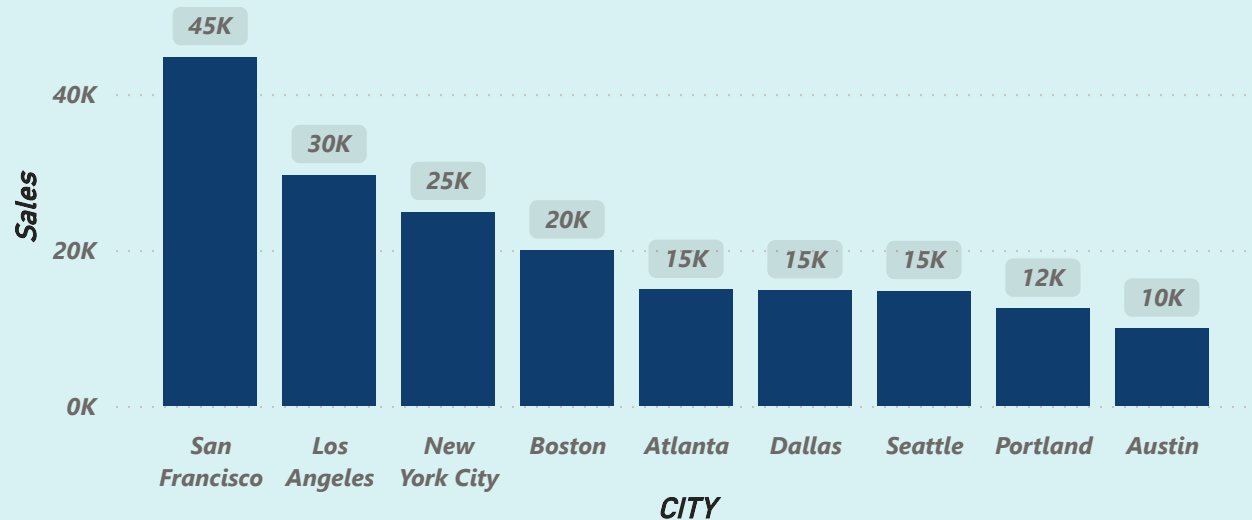


The top Revenue Generating City is San Francisco with a Revenue of \$8.3M which is 23.95% of the Total Revenue, while the least performing City is Austin with a total of \$1.8M which is 5.28% of Total Revenue.

Product

- ☐ 20in Monitor
- ☐ 27in 4K Ga...
- ☐ 27in FHD M...
- ☐ 34in Ultraw...
- ☐ AA Batterie...
- ☐ AAA Batteri...
- ☐ Apple Airpo...
- ☐ Bose Sound...
- ☐ Flatscreen TV
- ☐ Google Phone
- ☐ iPhone
- ☐ LG Dryer
- ☐ LG Washing...
- ☐ Lightning C...
- ☐ Macbook Pr...
- ☐ ThinkPad L...
- ☐ USB-C Char...
- ☐ Vareebadd ...
- ☐ Wired Head...

## ORDER PER CITY



The top performing City is San Francisco with a total of 45k orders which is 24.06% of the total orders received i.e 186k, while the least performing City is Austin with a total of 10k orders which is 5.33% of the total orders received i.e 186k.

# OVERALL INSIGHTS

## Conclusion:

**Seasonality Impact:** December seems to be the most productive month, likely due to holiday shopping, whereas January has the lowest performance, possibly due to reduced spending after the holiday season.

**Day of the Week Impact:** Tuesdays show the highest revenue, suggesting that there might be some specific promotions or marketing efforts on that day. Conversely, Thursdays have the lowest revenue, indicating potential opportunities for improvement in marketing strategies or promotions on that day.

**Quarterly Performance:** Q4 stands out as the most lucrative quarter, possibly due to increased consumer spending during the holiday season. On the other hand, Q1 exhibits the lowest revenue, which might be due to a post-holiday slump or reduced consumer spending after the festive period.

**Product Performance:** The Macbook Pro Laptop emerges as the top revenue-generating product, while AAA Batteries (4-pack) performs the least. This indicates the popularity of high-value products compared to lower-value items.

**Product Quantity Sold:** Despite the lower revenue, AAA Batteries (4-pack) is the most bought product, highlighting the importance of considering both revenue and volume of sales when evaluating product performance.

**City-wise Analysis:** San Francisco emerges as the top-performing city in terms of revenue and order volume, while Austin lags behind. This suggests potential opportunities for targeted marketing or

## Recommendations:

**Targeted Marketing Campaigns:** Capitalize on the seasonality trend by launching targeted marketing campaigns during peak months like December. Additionally, consider offering special promotions or discounts during the traditionally slower months like January to stimulate sales.

**Day-specific Promotions:** Since Tuesdays show the highest revenue, consider implementing day-specific promotions or incentives to encourage more purchases on other days, particularly Thursdays, which currently have the lowest revenue.

**Product Diversification or Promotion:** While high-value products like the Macbook Pro Laptop are driving revenue, consider promoting or diversifying the offerings of lower-performing products like AAA Batteries (4-pack) to increase sales volume.

**Regional Focus:** Focus on strengthening sales efforts in underperforming cities like Austin by tailoring marketing strategies to the local consumer preferences and needs.

**Customer Engagement:** Enhance customer engagement strategies such as loyalty programs, personalized recommendations, and after-sales services to foster repeat purchases and customer loyalty across all regions.