

Online Store Sales Performance Report

Executive Summary

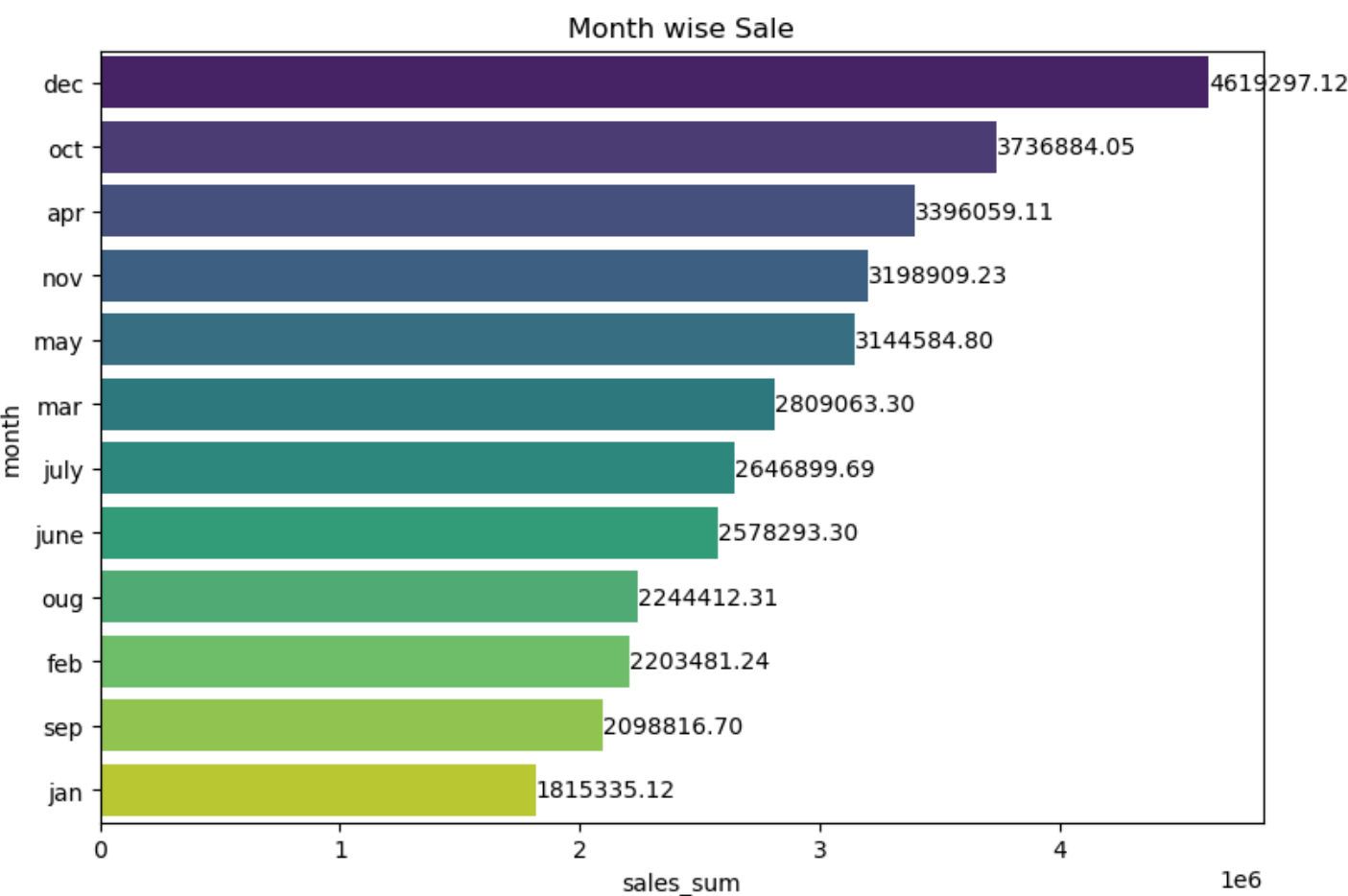
This report presents an analysis of sales data from the online store, focusing on identifying the best-performing month, top-selling city, most popular product, and the optimal time for advertising. The findings highlight **October as the peak sales month, San Francisco as the strongest market, AAA Batteries (4-pack) as the most sold product, and evening hours around 7:00 PM as the best advertising window.** These insights provide actionable recommendations to optimize sales strategy and resource allocation.

Key Findings

1. Best Month for Sales

- **October** achieved the highest sales: **\$3,736,884.05**.
- Strong months: **April (\$3,396,059.11)** and **November (\$3,198,909.23)**.
- Weakest month: **December (\$461,297.12)**.

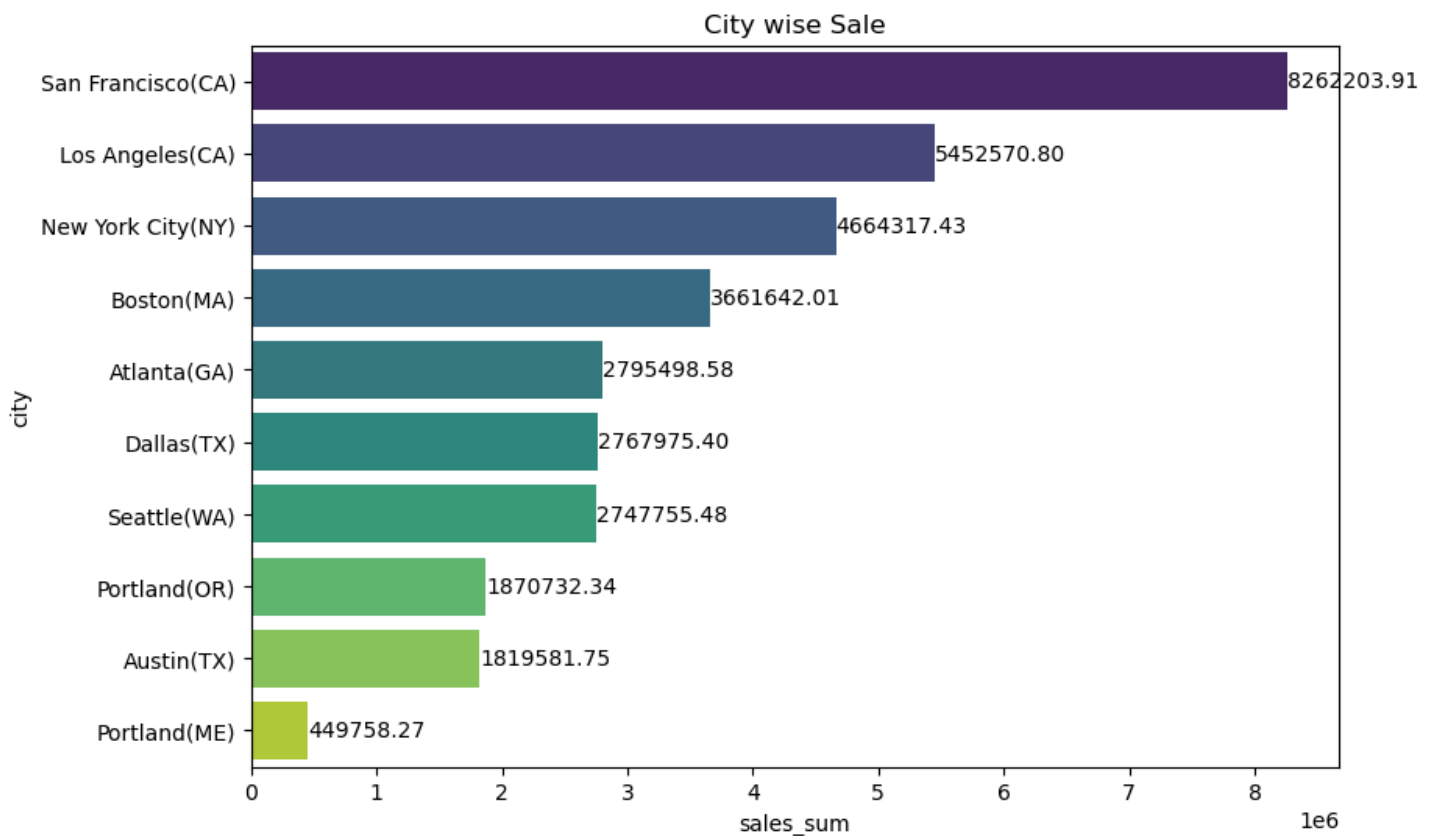
Implication: Seasonal peaks occur in Q4 and Q2, while December underperforms unexpectedly.



2. Top-Selling City

- **San Francisco (CA): \$8,266,203.91**
- **Los Angeles (CA): \$5,452,570.80**
- **New York City (NY): \$4,664,317.43**
- Lowest: **Portland (ME): \$449,758.27**

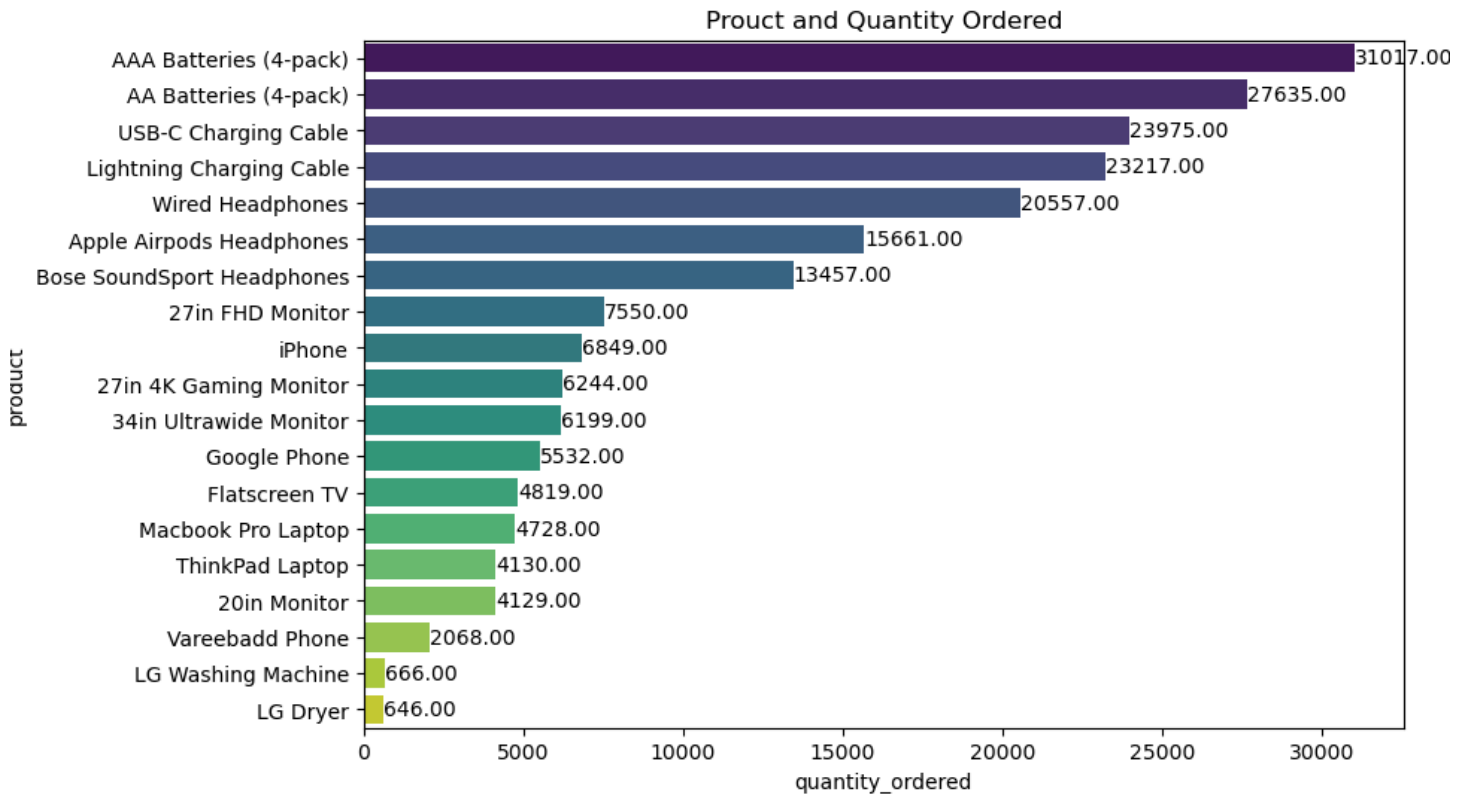
Implication: California dominates sales, with San Francisco as the primary growth driver.



3. Most Sold Product

- **AAA Batteries (4-pack): 31,017 units**
- Followed by **AA Batteries (4-pack)** and **USB-C Charging Cable**.
- High-value electronics (iPhones, AirPods, Monitors) also show strong demand.

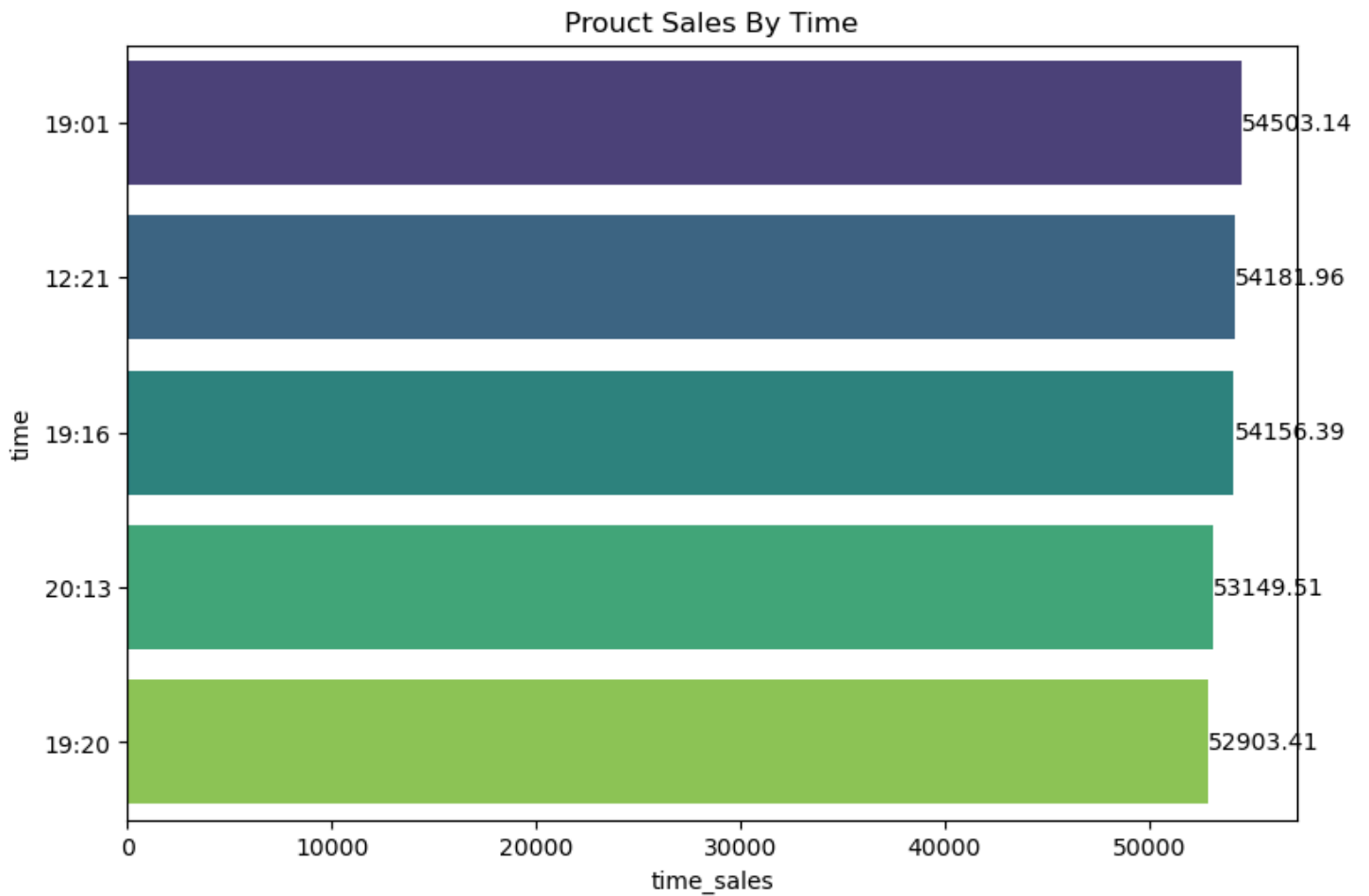
Implication: Consumables drive volume, while electronics drive revenue.



4. Best Time for Advertising

- Peak sales at **19:01 (7:01 PM)** with **54,503.1 units sold**.
- Other strong times: **19:16, 19:20, 20:13**.

Implication: Evening hours are the most effective for targeted advertising campaigns.



Strategic Recommendations

1. Seasonal Campaigns

- Concentrate marketing in **October, April, and November**.
- Investigate December's weak performance to address potential supply or demand issues.

2. Geographic Focus

- Prioritize **San Francisco, Los Angeles, and New York** with localized campaigns.
- Develop tailored promotions for underperforming cities to expand market share.

3. Product Strategy

- Bundle **batteries and charging cables** with electronic devices to increase cross-sales.
- Maintain high inventory levels of fast-moving consumables.

4. Advertising Optimization

- Schedule **digital ads and promotional emails between 7:00 PM – 8:30 PM**.
- Leverage retargeting campaigns during peak evening hours.

Conclusion

The analysis demonstrates that timing, geography, and product mix are critical drivers of sales performance. By aligning marketing strategies with these insights, the store can maximize revenue, strengthen its market position, and improve overall customer engagement.