**Merchandise Sales Analysis**

Lee Chatmen is a popular influencer from the United States with over 7 million TikTok followers. He became famous for his entertaining videos, where he plays popular songs on miniature guitars. In 2023, Lee launched his own line of merchandise. This analysis looks at how his merchandise sales are going and what we can learn from the data.

**Here are some key questions to guide the analysis:**

1. What are the overall sales trends? Total sales = 856462
2. Which product categories perform the best? Clothing = 637201, Ornaments, 155804, # Other = 63457
3. What are the most and least popular products? Clothing, 6097, Ornaments, 3768, Other, 2469
4. How does location affect sales performance? Best – Sydney (48049), Worst – Montreal (23644)
5. What impact does international shipping have on sales? No - 5139, Yes – 2255
6. What is the demographic profile of buyers? Male - 5188, Female – 2206 / Age – 34 performs well.
7. How do ratings and reviews correlate with sales? 5,4,3,1,2 (sales order)
8. What are the trends in shipping charges? Total shipping expenses – 108200, Shipping rates – 0,40,100,25,50,70
9. How do discounts or promotional pricing influence purchasing behavior?
10. Are there any patterns in repeat purchases?