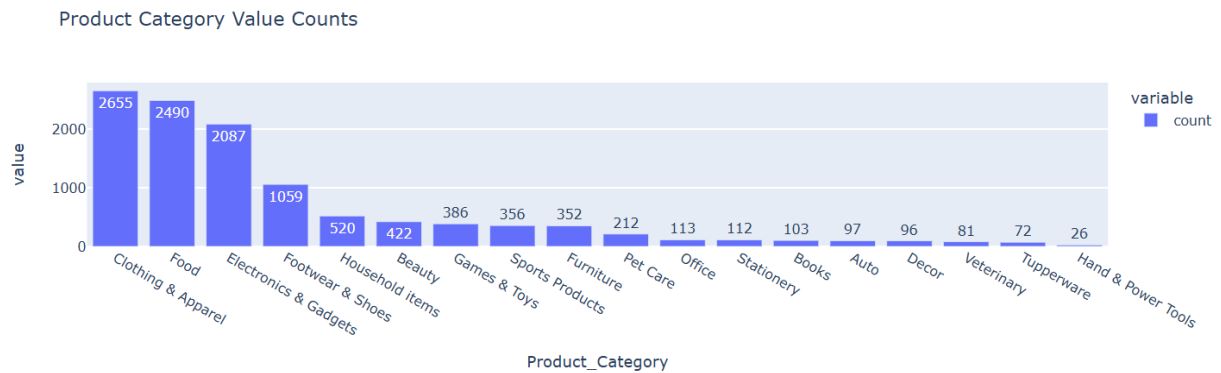


Analysis and Findings Report

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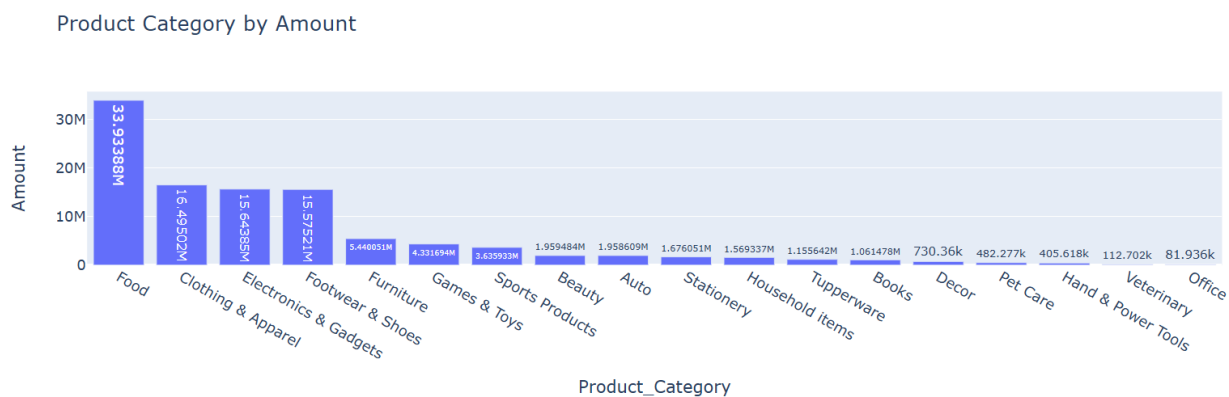
1-Sales Trends Analysis

```
: px.bar(df['Product_Category'].value_counts(), title='Product Category Value Counts',text_auto=True)
```



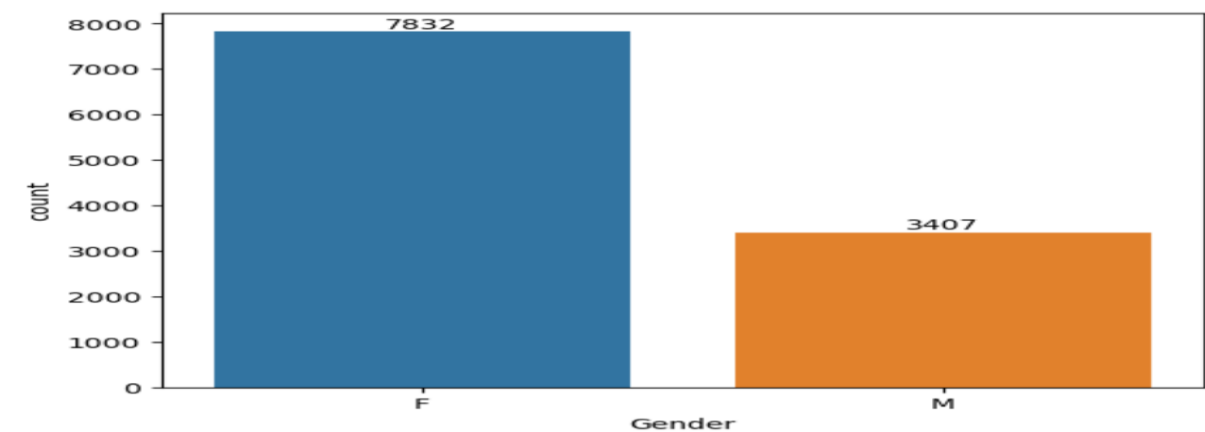
"It is clear from the image that the demand for Clothing & Apparel, Food, and Electronics & Gadgets is high compared to other products."

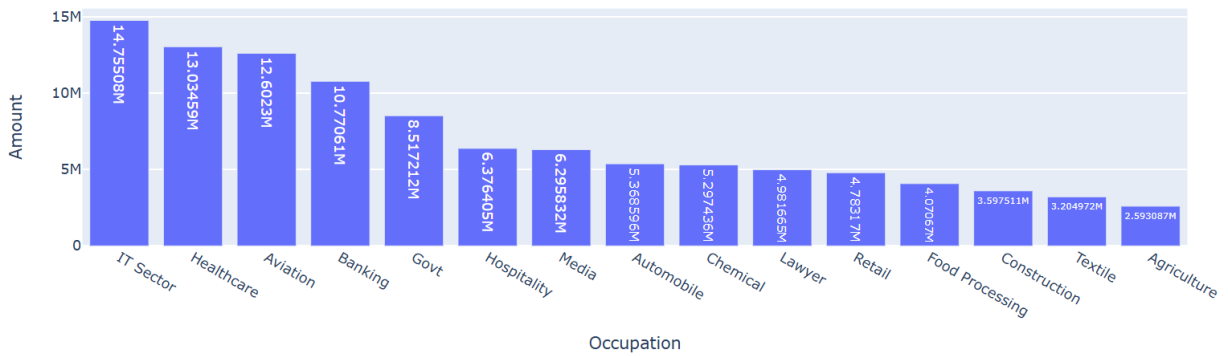
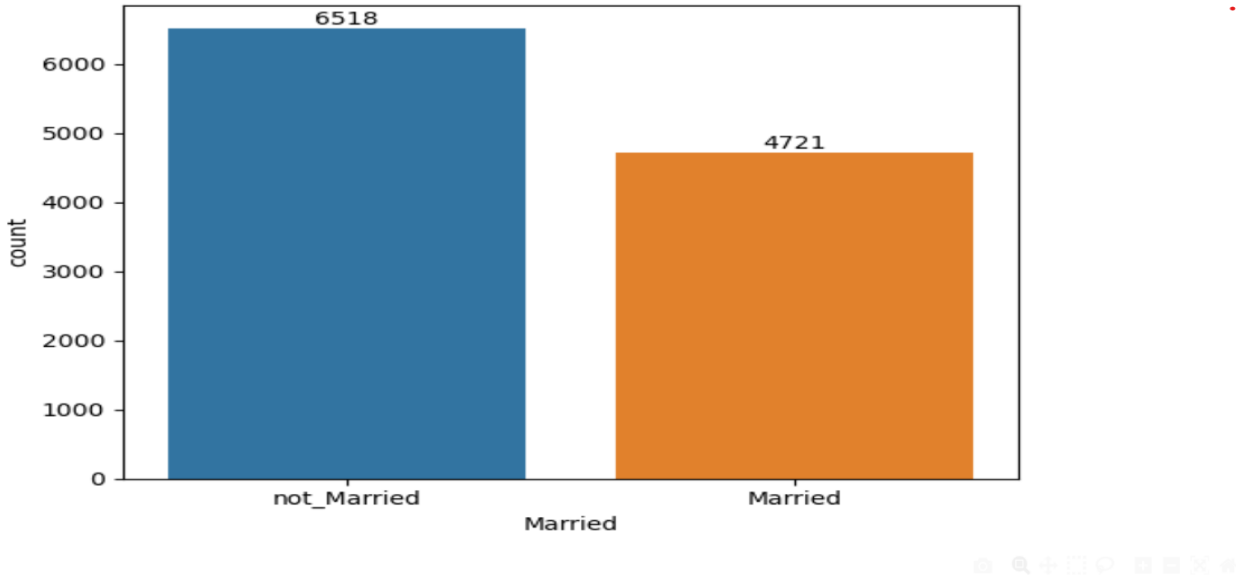
2-Category-wise Performance



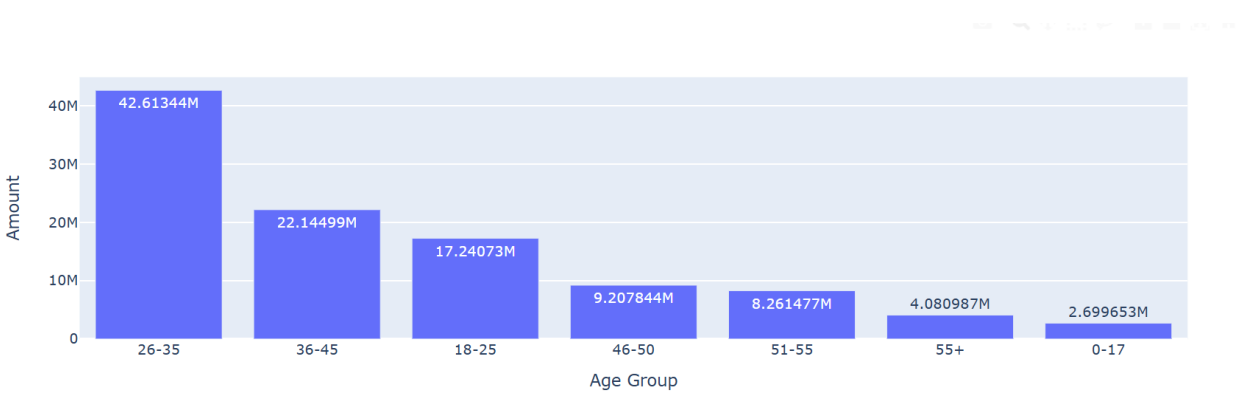
"It is evident from here that food products generate the highest revenue, significantly surpassing all others."

3- Customer Demographics

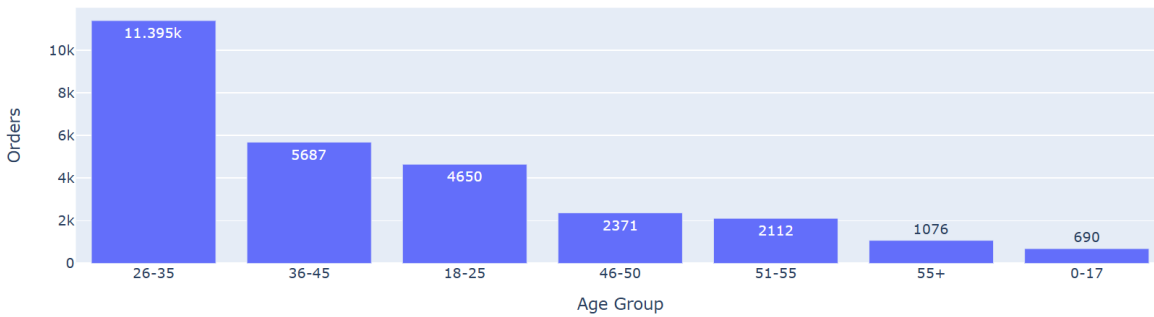




"Sales by Age Group"



"Number of Sales for Each Age Group"

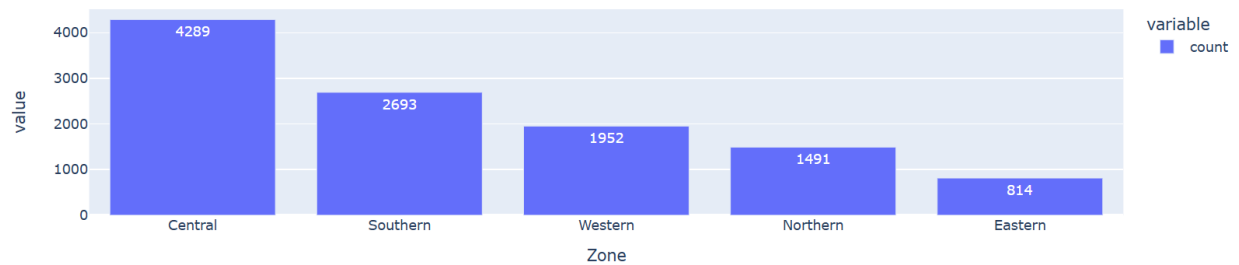


"It is clear from here that most of our customers are young, especially women, and predominantly unmarried."

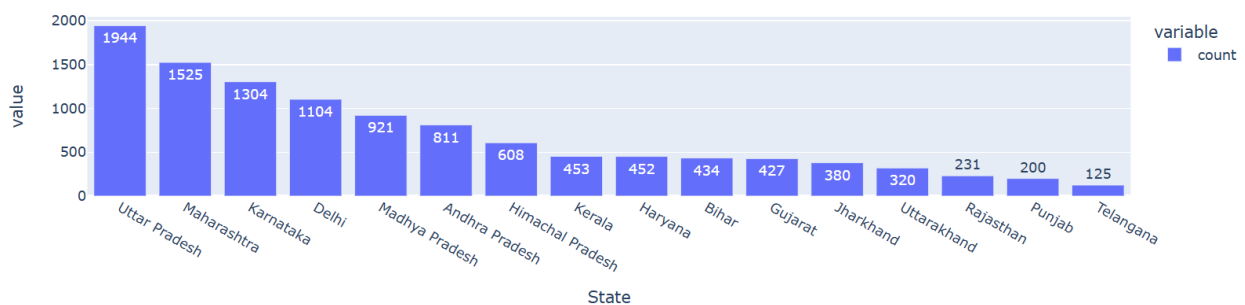
4- Regional Analysis

“

number of order for each zone



“number of order for each state”



Suggestions to Improve Sales

1.Strong Advertising in States:

Implement strong advertising in states with low order numbers.

2.Distance Analysis:

Check if the issue is related to distance. Consider providing your own transportation or opening new branches.

3.1 Targeting Children:

Introduce products that appeal to children, as their order numbers are low.

3.2 Entertainment Areas:

Create entertainment areas to attract children.

4. Diverse Targeting:

Try to engage a wider range of demographics, as it seems we earn more from healthcare customers than from textiles, with significant differences.

5.Market Analysis:

Investigate the reasons behind the success of certain products in the market

Thanks

Mostafa Ashraf