

Total Revenue by Category

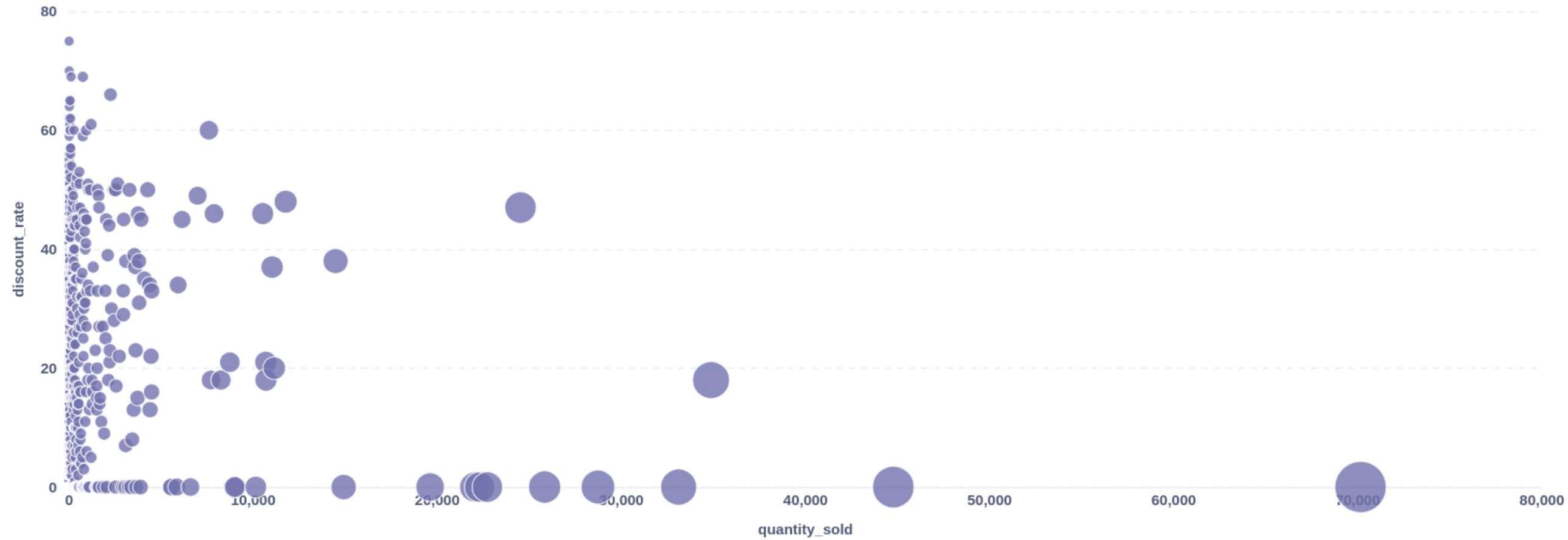
Total revenue by category

total_quantity_sold total_revenue



Customer Trends on Sales

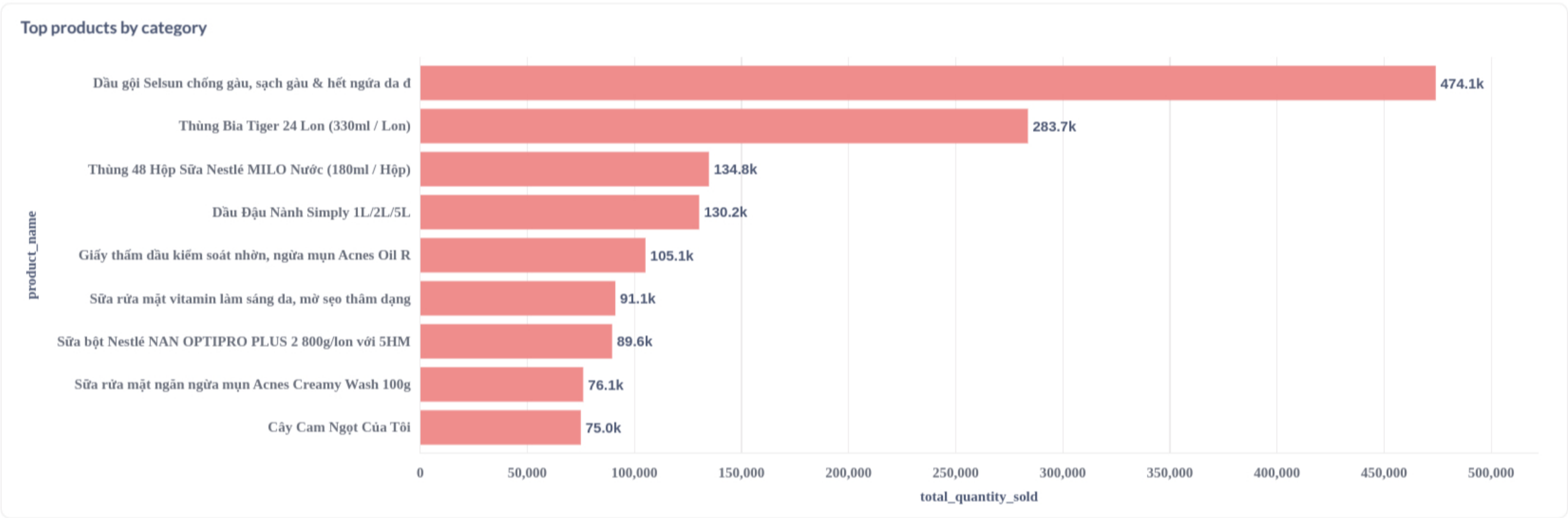
quantity sold vs discount_rate



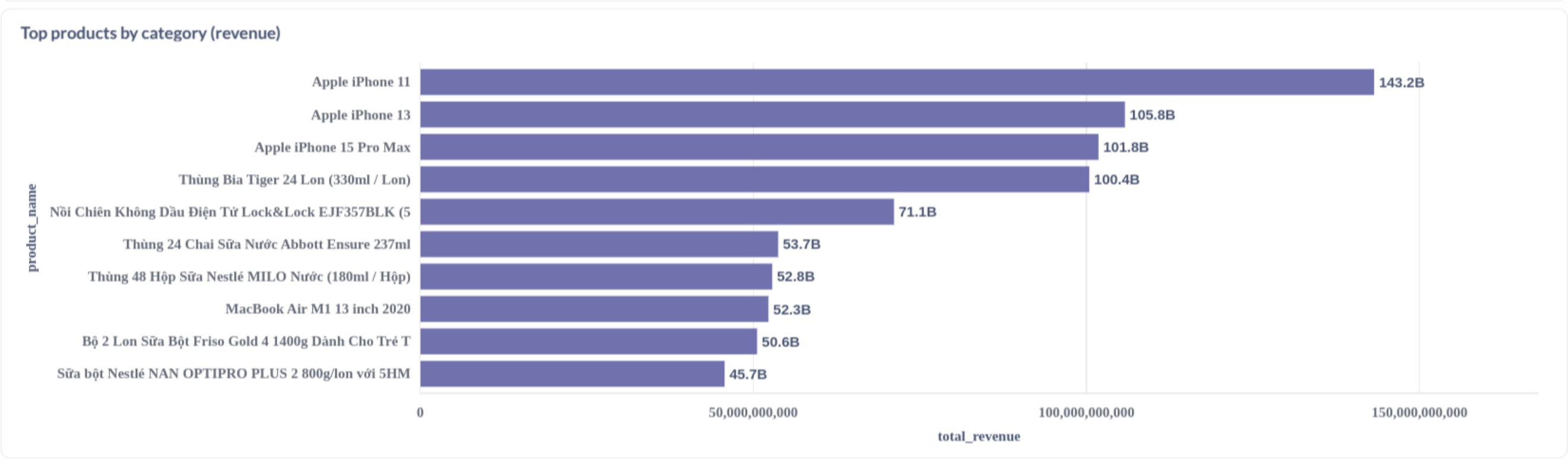
Products with high sales often have little to no discounts, indicating that Tiki's customers are more focused on product quality rather than price competition.

Top Perfoming Products

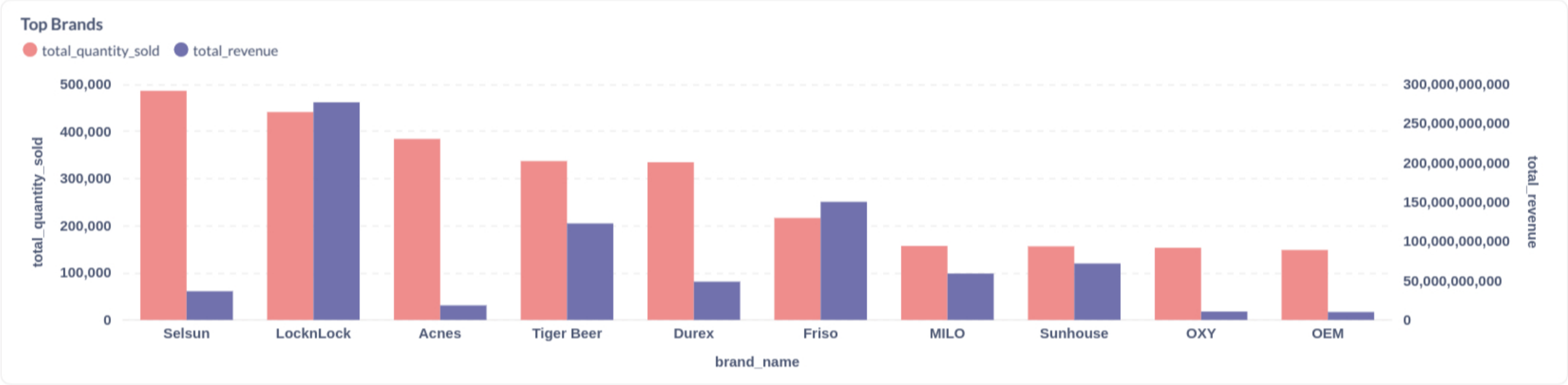
Top products by category



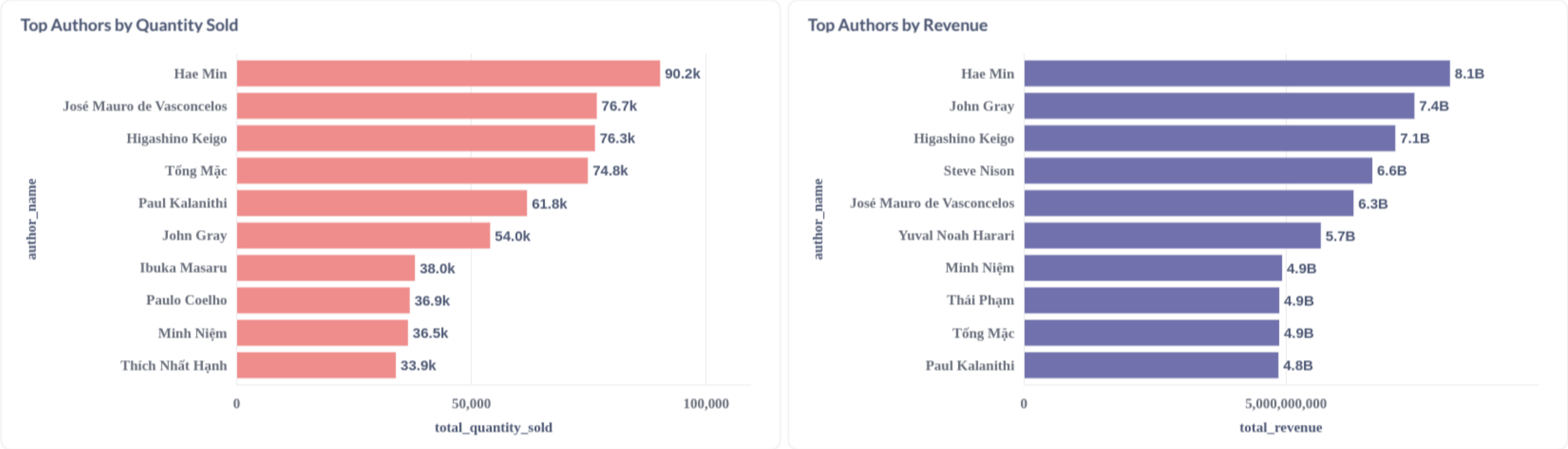
Top products by category (revenue)



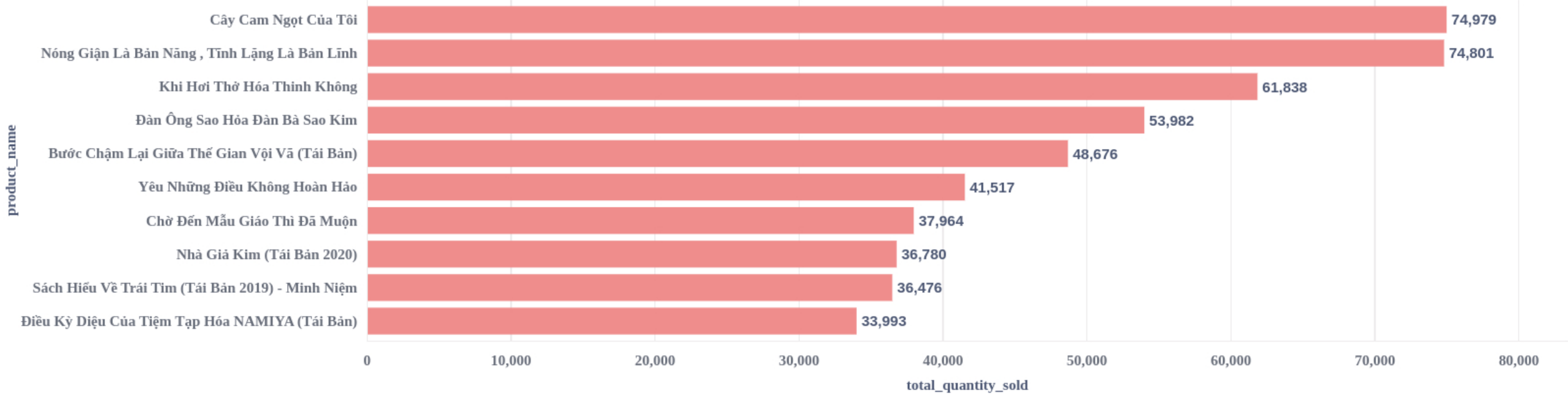
Top Brands



Top Authors



Top Books (quantity)



Top Books (revenue)

