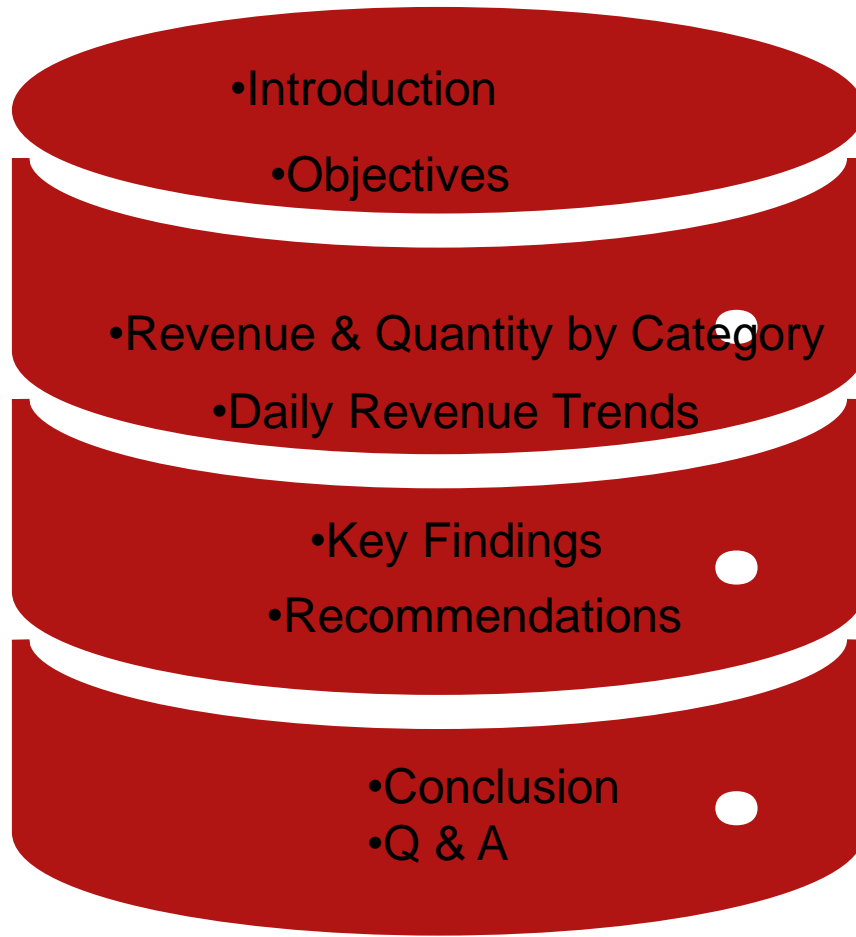


Retail Sales Shop Report

REVENUE AND QUANTITY ANALYSIS

Introduction

- ▶ This is an analysis of retail sales performance.
- ▶ It covers revenue trends, product category performance, and customer segment insights.
- ▶ The objective is to help management understand sales patterns and make data-driven decisions



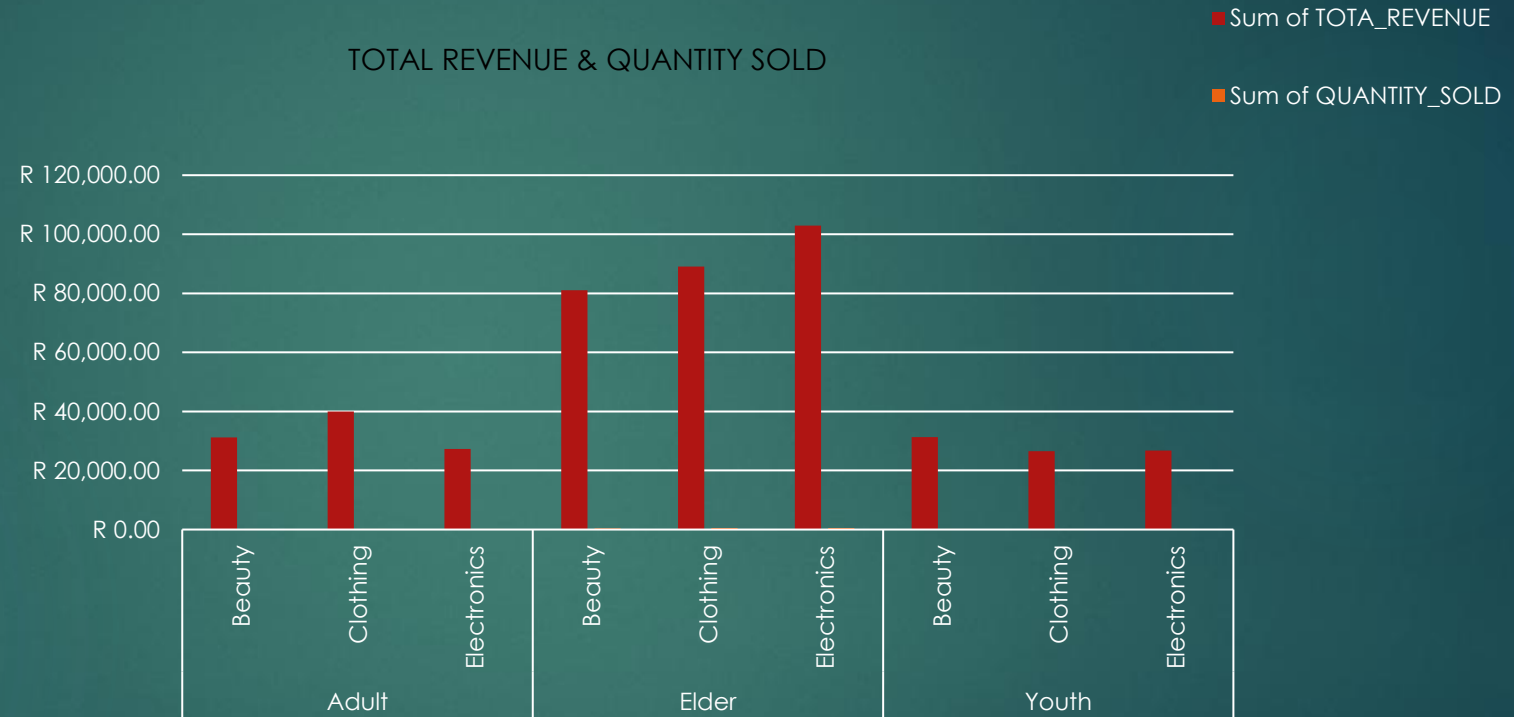
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Objectives



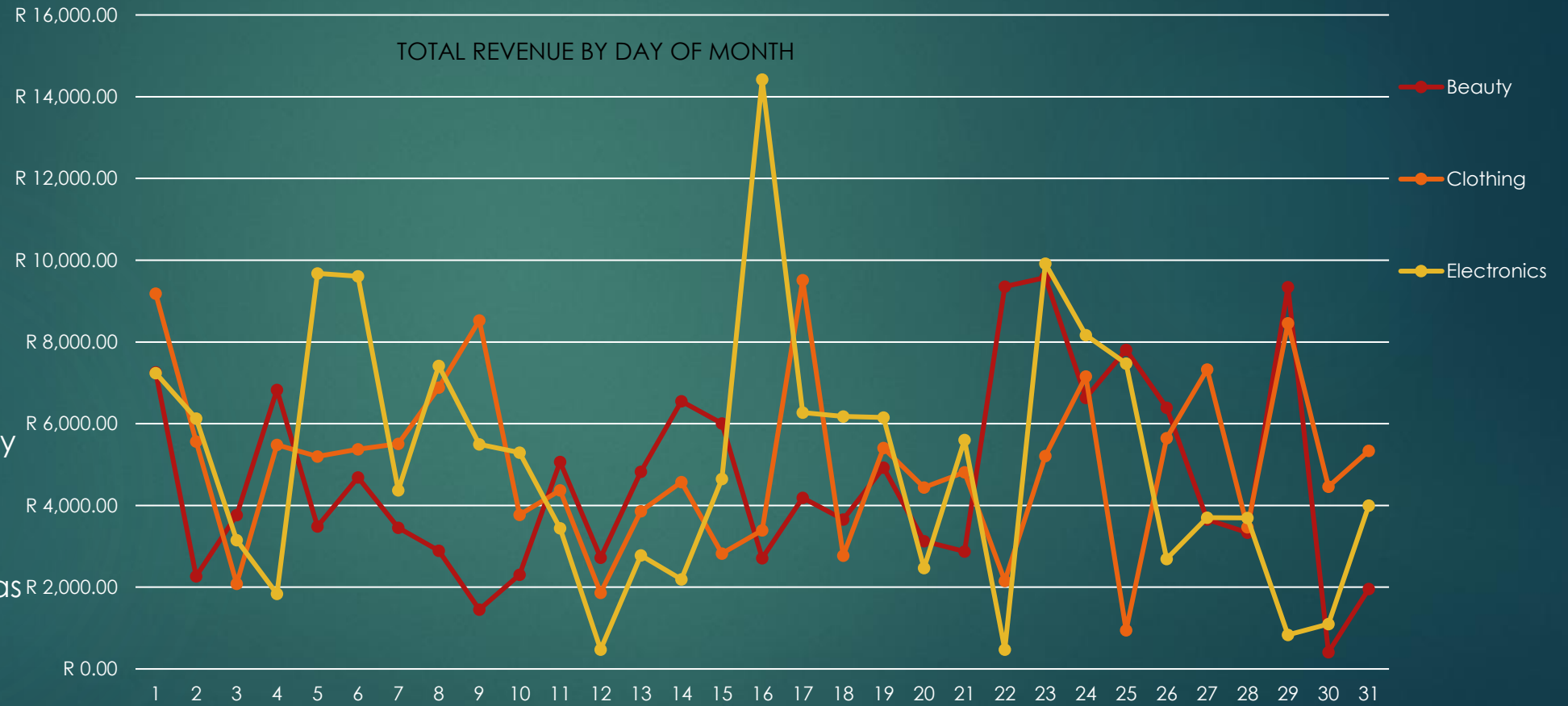
- Analyze revenue across customer groups and product categories
- Identify sales patterns over time
- Understand customer demand distribution
- Provide insights to improve business performance

TOTAL REVENUE & QUANTITY SOLD



- This makes the Elder demographic the most valuable customer group
- Beauty and Electronics are smaller contributors in this group

TOTAL REVENUE BY DAY OF MONTH



- Electronics shows the highest peaks, especially around day 16
- Clothing provides a steady revenue stream, showing reliability.
- Beauty lags behind but has potential with occasional spikes.

Key Findings

- Elder category generates the highest revenue contribution
- Electronics and Clothing drive strong daily sales peaks
- Beauty sales show steady but lower performance compared to other categories
- Significant daily fluctuations indicate high dependence on promotions or seasonal effects

Recommendations

- Increase focus on Elder and Electronics categories to maximize revenue
- Boost marketing campaigns for Beauty products to improve sales
- Monitor daily sales peaks to align promotions with high-performing days
- Diversify product offerings to stabilize revenue fluctuations

Conclusion

- ▶ The retail shop shows strong performance in Elder, Clothing, and Electronics segments.
- ▶ However, Beauty remains underperforming and requires targeted marketing strategies.
- ▶ Daily revenue trends highlight opportunities for optimizing promotions and inventory
- ▶ With these insights, management can make informed decisions to enhance overall sales growth

Q & A