

**Question 1. How has total revenue changed over time?**

	sales_day	daily_revenue
►	2024-01-02	234439.57
	2024-01-03	233140.57
	2024-01-04	287300.62
	2024-01-05	335210.54
	2024-01-06	258630.20
	2024-01-07	298602.42
	2024-01-08	290400.99
	2024-01-09	244836.71
	2024-01-10	297044.07
	2024-01-11	268144.47

**Question 2. What are the top 10 products by total revenue?**

	product_name	product_revenue
►	Running Shoes	52740240.31
	Yoga Mat	52358627.29
	Tennis Racket	39928188.28
	Football	39249327.88
	Smart Fridge	26685852.28
	Book Shelf	26664622.59
	Storage Cabinet	26611973.56
	Dehumidifier	26444947.72
	Sofa Set	26443858.82
	Running Shorts	26328388.10

**Question 3. Which product categories generate the highest revenue?**

	category	category_revenue
►	Sports & Outdoors	461703402.82
	Furniture	459469403.00
	Electronics	458735904.94
	Home Appliances	457980874.77
	Groceries	456615182.59
	Clothing	456369826.64

**Question 4. What are the top 10 stores by total revenue?**

	store_name	store_revenue
►	NeoStore	104348840.07
	ActiveLife	93120380.17
	QuickCart	92123698.44
	Roomify	89113450.25
	FitNGo	87853484.54
	SmartChoice	83051943.52
	DailyDeals	82913403.08
	MegaDeals	77625191.49
	HomeCentre	66609012.87
	HyperMart	66520157.50

**Question 5. Who are the top 10 salespersons based on total sales revenue?**

	salesperson_name	salesperson_revenue
►	Michael Davis	4187398.45
	Jason Miller	4115962.10
	Gregory Harrison	2891799.88
	Ryan Davis	2855311.09
	Heather Bailey	2850046.52
	Shawn Rodriguez	2825775.50
	Brian Johnson	2793141.18
	Joseph Garcia	2752810.90
	Michael Williams	2746805.08
	Eric Gonzalez	2732068.94

**Question 6. Top 10 marketing campaigns generate the highest revenue?**

	campaign_name	campaign_revenue
►	Winter Clearance Carnival	55662612.17
	New Arrival Showcase	55455654.57
	Seasonal Surprise Box	55421278.01
	Shop & Save Spectacular	55407649.48
	Autumn Deals Drive	55383943.22
	Spring Refresh Event	55361057.91
	Customer Appreciation Week	55269058.80
	Limited Time Treasures	55268796.15
	VIP Access Sale	55246733.55
	Countdown to Savings	55235701.93

**Question 7. Which marketing campaigns deliver the highest return on investment (ROI)?**

	campaign_name	campaign_budget	revenue	roi
►	Green Weekend Deals	105815.00	55159529.28	521.28
	Instant Gratification Sale	165155.00	55153130.69	333.95
	New Arrival Showcase	191922.00	55455654.57	288.95
	12 Days of Deals	197440.00	55003872.74	278.59
	Mega Weekend Bonanza	231714.00	54997982.25	237.35
	Shop & Save Spectacular	287542.00	55407649.48	192.69
	Deal of the Month	288069.00	54380144.81	188.77
	Autumn Deals Drive	294276.00	55383943.22	188.20
	New Product Launch Promo	338439.00	54944462.05	162.35
	Cart Crasher Campaign	345327.00	54841587.08	158.81
	Black Friday Blowout	350598.00	54974061.46	156.80
	Smart Shopper Week	361952.00	55072762.50	152.15
	Customer Appreciation Week	364556.00	55269058.80	151.61
	Spring Splash Discounts	372105.00	55001698.20	147.81
	Ultimate Value Event	372846.00	54886802.73	147.21

**Question 8. Which customer segments contribute the most to total revenue?**

	customer_segment	segment_revenue
►	Online Shopper	277653818.07
	Deal Seeker	277078738.08
	Occasional Shopper	276440902.55
	High Value	276060786.67
	Churn Risk	275557809.80
	Loyal Customer	275447000.69
	First-time Buyer	274131134.02
	Budget Shopper	273452062.93
	In-Store Regular	273448568.65
	Premium Shopper	271603773.30

**Question 9. At what time of day do customers generate the highest sales revenue?**

	sales_hour	hourly_revenue
▶	8	115593665.15
	3	115394199.18
	11	115274835.11
	19	115239811.82
	7	115068053.62
	21	115025494.99
	9	115000396.82
	20	114981524.43
	23	114892276.54
	22	114810612.08
	4	114763896.29
	0	114752388.61
	2	114586732.54
	10	114563354.21
	13	114548555.11

**Question 10. Top 3 product categories perform best in each store?**

	store_name	category	category_revenue
▶	ActiveLife	Groceries	15729677.72
	ActiveLife	Furniture	15718490.27
	ActiveLife	Sports & Outdoors	15718069.61
	ApplianceHub	Clothing	4887128.34
	ApplianceHub	Electronics	4645537.02
	ApplianceHub	Furniture	4532654.92
	BudgetBuy	Groceries	8516318.25
	BudgetBuy	Clothing	8435632.10
	BudgetBuy	Electronics	8398226.85
	CityMart	Furniture	9466063.68
	CityMart	Home Appliances	9443784.70
	CityMart	Electronics	9405162.19
	ClothCorner	Furniture	7531591.41
	ClothCorner	Electronics	7479276.93
	ClothCorner	Groceries	7354341.56
	GameMart	Clothing	8404863.34