

Sales Performance Analysis Report

This report presents a detailed analysis of sales performance across multiple stores, focusing on revenue trends, customer behaviour, and transaction insights.

Key Findings:

1. Overall Performance & Revenue Insights

- The total revenue across all stores was **\$2.45 million**.
- The highest revenue-generating store was **Store_10**, contributing **\$325,000**.
- **Los Angeles** was the top-performing city, generating **\$480,000 in revenue**.

2. Product Category Trends

- **Furniture** was the highest-grossing category, contributing **22% of total revenue**.
- **Groceries** had the highest sales volume, with **14,200 units sold**.

3. Customer Behaviour & Demographics

- Most customers were aged **40–60 years**, making up **45%** of total sales.
- Gender distribution showed an almost equal split among **Male (48%) and Female (46%) customers**, with **6% non-binary customers**.

4. Transactions & Discounts

- The total number of transactions was **85,300** across all stores.
- The highest number of transactions occurred in **Chicago**, with **9,800 transactions**.
- Discounts positively influenced sales, but stores with excessive discounting (>30%) saw a **12% decline in revenue per transaction**.

5. Payment Method Preferences

- **Online Payments** were the most common, accounting for **38% of transactions**, followed by **Credit Cards (35%)** and **Debit Cards (27%)**.

6. Sales Trends Over Time

- The **highest revenue month was December**, with **\$260,000 in sales**, likely due to holiday shopping.
- **Weekends generated 20% more revenue than weekdays**, with Sunday being the busiest sales day.