**Relatório em INGLES:**

**Relatório de Análise de Vendas - Air Market**

**Sales Analysis Report - Air Market**

**Introduction**

**This report presents an analysis of the sales of Air Market, a fictitious company that sells a variety of products. The aim is to provide an overview of sales performance, highlighting the best-selling products, the distribution of sales over time, price variation and contribution by category.**

**Methodology**

**The data analyzed was taken from sales made between January 2019 and January 2021, including metrics such as quantity sold, total turnover, unit price and product category.**

**Analysis and results**

**1. Distribution of sales by month**

**Columns used: DateSold, Quantity, TotalBilling**

**Insight: Sales varied significantly, with high points in January 2020 (R$1.75 million) and January 2021 (R$1.59 million), and low points in June 2019 and 2020 (R$0.32 million).**

**Solutions: Implement marketing campaigns and seasonal promotions to increase sales in the low periods.**

**2. Top 5 Best-Selling Products**

**Columns Used: Name, Quantity**

**Best Selling Products:**

* **Colgate Toothpaste 50G - 101.47 Thousand**
* **Biscoito Passatempo 130G - 98.64 Thousand**
* **Ypê Detergent 500ml - 91.29 Thousand**
* **Nestlé Nescafé 50G - 91.57 Thousand**
* **Ypê Sanitary Water 1L - 89.93 Thousand**

**Solutions: Increase stock and promotions of best-selling products.**

**3. Average Price Comparison by Category**

**Columns Used: Category, UnitPrice**

**Insight: The TEC category has the highest average price (R$ 25.99 Mi), while other categories vary between R$ 15.5 Mi and R$ 20 Mi.**

**Solutions: Adjust prices and implement marketing campaigns for categories with the highest average price.**

**4. Contribution Percentage by Category**

**Columns Used: Category, BillingTotal**

**Insight: Main contributions: BSC (R$ 10,625.65 Mil), TEC (R$ 6,533.31 Mil), AML (R$ 4,653.31 Mil), BED (R$ 2,141.61 Mil), LPS (R$ 2,582.74 Mil).**

**Solutions: Focus on marketing and sales strategies for categories with lower contribution.**

**5. Unit Price Variation Over Time**

**Columns Used: DateSold, UnitPrice**

**Insight: Prices varied from R$246,000 to R$310,000 between January 2019 and January 2021, with peaks in January 2020 and January 2021.**

**Solutions: Monitor and adjust prices according to market trends.**

**6. Total Turnover**

**Columns Used: TotalTurnover**

**Insight: Accumulated turnover was R$ 16.32 million.**

**Solutions: Monitor billing to ensure revenue targets.**

**7. Total Number of Sales**

**Columns Used: Quantity**

**Insight: Total sales recorded were R$2.10 Mi.**

**Solutions: Implement loyalty programs to increase repeat purchases.**

**Conclusion**

**This report provides a detailed overview of Air Market's sales performance, highlighting the main products, price variations and contributions by category.**