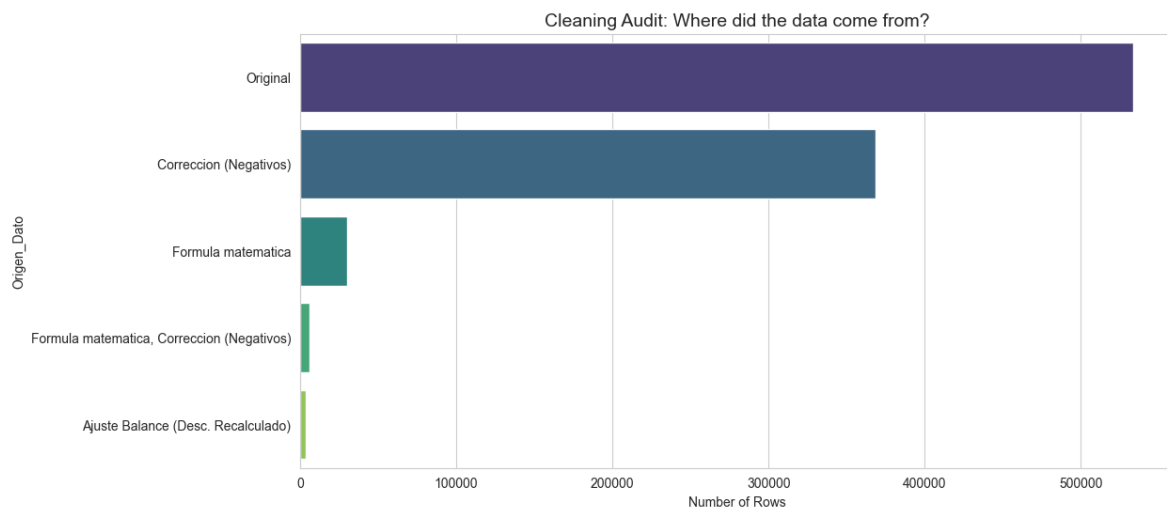# Technical Analysis Report: Sales Performance

This report analyzes the sales performance of RIWI for the period of November 8th to December 6th, 2025. The analysis focuses on a dataset of 970,524 transactions. Through a forensic ETL process, we identified that 45% of the raw data required mathematical correction (primarily negative values in shipping costs), preserving critical financial history that would have otherwise been invalid.

Critical Note: The apparent "revenue drop" in December is an artifact of partial month reporting (only the first week of December is recorded), not a commercial decline. Daily run-rate analysis suggests stable operations.

1) Insight

Only ~55% of the data was clean from the source. Roughly 370,000 rows (approx. 38%) contained negative values (likely shipping cost errors) that were successfully fixed by our algorithms.

Cleaning Audit: Where did the data come from?

2) Insight

Initial aggregated views show a total revenue decrease of ~69% between November and December. However, a drill-down into the temporal dimension reveals that the dataset cuts off on December 6th.

Daily Analysis: The daily sales volume remains consistent. The "drop" is strictly due to comparing a full month (November) against a single week (December).

3) Insight

The Scatter Plot analysis reveals a perfect positive linear correlation (R^2 ~1) between Quantity Sold and Total Sales across all client segments (Corporate, Government, Wholesale, Retail).

- Unlike typical retail scenarios where B2B clients might appear significantly lower on the Y-axis (due to heavy discounting), all segments follow the same growth trajectory.
- **Interpretation:** This indicates a highly standardized pricing strategy where volume discounts, while present, do not cannibalize the overall revenue margin

Cantidad vendida y Ventas totales por nombre_producto y tipo_cliente