

# Retail Sales Data Analysis

Month ▼

|          |           |
|----------|-----------|
| January  | June      |
| February | July      |
| March    | August    |
| April    | September |
| May      | October   |

Product Category ▼

|             |           |
|-------------|-----------|
| Clothing    | Furniture |
| Electronics | Groceries |

Day of the Week ▼

|        |          |
|--------|----------|
| Friday | Saturday |
| Monday | Sunday   |

82.49M

Sales Revenue (USD)

89K

Discount Percentage

1M

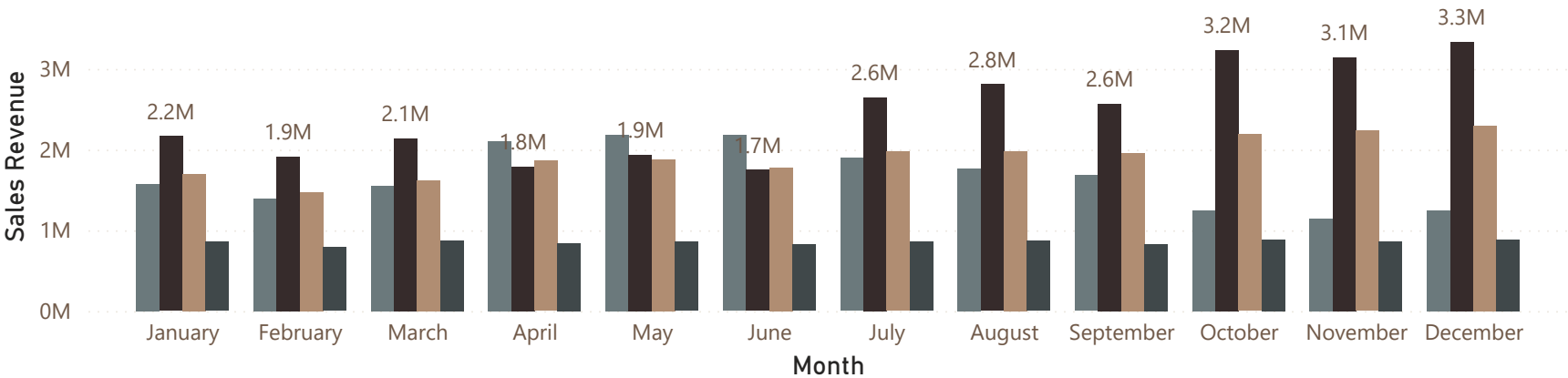
Marketing Spend (USD)

185K

Units Sold

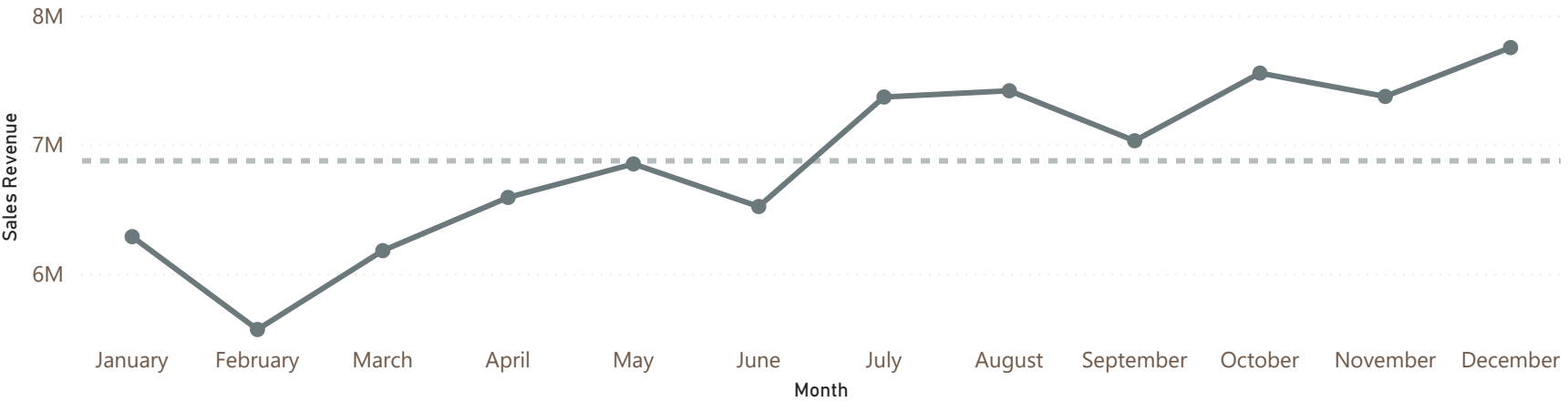
## Sales Revenue by Month and Product Category

Product Category ● Clothing ● Electronics ● Furniture ● Groceries



At 7,751,501.61, December had the highest Sales Revenue and was 39.23% higher than February, which had the lowest Sales Revenue at 5,567,275.88.

## Sales Revenue by Month



# Product and Sales Insight

Month

JanuaryFebruaryMarch

Product Category

ClothingElectronics

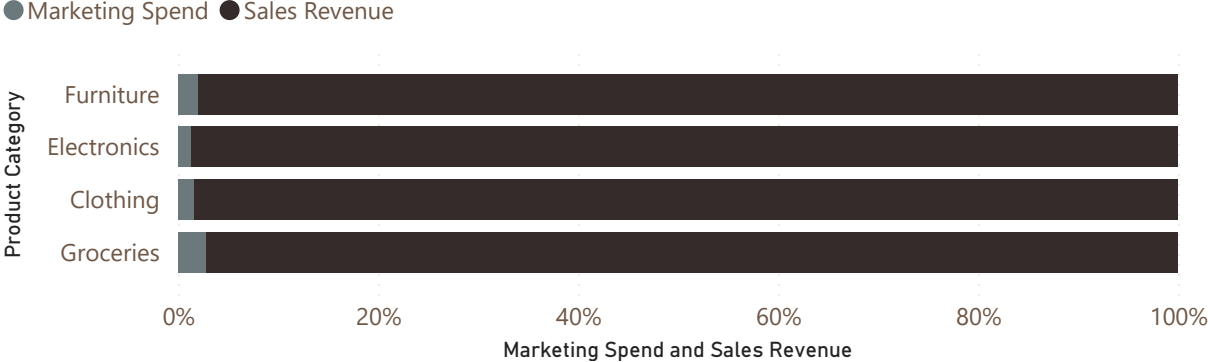
Day of the Week

FridayMonday

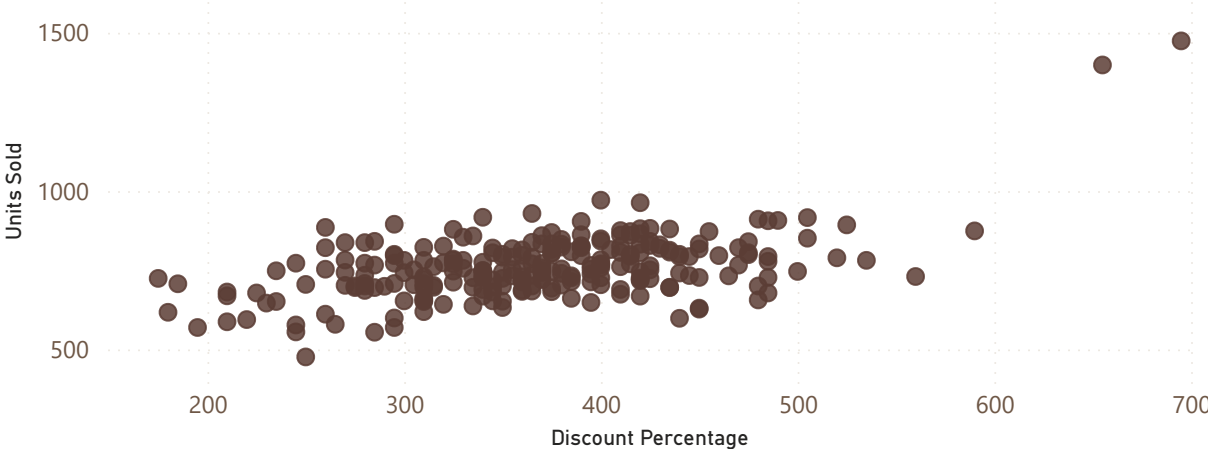
Sales Revenue by Product Category



Marketing Spend and Sales Revenue by Product Category

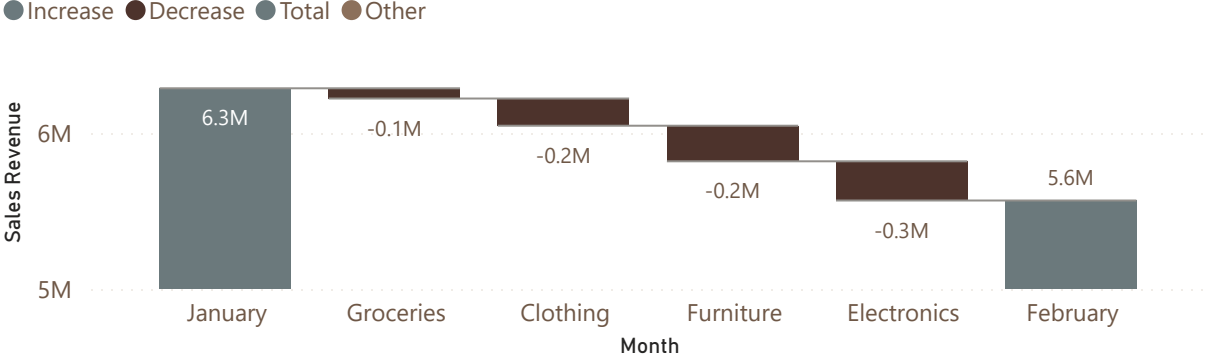


Discount Percentage and Units Sold by Store Location



At 29,414,540.61, Electronics had the highest Sales Revenue and was 188.22% higher than Groceries, which had the lowest Sales Revenue at 10,205,616.80.

Sales Revenue by Month and Product Category



11.44% decrease in Sales Revenue between January and February