

Comprehensive Sales Analysis Report

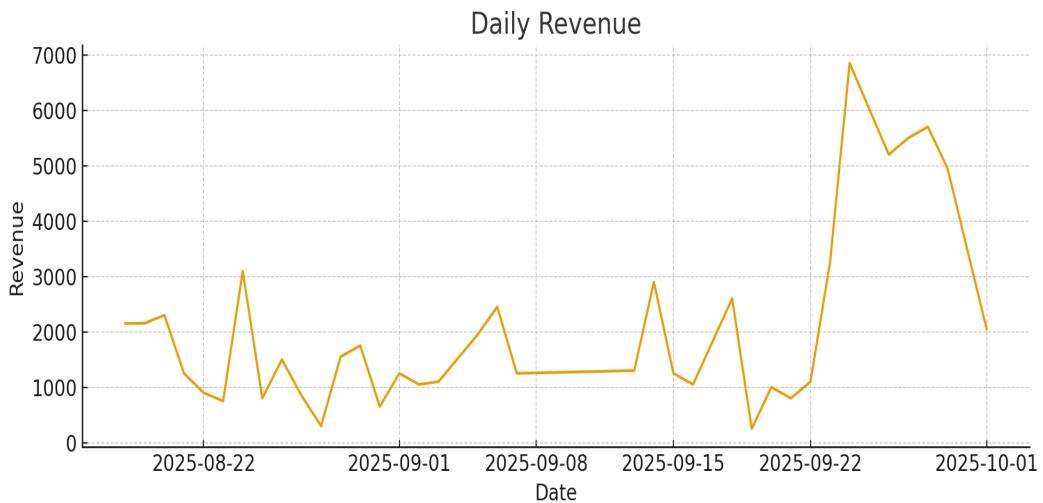
This report presents a detailed analysis of the sales data extracted from your **salesBackup.json** file. It covers the following aspects:

- Total revenue, number of transactions, and average order value
- Top sales days, weeks, and months
- Revenue patterns by weekday
- Festival-day vs non-festival-day comparisons
- Visualizations of trends

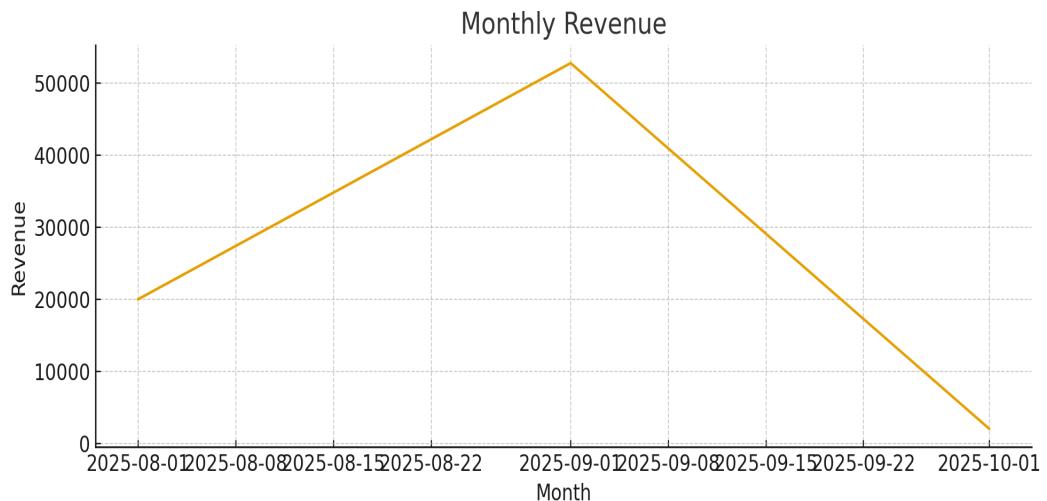
Key Metrics

Metric	Value
total_revenue	74,805.00
num_transactions	223.00
avg_order_value	335.45
avg_festival_revenue	1,850.00
avg_nonfestival_revenue	2,132.93
pct_change_festival_vs_nonfestival	-13.26

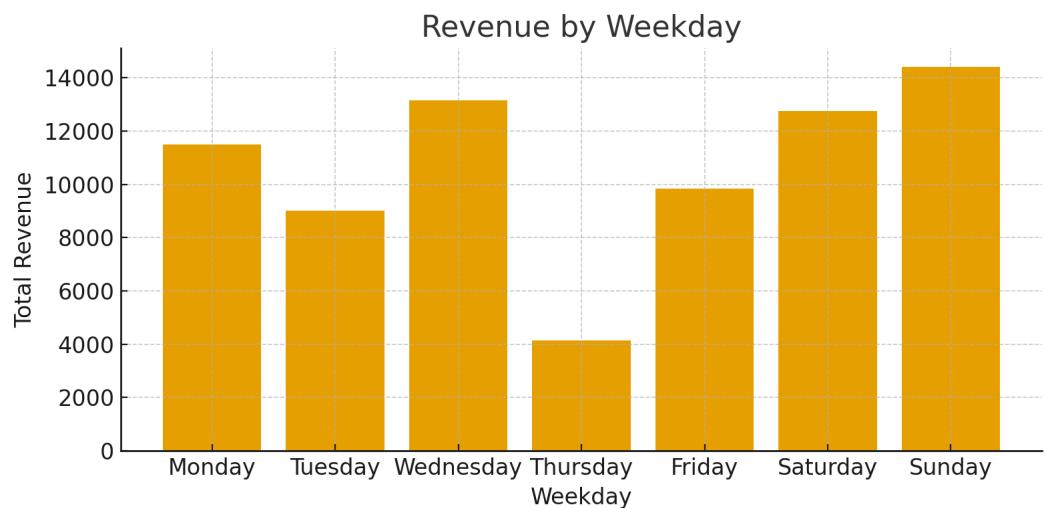
Daily Revenue Trend



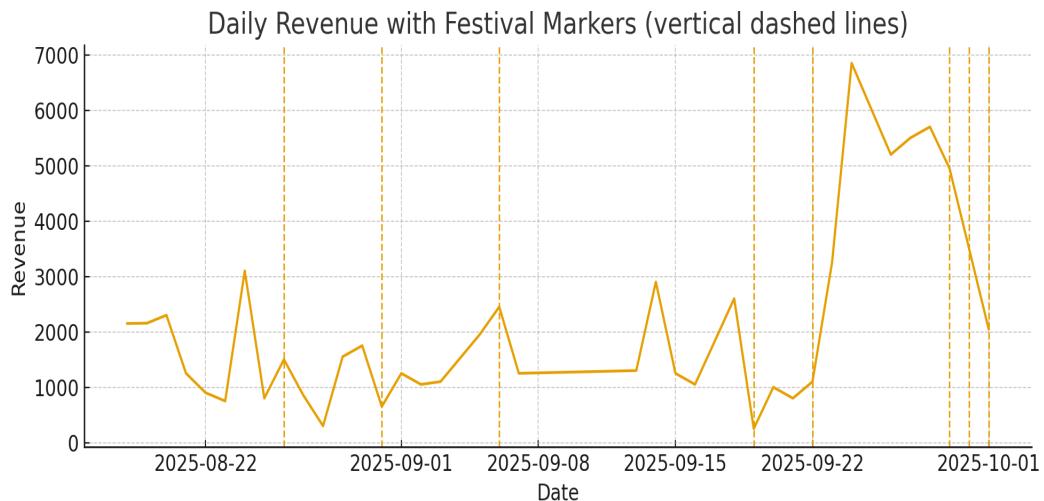
Monthly Revenue Trend



Revenue by Weekday



Daily Revenue with Festival Markers



Festival Impact Analysis

Major Nepali festival days were marked in the data (Janai Purnima, Haritalika Teej, Gaura Parba, Indra Jatra, Constitution Day, and Dashain days including Ghatasthapana, Fulpati, Ashtami, Navami, and Kojagrati Purnima). We compared average daily revenue on festival days vs non-festival days:

Average Festival-day Revenue: see Key Metrics **Average Non-Festival-day Revenue:** see Key Metrics **Percentage Difference:** see Key Metrics Interpretation: Positive percentage indicates festival days generated more revenue than typical days; negative indicates lower sales during festivals.

Top 10 Sales Days

Date	Revenue	Transactions
2025-09-24	6850.00	14
2025-09-28	5700.00	12
2025-09-27	5500.00	14
2025-09-26	5200.00	14
2025-09-29	4950.00	15
2025-09-23	3250.00	4
2025-08-24	3100.00	10
2025-09-14	2900.00	10
2025-09-18	2600.00	8
2025-09-06	2450.00	8