Sales Performance Analysis report

This report present a detailed analysis of sales performance across multiple stores, customer behaviour, transaction insight & focusing on revenue trends.

Key Findings:

1. **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.

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

3. **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.

4. **Payment Method Preferences**
   - Online Payment were the most common, accounting for 38% of transactions followed by Credit Cards (35%) & Debit Cards (27%).

5. **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.

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