



Sales Dashboard

Quartile

- 1
- 2
- 3
- 4

34M

Total Revenue

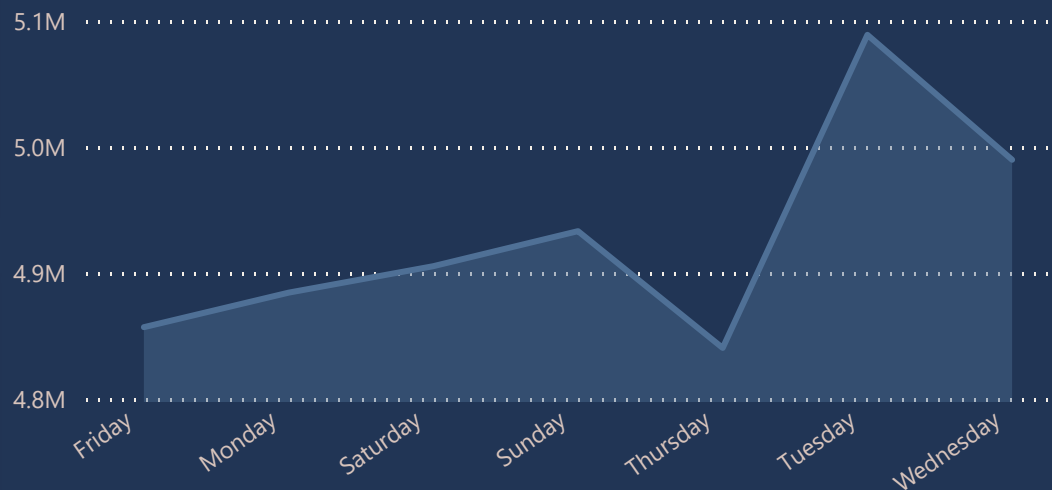
209K

Sum of Quantity
Ordered

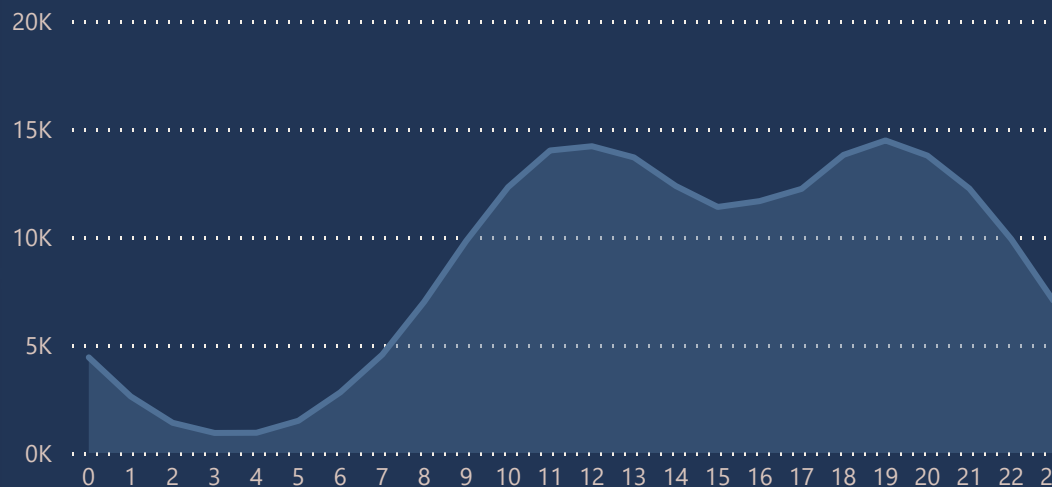
9

Cities

Daily Sales Trend



Hourly Trend for Product Ordered



Q1 Sales



Q2 Sales



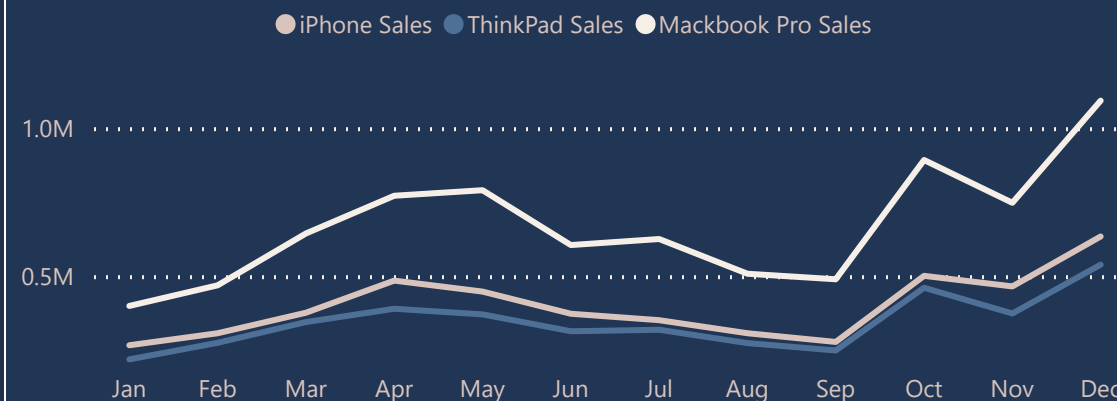
Q3 Sales



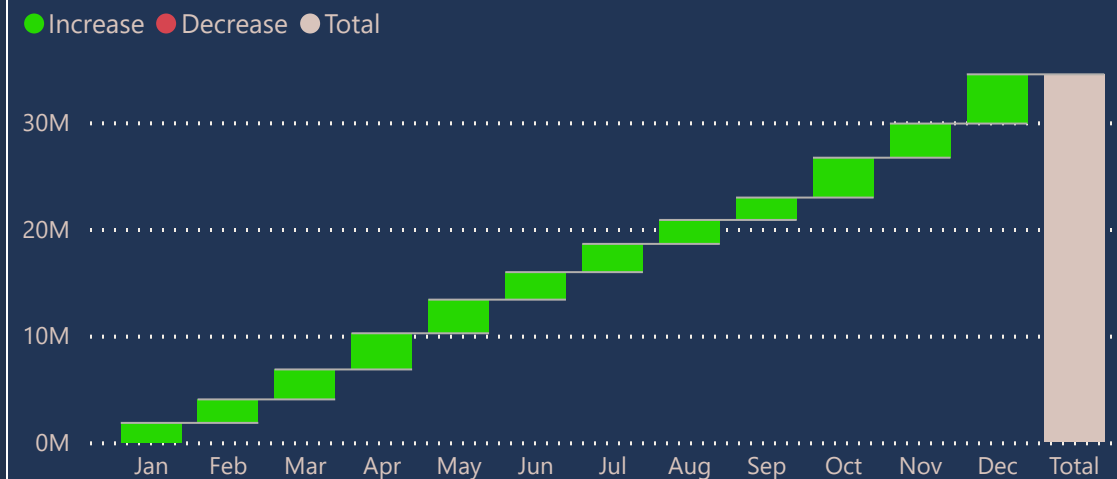
Q4 Sales



Monthly Sales for Best Selling Products



Monthly Sales Trend



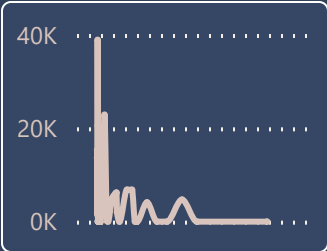


Sales Dashboard



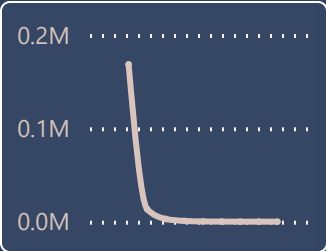
34M

Total Revenue



209K

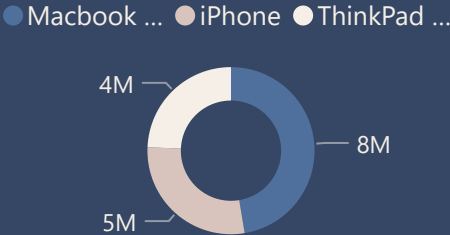
Total Quantity Ordered



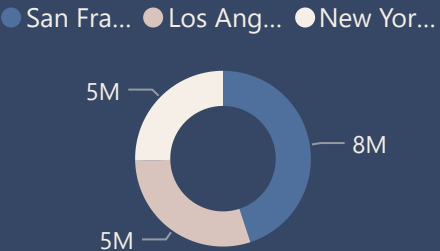
19

Products Sold

Best Selling Products



High Revenue Cities



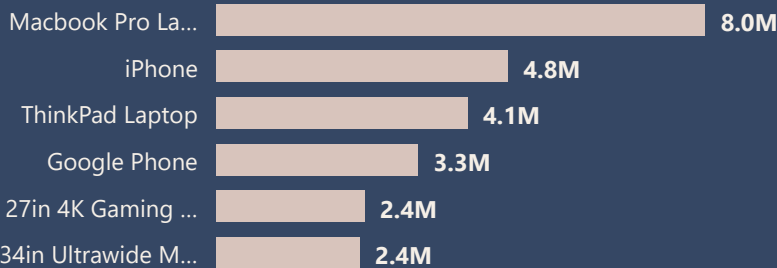
Year

- ☐ 2019
☐ 2020

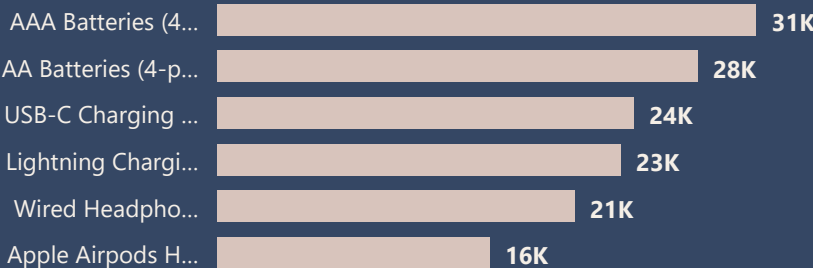
Month

- ☐ Jan
☐ Feb
☐ Mar
☐ Apr
☐ May
☐ Jun
☐ Jul
☐ Aug
☐ Sep
☐ Oct
☐ Nov
☐ Dec

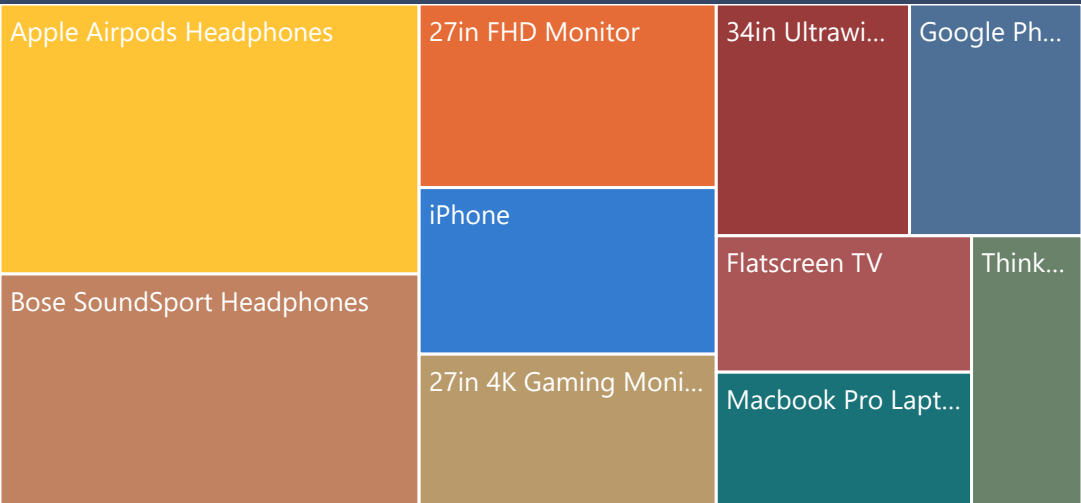
Top Products Sold



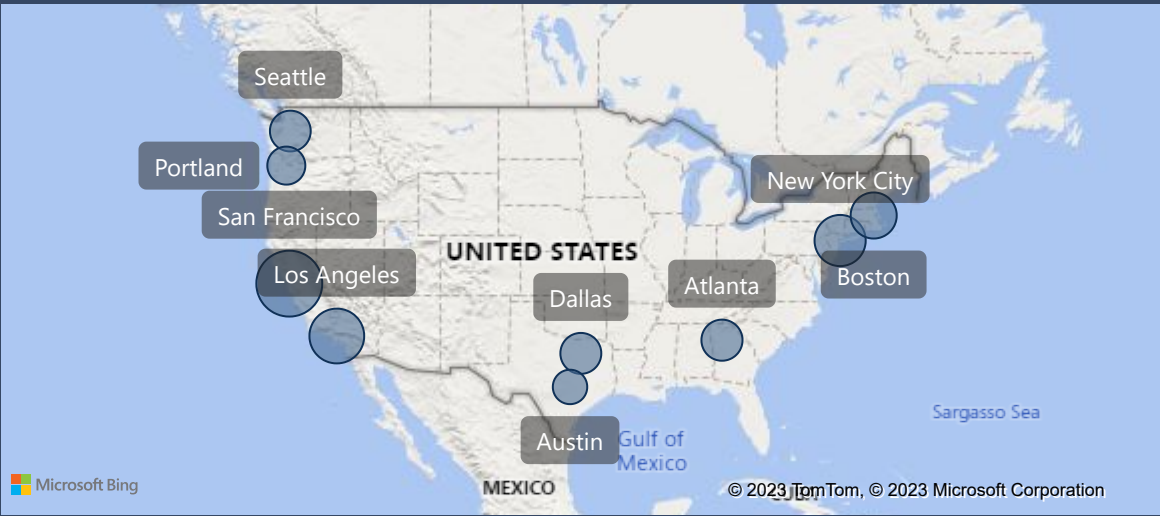
Top Products Ordered



Quantity Ordered by Product



Sales by City



Key Insights:

1. Seasonal Patterns: Notably, there is a significant increase in both sales and quantity ordered during the **holiday season**, particularly in the fourth quarter. Seasonal events strongly influence the customers' purchasing habits.
2. Nighttime Activity: The data revealed heightened customer activity during **late-night hours**.
3. Midweek Surge: **Tuesday** consistently show a spike in sales. This midweek phenomenon suggests potential opportunities for **targeted promotions or special offers** to maximize sales on these days.
4. Top Product Performance: The **MacBook Pro, iPhone, and ThinkPad** continue to be our top-selling products. These products also experience increased demand during holiday periods, indicating their popularity as gift items.
5. Price and Volume Balance: Products with lower price points tend to be ordered more frequently, whereas higher-priced items contribute significantly to overall revenue.
6. Regional Variances: Certain cities, such as **San Francisco, Los Angeles, and New York**, stand out as high-revenue areas.

Recommendations:

1. Seasonal Strategies: Capitalize on holiday seasons with targeted **marketing campaigns and promotions**. Limited-time offers and exclusive deals can drive sales during peak periods.
2. Nighttime Engagement: Enhance customer support and engagement efforts during late-night hours. Providing **real-time assistance** can improve the shopping experience for customers. Also, introducing **nighttime promo sales** can increase order engagement and sales.
3. Midweek Promotions: Consider running **special promotions on Tuesdays** to leverage the midweek surge in sales. Tailored offers on this day could further boost customer engagement and sales.
5. Regional Marketing: Customize our marketing strategies for high-revenue cities. . **Tailored campaigns** could deepen our connection with customers in these cities.