



Unlocking Revenue: Which Factors Impact Retail Sales

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\$82.40M

Actual Total Sales Revenue

185K

Total Units Sold

\$84.93M

Total Sales Revenue w/o Discount

\$1.50M

Total Marketing Spend

2.97

Average Discount Percentage

Count of Unique Product by Category



Date

1/1/2022

12/31/2023

Continent

Africa

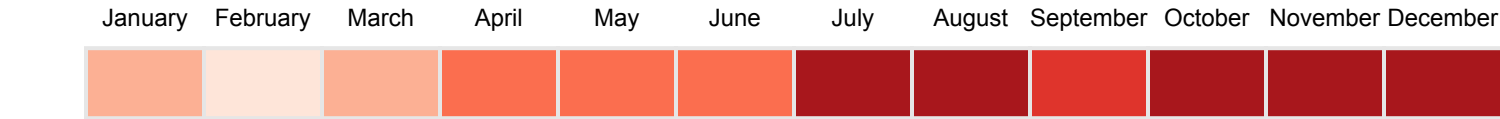
America

Asia

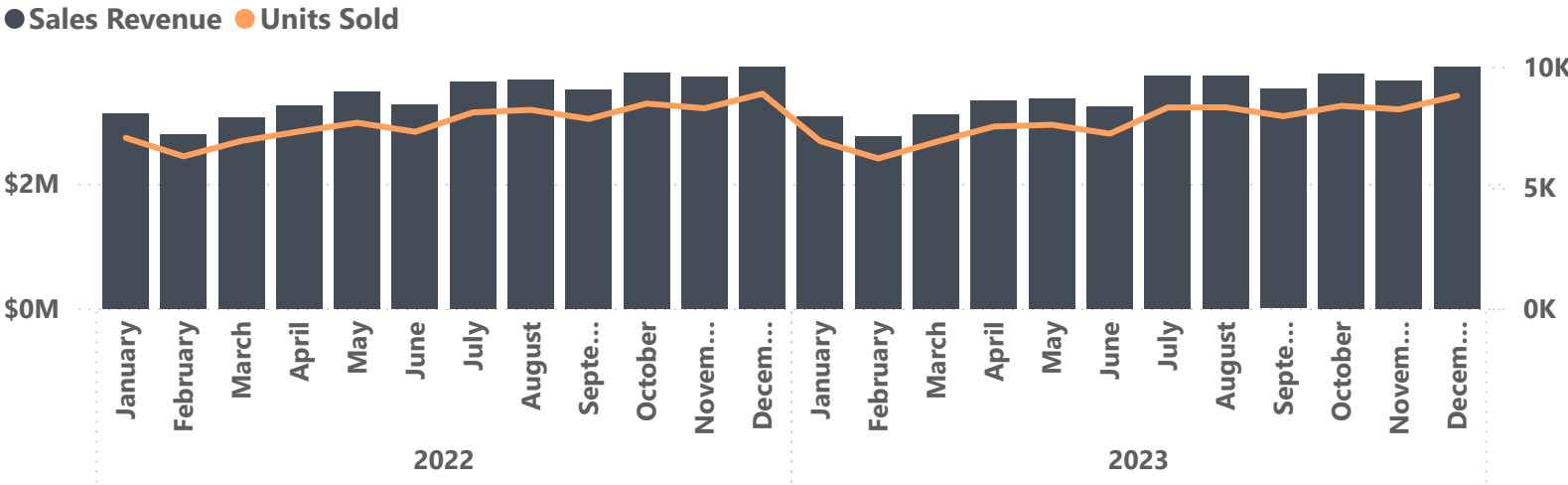
Europe

Oceania and Antarctica

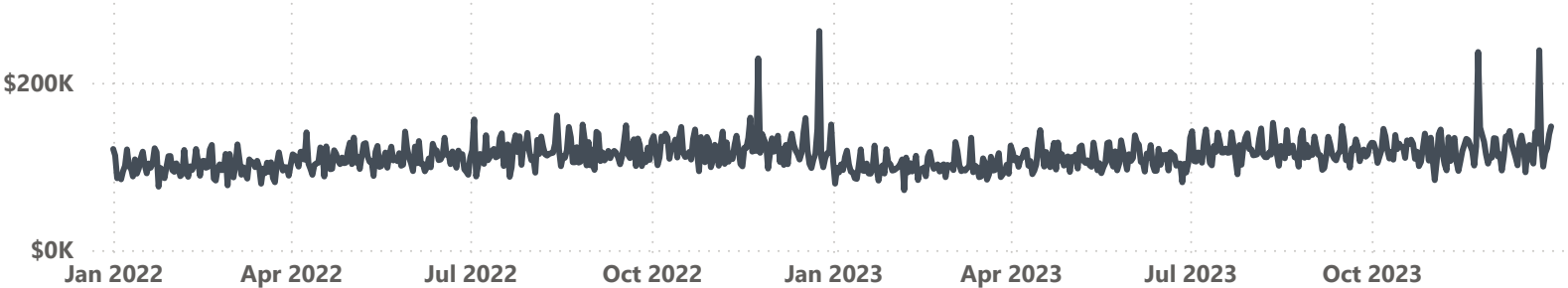
Sales Revenue by Month



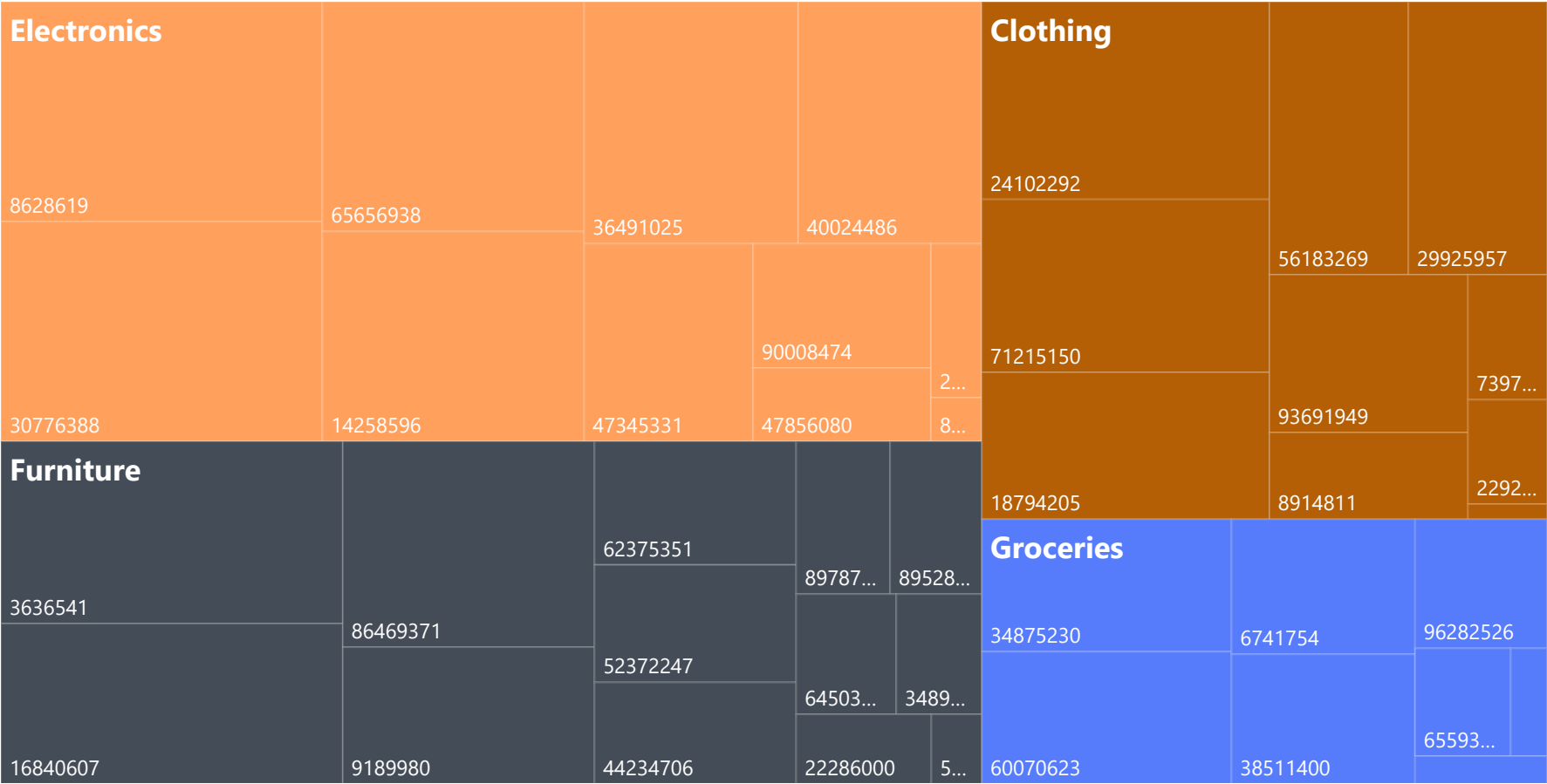
Sales Revenue and Units Sold by Year and Month



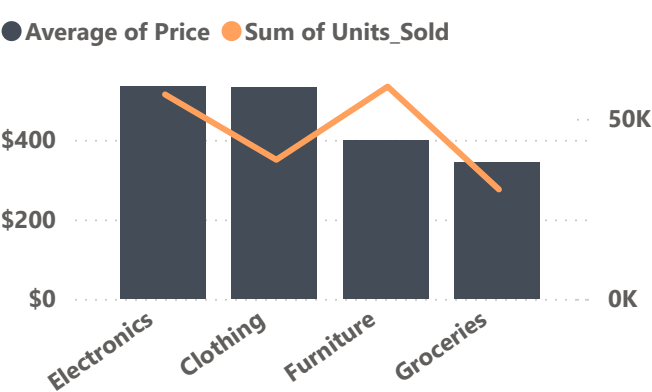
Sales Revenue by Year, Quarter, Month and Day



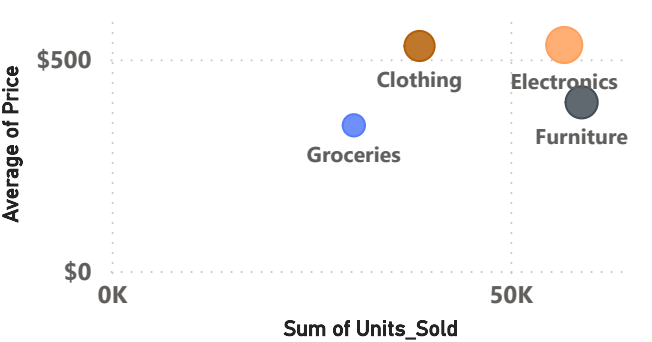
Distribution of Sales Revenue by Product



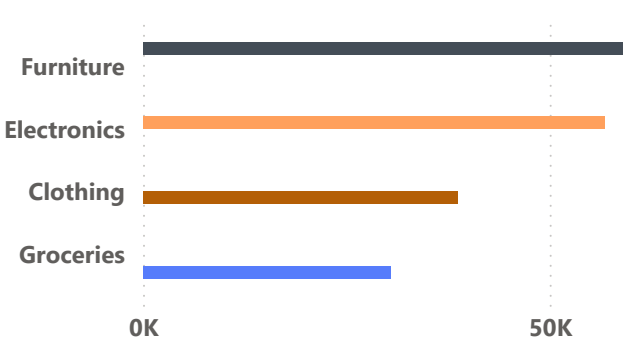
Sales Revenue by Product



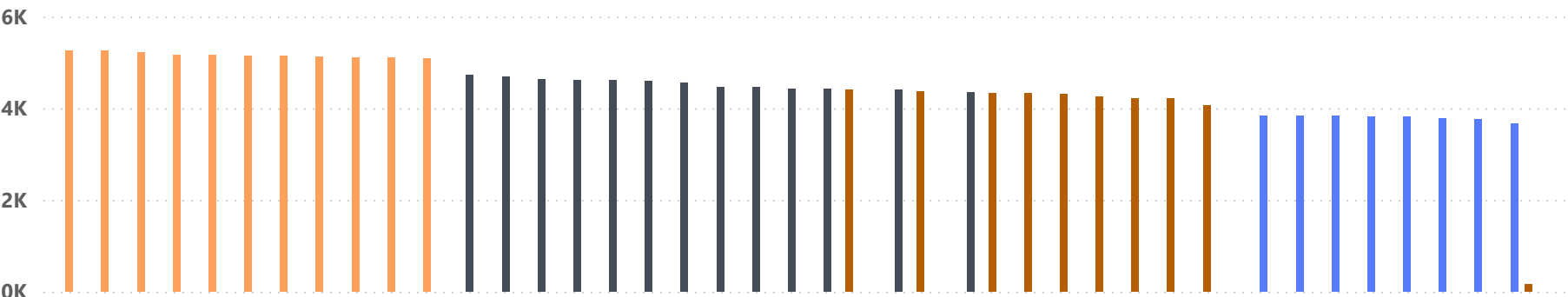
Units Sold, Average Price and Sales Revenue by Product Category



Units Sold by Product Category

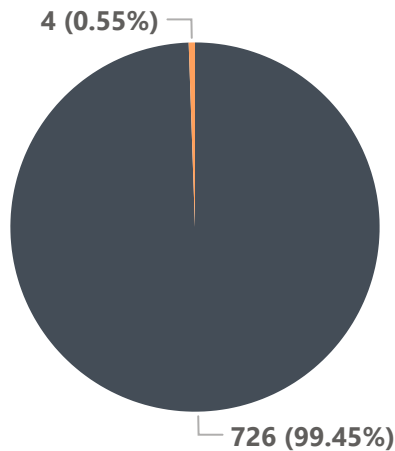


Units Sold by Product



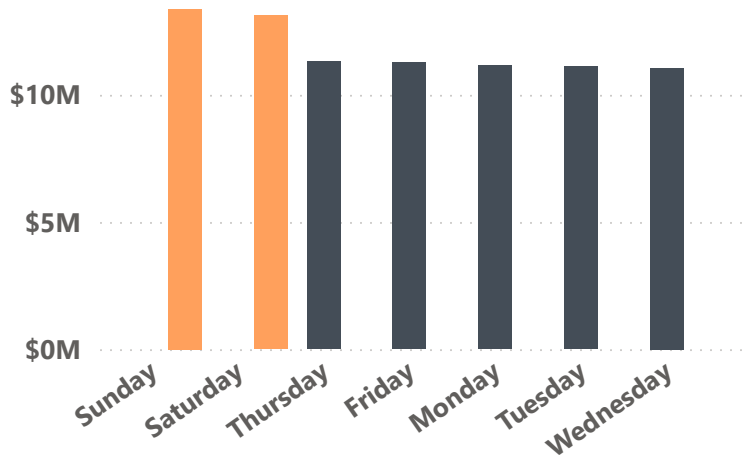
Holiday Effect Distribution

● False ● True



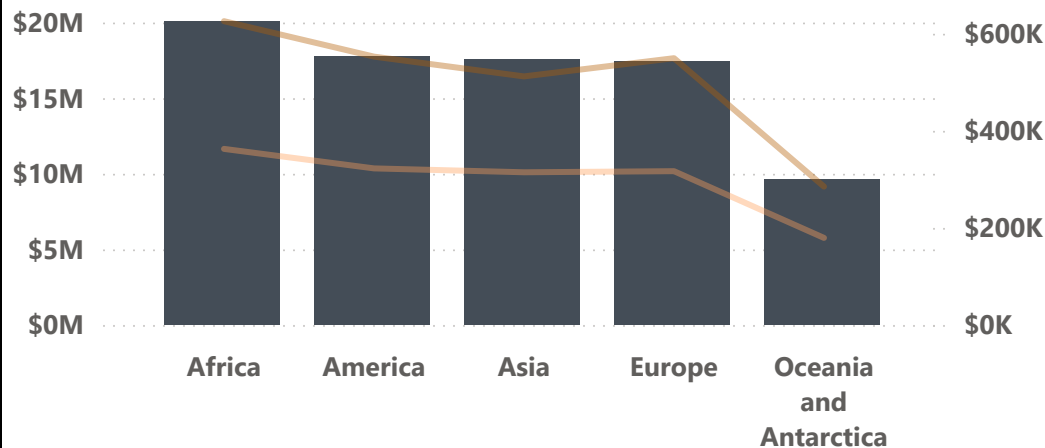
Sales Revenue by Day of Week

● Weekday ● Weekend



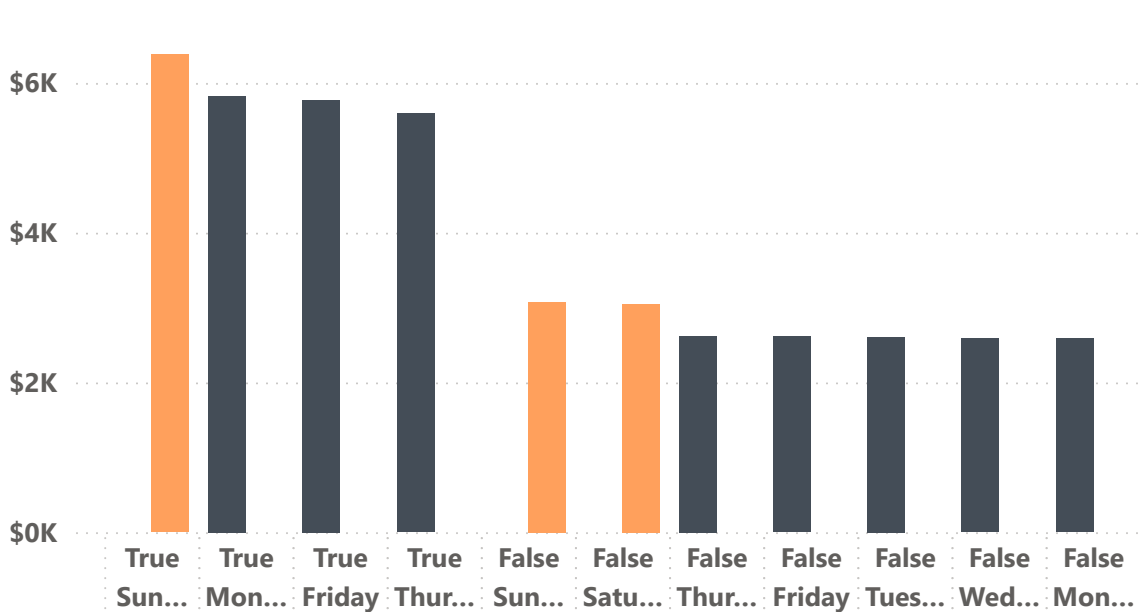
Sales Revenue, Marketing Spend and Discount Amount by Continent

● Total Sales Revenue ● Total Marketing Spend ● Discount Amount



Average Sales Revenue by Holiday Effect and Day of Week

● Weekday ● Weekend



Sales Revenue, Marketing Spend and Discount Amount by Store Location

● Total Sales Revenue ● Total Marketing Spend ● Discount Amount

