Grocery Store Report

1. Monthly sales performance:

* The highest sales was made in **March** with sales of **$21.4M**.
* **January** came closest with sales of **$21.3M**.
* **May** registered the lowest sales with a total of **$6.2M**.
* **Confections** and **Shell fish** had the highest and lowest sales respectively in each month.

2. Top products identification:

* The **Beef - Inside Round** product records the highest sale, totalling **$408K**.
* Significant product sales also include **Shrimp - 31/40** and **Bread - Multigrain**, at **$403.1K** and **$397K** respectively.
* Lower selling products include **Bread Crumbs - Japanese Style** and **Apricots – Halves,** with sales of **$178.6** and **$1,407.7** respectively.

3. Customer purchase behaviour:

* The customers with the highest purchasing frequency are **Jonathan Leblanc** and **Tomas Rasmussen** with a total of **4** purchases each, with a total spend of $5,637.6 and $4,849.7 respectively.
* **Sheldon Guerrero** is the customer with the highest total spend of **$11.89K** after **2** purchases, closely followed by **Linda Reilly** with a total spend of **$11.86K** after a purchase.
* There are **2,610** repeat customers and **67,855** one time buyers.

4. Salesperson effectiveness:

* **Janet Flowers** is the salesperson with the highest total sales, totalling over **$3.94M**.
* The salespersons with the lowest total sales are **Sonya Dickson** and **Nicole Fuller**, with total sales **$3.74M** and **$3.78M**.

5. Geographical sales insight:

* The city with the highest sales is **Fort Wanye**, totalling **$1.019M**.
* Significant sales include **St. Petersburg** and **Tucson** city, with sales of **$1.018M** and **$998K** respectively.
* The lowest sales were recorded in **Riverside** and **Omaha** city, with sales of **$802.6K** and **$818K** respectively.