

# Retail Sales Analysis - Executive Summary

Generated: February 24, 2026

## Key Performance Indicators

- Total Revenue: \$45,643,282.54
- Total Orders: 50,000
- Average Order Value: \$912.87
- Total Units Sold: 150,058

## Top 5 Products by Revenue

1. Laptop: \$12,160,727
2. Smartphone: \$6,986,890
3. Tablet: \$4,632,037
4. Monitor: \$4,236,444
5. Smart Watch: \$2,948,942

## Top Regions by Revenue

1. Europe: \$9,482,449 (20.8%)
2. Middle East & Africa: \$9,252,324 (20.3%)
3. Latin America: \$9,140,564 (20.0%)

## Strategic Recommendations

1. PRODUCT STRATEGY: Laptop is the top revenue generator (\$12,160,727.47). Consider expanding inventory and creating complementary product bundles.
2. REGIONAL EXPANSION: Europe accounts for 20.8% of total revenue. Invest in marketing campaigns in underperforming regions to balance market presence.
3. SEASONAL PLANNING: Sales peak in December and dip in January. Plan inventory and promotional campaigns accordingly. Consider flash sales during low-revenue months.

*Detailed visualizations available in the 'visualizations' folder*