

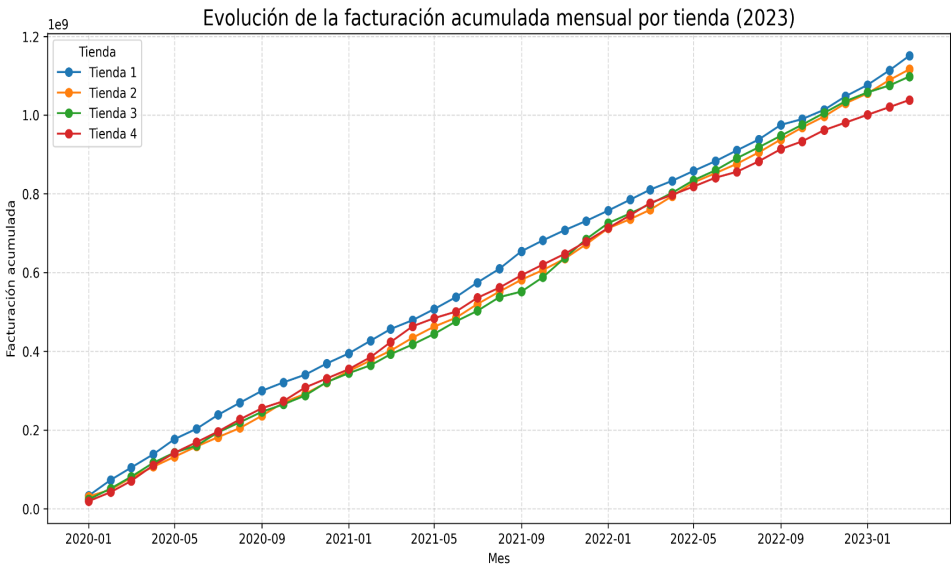
Store Performance Evaluation - Analysis Report

Objective

This report presents a comparative analysis of four stores using customer and sales data from 2023. The objective is to assist Mr. Juan in making a strategic decision about which store to potentially sell.

1. Total Revenue by Store

This analysis sums the total sales (in monetary terms) generated by each store. The results show which stores had higher revenue during the year.



2. Revenue by Product Category

This section identifies which product categories generated the most revenue per store. The graph provides a breakdown of income contribution by category, helping to assess product performance in each location.

