Products Performance

Top Selling Products by Revenue Last Year

Legend: Revenue (bar) — Quantity (line)
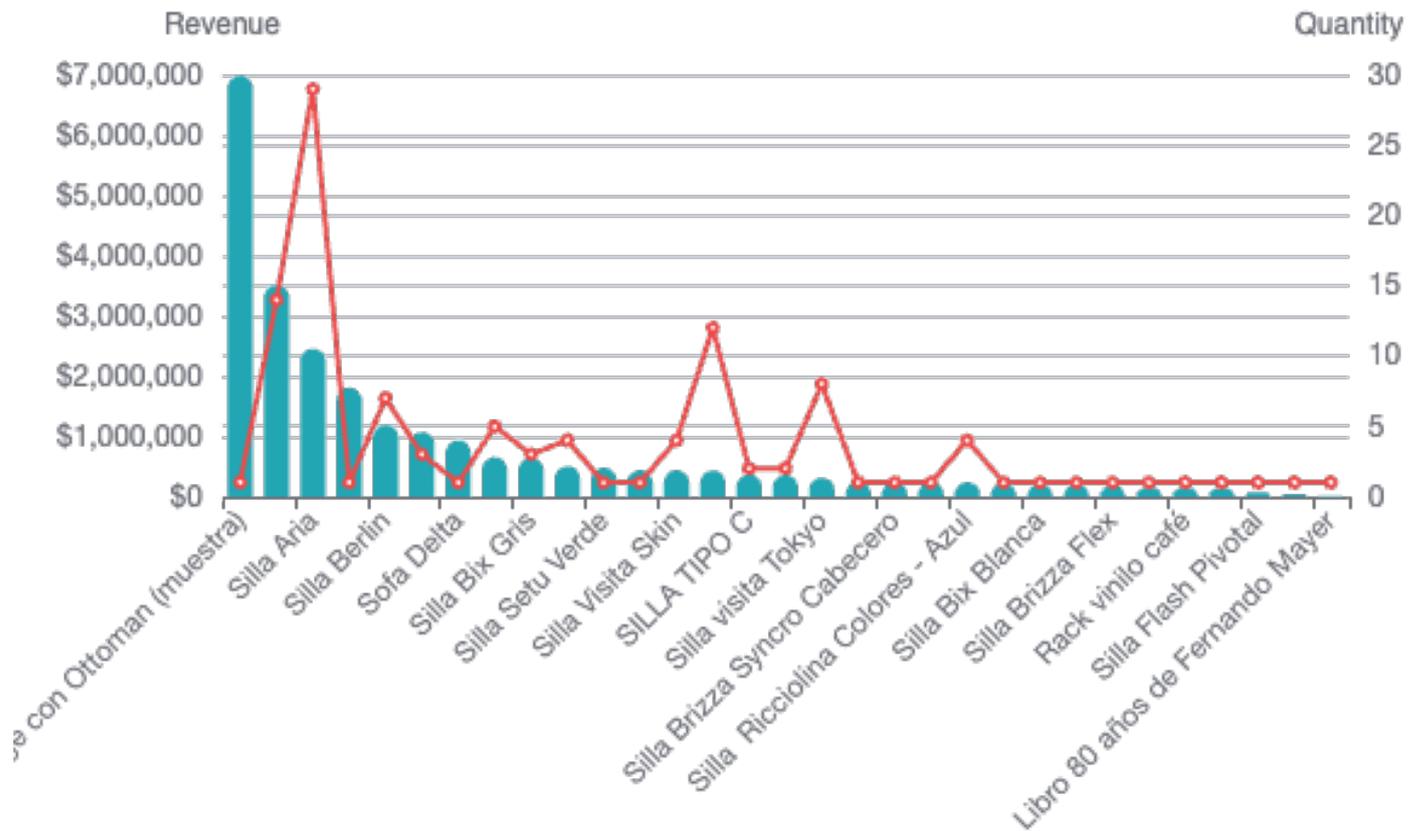
10 Best Selling Products Analysis

Based on the provided datasets, I'll present a comprehensive analysis of the product sales and performance:

1. Top-Selling Products by Revenue: The "Eames Lounge con Ottoman (muestra)" was the highest revenue generator last year, bringing in $6,990,900 from a single sale (Dataset 1). This luxury item significantly outperformed other products in terms of revenue. Following this, the "Silla Paris" and "Silla Aria" were the next best performers, generating $3,511,379 and $2,454,710 respectively.

2. Sales Volume vs. Revenue: Interestingly, the products with the highest revenue don't always correlate with the highest sales volume. For instance, the "Silla Aria" had the highest quantity sold (29 units) among the top revenue generators (Dataset 1), while some high-revenue items like the Eames Lounge chair sold only one unit.

3. Monthly Sales Trends: There's a clear seasonality in product sales quantity (Dataset 2). December saw the highest number of items sold (29), possibly due to holiday shopping. October and November also showed strong sales (12 items each). The beginning of the year (January-May) generally had lower sales volumes.

4. Popular Products by Sales Volume: The "Silla Aria" leads in total sales with 69 units sold, followed by "Silla Paris" with 52 units, and "Silla Visita Genova" with 36 units (Dataset 3). These products seem to be the most popular among customers in terms of quantity sold.
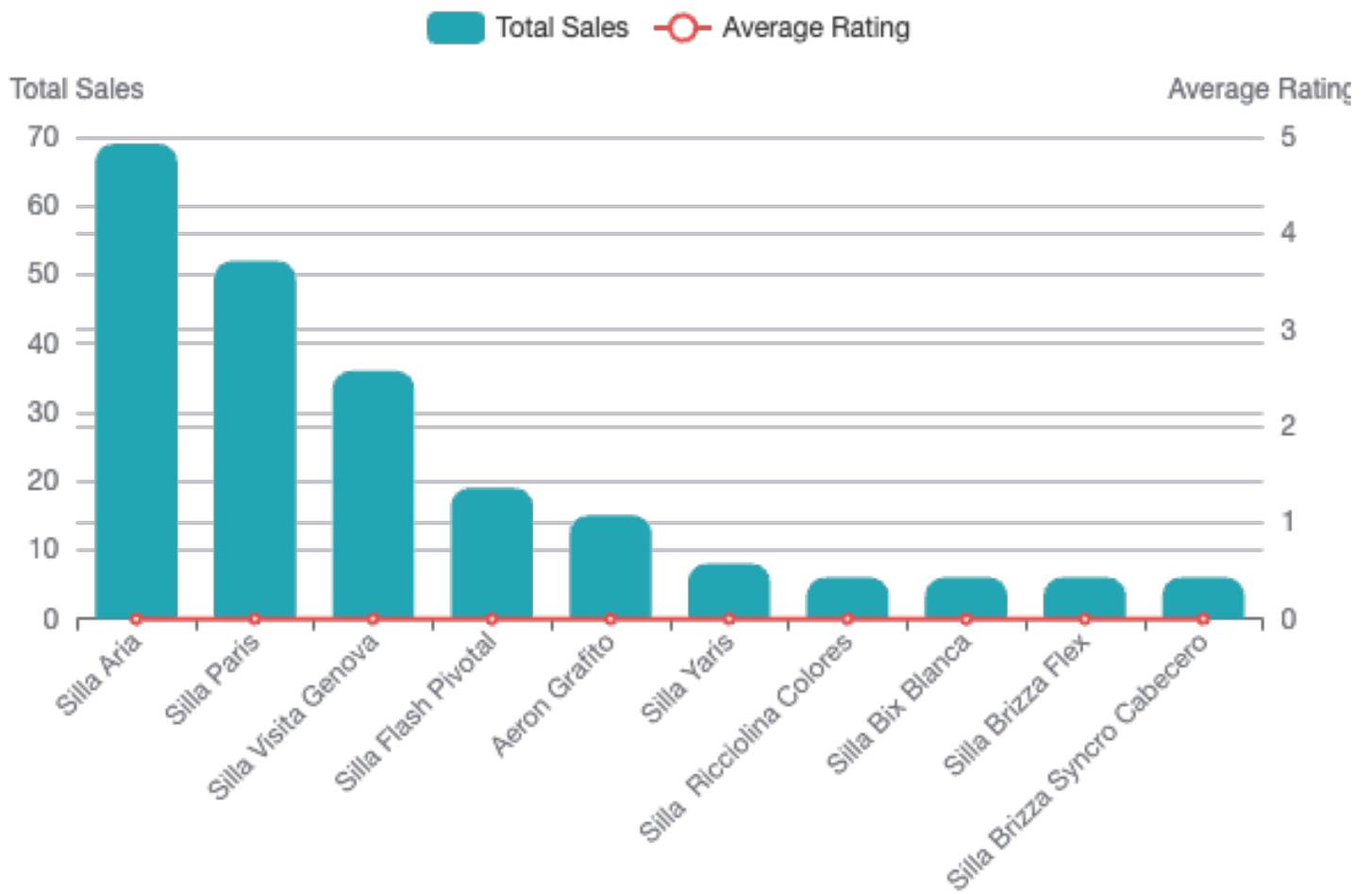
5. Price Points and Profitability: Among the most profitable products (Dataset 4), there's a wide range of price points. The "Eames Lounge con Ottoman" stands out with its high price and profitability from a single sale. In contrast, items like "Silla Paris" and "Silla Aria" achieve high total sales through multiple orders at lower price points.

6. Customer Ratings: Surprisingly, all products in the top 10 by total sales have an average rating of 0.00 (Dataset 3). This could indicate a lack of a review system or customer feedback, which might be an area for improvement to enhance customer engagement and trust.

7. Product Diversity: The product range includes various types of chairs (office, lounge, visitor), tables, and even some unique items like a vinyl rack and a commemorative book (Dataset 1). This diversity suggests a broad target market and multiple customer segments.

8. Best-Selling Categories: Chairs dominate the best-selling and most profitable products list, indicating they are the core strength of the business. Particularly, office and visitor chairs seem to be in high demand.

In conclusion, while luxury items like the Eames Lounge chair drive significant revenue from individual sales, mid-range products like the Silla Aria and Silla Paris form the backbone of consistent sales volume. The business shows strong performance in the chair category, particularly office and visitor chairs. There's a clear seasonal trend in sales, with the end of the year being the strongest period. To improve, the company might consider implementing a customer review system and potentially expanding their range in the most popular categories.

Monthly Product Quantity Sold Last Year
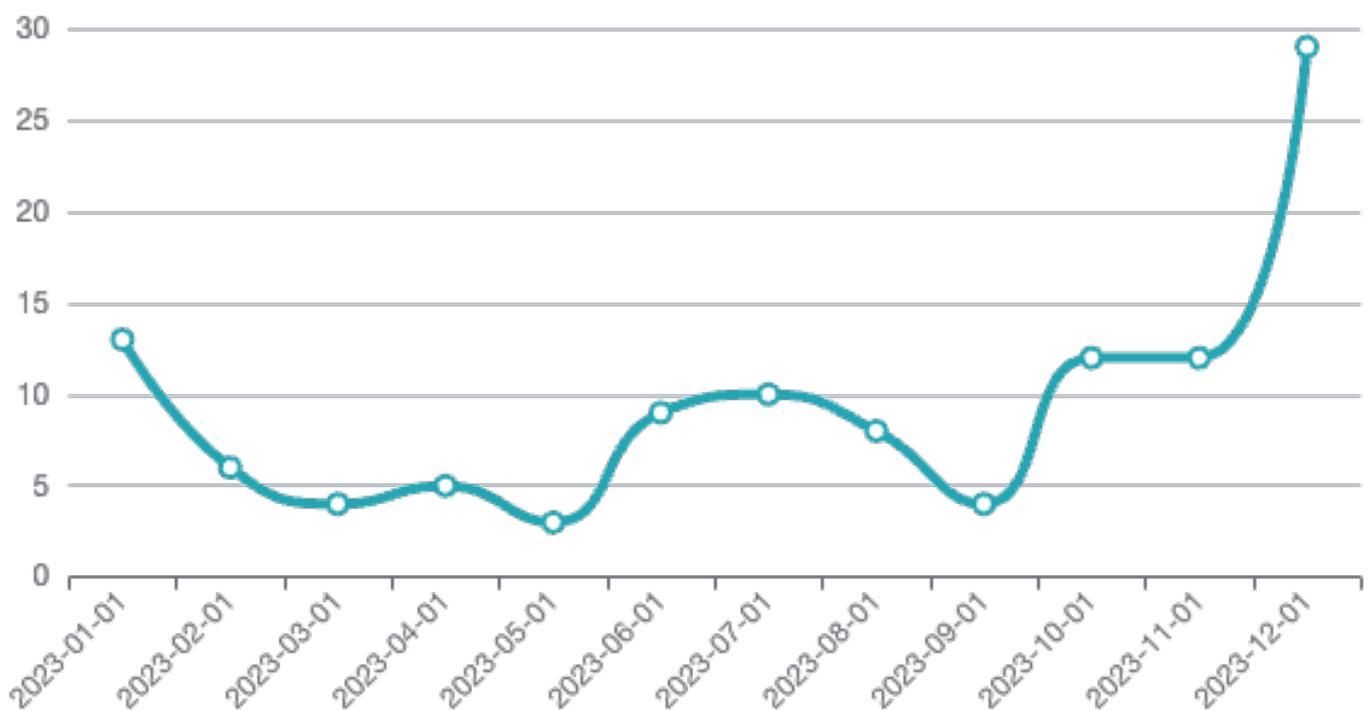
Top 10 Products by Total Sales and Average Rating

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Total Sales   Average Rating

12 Most Profitable Products

metreek

Total Sales — Order Count

Total Sales / Order Count

Product	Total Sales	Order Count
...nge con Ottoman (muestra)	~$7,000,000	1
Silla Paris	~$3,500,000	13
Silla Aria	~$2,400,000	8
Cosm	~$1,700,000	1
Silla Berlin	~$1,100,000	7
Mesa de centro Duo wood black lenga	~$1,000,000	3
Silla Seul	~$600,000	4
Silla Bix Gris	~$600,000	3
Silla Q9	~$450,000	4
Silla Visita Skin	~$400,000	1
Silla Visita Genova	~$400,000	6
SILLA TIPO C	~$350,000	2