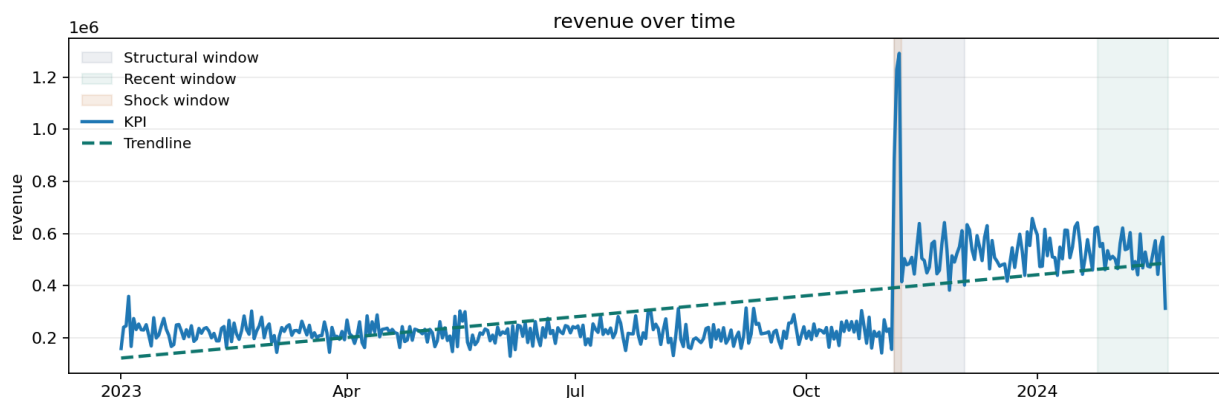


Executive Summary

This dataset captures daily commerce activity from January 1, 2023 to February 21, 2024, spanning 10,000 records across 8 fields. The data is structured around revenue as the primary performance indicator, with supporting details on salespeople, geography (country and city), and discount rates. All key dimensions are complete, with no missing values, and the dataset is well-suited for analyzing sales performance across both controllable (salesman) and contextual (location, discount) factors. Revenue has been selected as the focal metric, aligning with executive priorities for commercial performance. The dataset's breadth—covering multiple salespeople and geographies—enables targeted insights into both operational levers and market context. This structure supports actionable recommendations for sales leadership and regional managers, as well as hypothesis-driven exploration of discounting strategies. The full period baseline (January 2023 through February 2024) provides a robust reference for evaluating revenue trends and segment performance. This timeframe captures both seasonal cycles and potential structural shifts, ensuring that any observed changes can be interpreted in light of typical business rhythms and external shocks.

KPI trend (full period)



Shaded bands: **green** = recent window, **blue** = structural window, **orange** = shock window.

Trend assessment

- Direction: **upward** over the full period.
- Signal strength: **strong (consistent direction across the period)**.

Decision snapshot

- KPI status: structurally higher (+160.23% vs baseline).
- Recent movement: -6.03% (momentum check).
- Main drivers: India, UK, USA.
- Risk areas: Munich, London, Manchester.
- Recommended action: Prioritize resource allocation and support in India, UK, and USA, as these countries are sustaining the structural uplift.



Key insights & recommendations

- A structural increase in KPI of approximately 160% marks a durable shift in business performance, with India, UK, and USA driving the gains.
- The recent window shows a tactical decline in KPI of about 6%, with losses concentrated in Munich, London, and among UK and French markets. Gains were led by Berlin, Chicago, and the USA, with Salesman_7 and Salesman_11 emerging as new top performers.
- A structural shift window reveals a sustained KPI increase of over 160%, led by India, UK, and USA, with Manchester, Lyon, and Munich as the top contributing cities. Salesman_2 and Salesman_8 joined Salesman_12 as the leading salespeople, indicating a broadening of high performance.
- During the shock interval (2023-11-05 to 2023-11-07), a short-lived spike was observed, especially in India and cities like Mumbai and Chicago, but this did not persist, suggesting the anomaly was contained to that period.
- Sales volumes rose by +160.23% (9,972,274.49) from 2023-11-05 to 2023-12-02, establishing a higher baseline.
- Baseline leaders: salesman: Salesman_12, country: USA, city: London.
- The shift included a short-lived spike from 2023-11-05 to 2023-11-07 before settling into the new plateau.
- Recent window 2024-01-25 to 2024-02-21 vs prior 2023-12-28 to 2024-01-24 shows a -6.03% pullback—cooling, not a reversal.

Recommended actions

- Prioritize resource allocation and support in India, UK, and USA, as these countries are sustaining the structural uplift.
- Monitor recent tactical declines in Munich, London, UK, and France to determine if further intervention is needed or if these are short-term fluctuations.
- Leverage the momentum of newly emerged top performers such as Salesman_7, Salesman_11, and Salesman_2 by sharing best practices across the sales team.
- **Next steps:**
- Conduct a focused review of market conditions and operational changes in India, UK, and USA to understand drivers behind the structural uplift.
- Initiate targeted diagnostics in underperforming regions and among salespeople who dropped from the top ranks to assess if tactical declines require corrective action.



Analysis in detail

1) Dataset overview

Detected type	mixed
Rows	10000
Columns	8
KPI	revenue
Date column	timestamp
Full period	2023-01-01 → 2024-02-21 (day)

2) Full-history baseline (anchor)

These tables show typical leaders and laggards over the full history.

salesman: typical leaders and laggards

Top 3 performers	KPI
Salesman_12	7,049,745.45
Salesman_18	6,911,125.84
Salesman_9	6,777,981.85

Least 3 performers	KPI
Salesman_14	5,745,886.42
Salesman_19	5,801,113.65
Salesman_15	5,853,697.44

country: typical leaders and laggards

Category	KPI
USA	26,286,748.84
UK	25,882,857.05
France	25,758,758.33
India	25,288,953.23
Germany	23,791,694.48

city: typical leaders and laggards

Top 3 performers	KPI
London	12,997,114.30
Lyon	12,959,508.96



Manchester	12,885,742.75
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Least 3 performers	KPI
Bangalore	8,123,197.09
Mumbai	8,427,142.18
San Francisco	8,623,389.63

discount_rate: typical leaders and laggards

Category	KPI
0.0	39,487,284.89
0.05	37,906,939.97
0.1	34,342,491.82
0.15	15,272,295.25



3) Recent window — what changed lately

Definition

Recent performance benchmarked against the prior slice.

Why this matters

Shows whether momentum is cooling, holding, or accelerating.

Magnitude

KPI decreased by about -6.0% (~-931,140 units), indicating a tactical move.

Key drivers

- city: gains were led by Berlin (+399,693), Chicago (+268,605), while declines were concentrated in Munich (-578,992), London (-339,285).
- salesman: gains were led by Salesman_7 (+286,301), while declines were concentrated in Salesman_9 (-524,941), Salesman_4 (-250,460).
- country: gains were led by USA (+201,729), while declines were concentrated in UK (-548,395), France (-241,166).

Interpretation

- Performance change observed in the most current window.

4) Structural shift window — sustained change

Definition

Largest sustained level change comparing pre- and post-shift windows.

Why this matters

Signals a durable change rather than short-term noise.

Magnitude

KPI increased by about +160.2% (~9,972,274 units), indicating a structural move.

Key drivers

- country: gains were led by India (+2,234,313), UK (+2,156,880), USA (+2,143,237).
- city: gains were led by Manchester (+1,442,470), Lyon (+1,176,268), Munich (+978,803).
- salesman: gains were led by Salesman_2 (+959,759), Salesman_12 (+903,835), Salesman_8 (+868,692).

Interpretation

- Shift is treated as sustained rather than transient.

5) Shock window — short-lived anomaly (daily)



Definition

Short-lived anomaly vs full-history baseline.

Why this matters

Distinguishes one-off spikes/dips from lasting change.

Interpretation

- Shock period: 2023-11-05 to 2023-11-07.
- Magnitude vs baseline: more than typical daily levels for that span.
- Peak day explanation: spike concentrated within the short window.
- Why it did not persist: returns toward baseline after the interval.

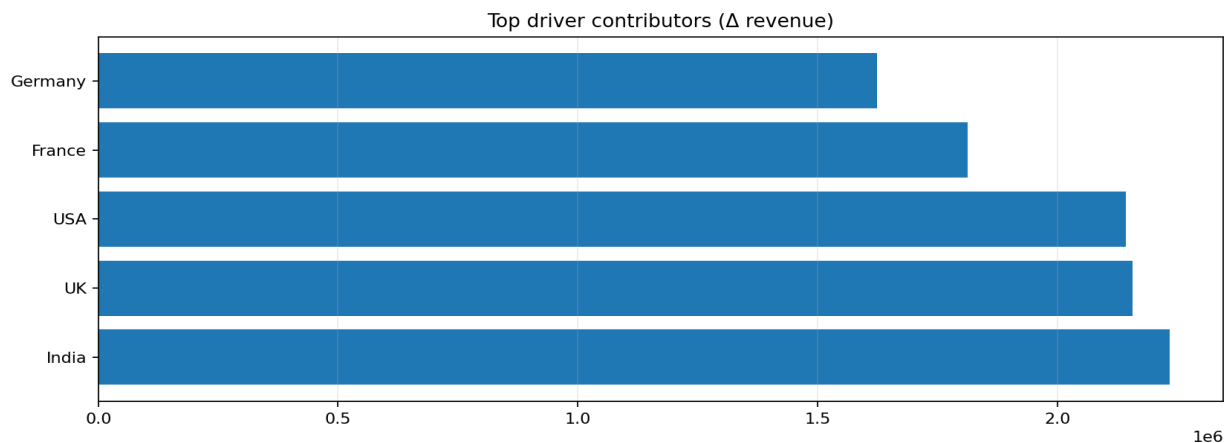


6) Charts

Chart commentary

- The chart shows a material increase in the KPI during the event window from November 5 to December 2, 2023, compared to the prior 28-day period. This shift is sustained and stands out from the usual fluctuations seen across the full period. Business leaders should focus on this interval as it marks a clear change in performance level.
- India, the UK, and the USA were the top contributors to the overall increase during the event window, each showing a substantial rise. France and Germany also contributed meaningfully, but to a lesser extent. This pattern suggests that the uplift was broad-based across major markets, rather than isolated to a single geography.
- The driver table ranks countries by their contribution to the KPI change, with India, the UK, and the USA leading the increase during the structural shift window.

Driver contribution chart (window-based)



Category	Δ (B - A)	Period A	Period B
India	2,234,312.96	1,249,070.89	3,483,383.85
UK	2,156,879.71	1,379,952.13	3,536,831.84
USA	2,143,237.00	1,216,893.44	3,360,130.44
France	1,813,174.27	1,192,636.91	3,005,811.18
Germany	1,624,670.55	1,185,170.85	2,809,841.40

Periods: A = pre-window, B = analysis window (dates per window definition).

Trend chart — question: Are we on a new level or reverting?

Conclusion: The chart shows a material increase in the KPI during the event window from November 5 to December 2, 2023, compared to the prior 28-day period. This shift is sustained and stands out from the usual fluctuations seen across the full period. Business leaders should focus on this interval as it marks a clear change in performance level.

Driver chart — question: Who moved the KPI between A and B?

Conclusion: India, the UK, and the USA were the top contributors to the overall increase during the event window, each showing a substantial rise. France and Germany also contributed meaningfully, but to a lesser extent. This pattern suggests that the uplift was broad-based across major markets, rather than isolated to a single geography.

