

Study best-selling products and purchasing patterns in a store

Introduction: This report aims to analyze customer behavior based on store sales data. We will examine best-selling products, frequent purchasing patterns

Now that we have noticed that the period of highest sales is the last 4 months of each year, where the total sales rate increases from August to September from about 800,000 to more than a million, then it begins to decline again at the beginning of the year.

During that period of each year, about 3861 products were sold in 11466 invoices to 3289 people, the highest spenders of which were from the United Kingdom.

4,858,392 units were sold in that period over two years.

UK customers buy in large quantities during the end of year months. Spending on average was higher than in other countries, purchasing 4,108,782 units.

The best-selling product during that period was (POPCORN HOLDER), with about 56,454 pieces sold in 601 invoices.

The second product that achieved sales during that period was (RABBIT NIGHT LIGHT), where about 51430 pieces were sold in 733 invoices.

It has been noted that most of the time with the purchase of PAPER CHAIN KIT 50'S CHRISTMAS, the PAPER CHAIN KIT VINTAGE CHRISTMAS is also sold together in one invoice, which was repeated 2272 times.

It was also noted that most of the time, with the purchase of ALARM CLOCK BAKELIKE GREEN, ALARM CLOCK BAKELIKE RED is also sold together in one invoice, as this was repeated 1788 times.

Conclusions: The analysis shows that the holiday season between September and December sees a significant increase in sales, especially for home decor and seasonal decorations. Customers prefer to buy coordinated sets of products, which provides an opportunity to enhance promotions by selling product bundles.

Recommendations: Based on the analysis results, it is recommended to launch promotions that include products such as “RABBIT NIGHT LIGHT” and “WOODEN STAR CHRISTMAS SCANDINAVIAN” as holiday-themed gadgets. Additionally, special offers can be tailored to repeat customers in the UK who regularly purchase during the end-of-year months.