

# Recommendations for Sales, Profitability & Performance

## Boost Off-Season Sales

- Focus on low-sales months (e.g., January).
- Launch flash sales, limited-time discounts, or gift bundles.
- Send targeted emails/notifications to past buyers.

## Maximize Seasonal Opportunities

- Prepare special campaigns for peak months (Feb, Aug) and top occasions (Anniversary, Raksha Bandhan).
- Promote top-selling products (Colors, Soft Toys, Sweets) with bundles, upsells, or gift sets.
- Use occasion-based landing pages for easy navigation and faster purchases.

## Increase Average Order Value (AOV – Average Order Value)

- Offer “Buy more, save more” or tiered discounts.
- Bundle complementary items (**Cross-Sell – selling complementary products**) to increase revenue.
- Offer free shipping above a certain purchase amount to encourage larger baskets.

## Optimize Delivery Time

- Open local warehouses or partner with 3PL near high-demand cities (Ghaziabad, Bareilly...).
- Offer express delivery for an additional fee to customers who want faster shipping.
- Monitor and optimize logistics routes; track delivery KPIs.

## Timing & Customer Engagement

- Schedule marketing pushes during peak order hours (18–21 & 5–6).
- Use personalized offers based on customer gender and past purchases.
- Retarget inactive customers with special discounts or seasonal promotions.

## Product & Inventory Management

- Ensure top-selling SKUs are always in stock, especially before peak occasions.
- Reduce slow-moving inventory by promotional discounts or clearance offers.
- Track sales trends with dashboards for fast, data-driven inventory decisions.

## **Customer Loyalty & Retention**

- Implement loyalty programs or points systems for repeat purchases.
- Encourage reviews & referrals to increase brand credibility.
- Track **RFM (Recency, Frequency, Monetary)** to reward high-value customers.

## **Profitability Optimization**

- Focus on high-margin products during promotions.
- Use **A/B Testing (comparing two versions to find the most effective campaign)** for pricing and discount campaigns to maximize net profit, not just revenue.
- Reduce returns by improving packaging and product descriptions.

## **Data-Driven Improvements**

- Continuously monitor correlations (e.g., order size vs delivery time, peak hours vs revenue).
- Adjust campaigns dynamically based on sales trends, top cities, and top buyers.