

Recommendations for Sales, Profitability & Performance

1. Focus on Top-Selling Products & Categories

- Identify the products and categories that contribute most to revenue.
- Prioritize marketing, promotions, and stock availability for these items to maximize profitability.

2. Improve Underperforming Branches

- Analyze branches with low sales or customer engagement.
- Implement targeted promotions, optimize staffing, or adjust inventory to improve performance.

3. Monitor Customer Behavior

- Track purchase patterns, repeat customers, and average order value.
- Use insights to create personalized offers and loyalty programs to increase retention.

4. Leverage Popular Payment Methods

- Identify the most frequently used payment methods.
- Ensure seamless integration and convenience for customers to reduce friction and abandoned carts.

5. Geographical Analysis for Expansion

- Analyze countries and regions with high sales potential.
- Focus marketing campaigns or distribution resources to target emerging markets effectively.

6. Enhance Brand Contribution Tracking

- Monitor which brands generate the most revenue and profitability.
- Negotiate better deals with high-performing brands and adjust strategy for underperforming ones.

7. Implement KPI-Driven Decisions

- Use KPIs such as total sales, number of customers, number of orders, and active countries to guide management decisions.
- Continuously review dashboards to detect trends, deviations, or new opportunities.