1. 🏢 Store Performance Optimization

   ☐ Problem Statement:

   Management aims to compare the revenue and operational performance of each store to identify underperforming locations. This will help in making data-driven decisions to optimize staffing, resource allocation, and overall operations across stores.

   1. Which stores are top and bottom performers in terms of revenue?
   2. Are there stores consistently underperforming across time?
   3. Is there a relationship between revenue and staffing levels?
   4. What is the average monthly revenue per store?
   5. How do weekday vs. weekend sales compare across stores?

2. Product Assortment Optimization

   ☐ Problem Statement:

   Some products are consistently low-performing in terms of sales or have high return rates, while others drive the majority of revenue. This imbalance suggests the need to optimize the product assortment by identifying top-selling and underperforming products to improve profitability and reduce overhead.

   1. What is our current Gross Profit Margin, and how has it trended over time?
   2. Which products are underperforming due to high returns or poor customer feedback?
   3. Is there a correlation between product price and return rate?

3. Customer Value Maximization

☐ Problem Statement:

The business aims to increase long-term profitability by understanding which customer segments, behaviours, and product categories drive the highest Customer Lifetime Value (CLTV). By analysing CLTV trends, loyalty program impact, and segmentation, management can prioritize marketing and retention strategies to focus on the most profitable customers and offerings.

1. What is the average Customer Lifetime Value (CLTV), and which product category drives the highest CLTV?
2. Who are our most valuable customers based on RFM segmentation?
3. Which RFM segment contributes the most to total revenue?
4. Which RFM segment contributes the most to overall profitability, and what business strategy can we recommend based on this insight?