**RETAIL ANALYSIS**

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| |  | | --- | | **SALES ANALYSIS** | | The total revenue generated by the retail business over a specific period, providing an overall view of sales performance. | | Analyse sales data by geographical regions or store locations to identify high-performing areas. | | The sales analysis data to optimize inventory levels by identifying slow-moving products and adjusting stock levels based on demand trends. | | Visualize the sales trends over different time periods, such as daily, weekly, monthly, or yearly, to identify patterns and seasonality in sales. | | Identify the periods when sales are at their peak, such as during holidays or special events. This information is crucial for planning promotions and ensuring sufficient inventory during high-demand periods. | | |  | | --- | | **PRODUCT ANALYSIS** | | Analyse product preferences across different customer segments to customize marketing messages and offers for specific target groups. | | Track the lifecycle of each product to identify when to introduce new products, discontinue underperforming ones, or make adjustments to marketing efforts. | | Evaluate the performance of different product assortments to identify successful combinations and ensure a balanced product mix | | Display customer feedback and ratings for each product category. This helps in understanding customer satisfaction and identifying areas for product improvement. | | Analyse product performance trends over time, identifying seasonal or cyclical variations in sales. | | |  | | --- | | **CUSTOMER ANALYSIS** | | This section provides insights into customer characteristics such as age, gender, location, income level, and other relevant demographics. | | Segment customers based on their buying patterns, preferences, or loyalty levels to customize marketing campaigns and improve targeting. | | Analyse customer feedback to gauge overall satisfaction and identify areas for improvement in products or services. | | Measure and track customer loyalty metrics, such as repeat purchase rate, customer retention rate, and customer lifetime value | | Analyse how often customers make purchases from the trading company, helping understand customer engagement and loyalty. | | |  | | --- | | **DEMOGRAPHIC ANALYSIS** | | Visualize the distribution of customers across different age groups to understand the company's appeal to various generations | | Analyse the proportion of male and female customers to tailor marketing efforts that resonate with each gender | | Analyse demographic data to identify new potential markets where the company can expand its reach and tailor marketing strategies accordingly. | | Use the demographic insights to create personalized and relevant marketing messages that appeal to different age groups, genders, or locations. | | Leverage demographic data to promote diversity and inclusion in marketing and product offerings, ensuring representation and appeal to diverse customer groups. | |