1. Different sales strategies should be established

Both males’ “Purchase Count” and “Total Purchase Value” are much larger than females. But the figure of “Avg Total Purchase per Person” for females is 10% higher than males.

It can be inferred that women's purchases are less price elastic than men’s do. They are more willing to spend more money on items they like. And for men, they are more inclined to buy more low-priced items within an acceptable price range.

The sales strategies for males and females should be different.

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1. Customers aged 20-24 should be listed as key sales targets.

For the age group of 20-24, their purchase figure is on the top of “Total Purchase Value”, “Purchase Count”, and “Avg Total Purchase per Person”.

Therefore, this age group should be listed as a key sales target. The company should focus on promotion which can effort on their channels.

On one hand, it can lead to a further sales increase of this age group. On the other hand, it can also extend the influence on the existing customers after their 25 to increase the sales in the senior age group.

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1. $3.5 - $4 is a more acceptable pricing range.

Even for the top 20 customers, 4 customers’ “Average Purchase Price” is greater than $4, and 7 are less than $3.5. Nearly half of customers choose to buy products with a price between $3.5-$4.

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1. Different items should be launched to attract customers' purchases.

In the top 5 items which are sorted by “Total Purchase Value” or “Purchase Count”, 3 of them are overlaps. And 2 are overlaps in the top 3 items.

It can be inferred that the total sales value and the total sales count are closely related and positively correlated.

Companies can increase sales by constantly iterating on their products.

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