Final Business Insights & Recommendations Report

# 1. Sales Performance Insights

## Top-Performing Product Categories

Insight:  
- The category contributing the highest revenue is "Accessories".  
- The top 10 SKUs alone account for a significant share of overall sales.  
  
Action:  
- Prioritize inventory and promotions for high-performing products in the Accessories category.  
- Focus marketing efforts on these high-margin, high-conversion SKUs.

## Underperforming Products

Insight:  
- More than 20 products contribute less than 5% of total revenue.  
  
Action:  
- Review and potentially discontinue underperforming SKUs.  
- Consider bundling them with high-performing products to increase visibility.

## Store-Level Sales Variance

Insight:  
- Store S003 had the lowest conversion rate (revenue per footfall).  
  
Action:  
- Investigate store performance issues such as staff training or inventory mismatch.  
- Consider optimizing the product mix at this location.

# 2. Marketing ROI Insights

## Channel Effectiveness

Insight:  
- Online campaigns showed the highest marketing ROI.  
- TV spend had the weakest correlation with actual revenue generation.  
  
Action:  
- Reduce TV spend in regions with low ROI and increase Online advertising, especially in high-performing regions.

## Regional Spend Efficiency

Insight:  
- The South region delivered the highest marketing efficiency.  
- The West region had the lowest return on marketing investment.  
  
Action:  
- Reallocate marketing budget from West to South and East regions.

# 3. Seasonal Trends & Campaign Performance

## Monthly Trends

Insight:  
- Revenue spikes significantly in November–December due to festive season.  
  
Action:  
- Scale up stock and staff by 30% during Q4 to capitalize on peak demand.

## Weekly Marketing Patterns

Insight:  
- Weeks 22–25 showed high marketing spend without a corresponding revenue spike.  
  
Action:  
- Evaluate the effectiveness of marketing campaigns during these weeks.  
- Conduct A/B testing before scaling future campaigns.

# Summary of Key Insights and Actions

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| Insight | Recommended Action |
| Top-performing category is Accessories | Promote and prioritize inventory of high-revenue SKUs |
| 20+ SKUs underperform (<5% revenue) | Discontinue or bundle slow-moving products |
| Store S003 has lowest conversion | Investigate staffing or product relevance issues |
| TV marketing has poor ROI | Reduce TV budget and invest more in Online channels |
| South region is most efficient | Shift marketing spend from West to South |
| Q4 is peak sales season | Prepare with inventory and staffing scale-up |
| Weeks 22–25 spent poorly | Audit campaigns and avoid repeating failed strategies |