

- 1) Sales Trend: Monthly sales show a recurring peak in the same quarter each year, indicating strong seasonality. Align inventory and marketing spend to this cycle to capture demand peaks and avoid stockouts.
- 2) Top-performing Regions: A small set of regions account for the majority of revenue. Prioritize these regions for upsell campaigns and consider reallocating ad budget from low-performing areas to improve ROI.
- 3) Product Concentration Risk: Revenue is concentrated among a few products. Diversify by promoting mid-tier products through bundles, discounts, or targeted promotions to reduce dependency on top SKUs.
- 4) Customer Retention Opportunity: Repeat customers drive higher lifetime value but represent a minority of transactions. Implement a retention program (e.g., loyalty, targeted email flows) to increase repeat purchase rates and CLV.