

## ANALYSIS, FINDINGS & RECOMMENDATIONS

- **The biggest market for company**

### Findings:

The analysis identifies United Kingdom, Germany, France, and Eire as the biggest markets for the company, with these countries consuming the maximum number of stocks.

### Recommendations:

1. **Market Expansion:** Focus on further expanding market presence in these key regions to capitalize on their strong demand for the company's products.
2. **Tailored Marketing:** Develop targeted marketing strategies tailored to the preferences and behaviors of customers in these markets to drive sales and enhance brand visibility.
3. **Supply Chain Optimization:** Optimize supply chain operations to ensure efficient distribution of stocks to meet the high demand in these countries and minimize stock outs.
4. **Customer Engagement:** Enhance customer engagement initiatives to build strong relationships with customers in these markets, fostering loyalty and repeat business.
5. **Competitor Analysis:** Conduct competitor analysis to understand the competitive landscape in these regions and identify opportunities to differentiate the company's offerings and gain market share.

- **Top 10 countries with lowest diversity of stock**

### Findings:

The analysis reveals that Bahrain, Brazil, Czech Republic, European Community, Lebanon, Lithuania, Malta, RSA, Saudi Arabia, and United Arab Emirates have the lowest diversity of stock, indicating lower levels of order diversity from these countries compared to others.

### Recommendations:

1. **Market Research:** Conduct market research to understand the reasons behind the lower diversity of orders from these countries. Explore factors such as cultural preferences, economic conditions, or regulatory constraints that may influence purchasing behavior.
2. **Customized Offerings:** Tailor product offerings to better align with the preferences and needs of customers in these countries. Introduce products that are more likely to appeal to the local market and address specific demand gaps.
3. **Marketing Strategies:** Develop targeted marketing strategies to increase awareness and drive demand for the company's products in these countries. Utilize localized marketing campaigns, partnerships, or promotions to attract customers and stimulate sales.
4. **Customer Engagement:** Enhance customer engagement efforts to build trust and loyalty among customers in these markets. Provide personalized customer support, offer incentives for repeat purchases, and solicit feedback to understand and address any barriers to ordering.

**5. Market Expansion:** Explore opportunities for expanding market reach beyond the current customer base in these countries. Identify potential distribution channels, partners, or market segments that may be untapped and develop strategies to penetrate these markets effectively.

- **SALES TREND ANALYSIS**

**Findings:**

The Sales Trend Analysis depicts a positive growth trend, with occasional dips observed during December, January, and February. However, sales pick up pace again in September, October, and November, experiencing significant rises during these months.

**Recommendations:**

- 1. Seasonal Adjustments:** Implement strategies to mitigate the sales dips during December, January, and February, such as offering special promotions or incentives to boost sales during slower periods.
- 2. Inventory Management:** Optimize inventory levels to ensure sufficient stock availability during peak sales months, particularly in September, October, and November, to capitalize on increased demand.
- 3. Marketing Campaigns:** Launch targeted marketing campaigns during slower months to stimulate sales and maintain momentum throughout the year.
- 4. Customer Engagement:** Enhance customer engagement initiatives during peak sales months to foster loyalty and encourage repeat purchases, contributing to sustained growth.
- 5. Competitive Analysis:** Conduct a competitive analysis to identify factors contributing to sales fluctuations and to develop strategies to maintain competitiveness in the market.

- **Countries with Top Customer Base**

**Findings:**

United Kingdom dominates with 92.88% of the customer base, followed by Germany (1.78%), France (1.60%), and EIRE (1.54%). Other countries have customer bases below 1%.

**Recommendations:**

- 1. Focus on UK Market:** Continue catering to the substantial UK customer base by offering tailored products and services to maintain loyalty and satisfaction.
- 2. Explore Growth Opportunities:** Explore growth opportunities in Germany, France, and EIRE by implementing targeted marketing strategies to increase brand awareness and attract more customers.
- 3. Expand Reach:** Develop initiatives to expand customer base in countries with less than 1% representation, considering factors such as cultural preferences and market potential.

**4. Customer Retention:** Implement customer retention strategies across all markets to ensure satisfaction and encourage repeat business, contributing to sustained growth and profitability.

**5. Data Analysis:** Regularly analyze customer demographics and preferences to adapt strategies and offerings according to evolving market trends and customer needs.

- **Top 10 popular items across world**

**Findings:**

The visualization reveals that stock codes 85099 and 11111 are the most popular items worldwide, indicating high demand for these products across various regions.

**Recommendations:**

- 1. Inventory Management:** Ensure sufficient stock availability of items with stock codes 85099 and 11111 to meet the high demand and prevent stock outs.
- 2. Marketing Strategies:** Develop targeted marketing campaigns to promote these popular items and capitalize on their popularity to drive sales and revenue.
- 3. Product Bundling:** Consider bundling complementary products with stock codes 85099 and 11111 to increase their attractiveness and encourage customers to make additional purchases.
- 4. Customer Engagement:** Enhance customer engagement initiatives related to these popular items, such as providing personalized recommendations or offering exclusive discounts, to foster loyalty and repeat business.
- 5. Supply Chain Optimization:** Optimize supply chain operations to streamline the procurement and distribution process for items with stock codes 85099 and 11111, ensuring timely delivery to customers and maximizing sales potential.

- **Top 10 Revenue Contributors**

**Findings:**

The analysis identifies the top 10 stock codes that generated the maximum revenue worldwide, with stock code 22423 leading the list, followed by 85099 and 47566. These stock codes contribute significantly to the company's overall revenue.

**Recommendations:**

- 1. Focus on Top Sellers:** Allocate resources and attention to the top-performing stock codes, such as 22423, 85099, and 47566, to maintain their sales momentum and capitalize on their revenue-generating potential.
- 2. Marketing Strategies:** Develop targeted marketing campaigns to promote the top-selling products and increase their visibility among customers, driving further sales and revenue.
- 3. Inventory Management:** Ensure adequate stock availability for the top 10 stock codes to meet customer demand and prevent stock outs, optimizing inventory levels to maximize sales opportunities.

**4. Product Bundling:** Explore opportunities for bundling complementary products with the top-selling items to enhance their attractiveness and encourage larger purchases, boosting overall revenue.

**5. Customer Insights:** Analyze customer preferences and purchasing behavior associated with the top-selling stock codes to identify opportunities for product enhancements or additional offerings that align with customer needs and preferences, further driving revenue growth.

- **Top Selling Products by Volume**

**Findings:**

The analysis identifies the top 10 stock codes sold in maximum quantities worldwide, with stock code 85099 leading the list, followed by 85123 and 84077. These stock codes represent the products with the highest volume of sales globally.

**Recommendations:**

**1. Inventory Management:** Ensure ample stock availability for the top 10 stock codes to meet the high demand and prevent stock outs, optimizing inventory levels to maximize sales opportunities.

**2. Marketing Strategies:** Develop targeted marketing campaigns to promote these top-selling products and increase their visibility among customers, driving further sales and revenue.

**3. Supply Chain Optimization:** Streamline supply chain operations to ensure efficient procurement and distribution of the top-selling products, minimizing delays and enhancing customer satisfaction.

**4. Product Bundling:** Explore opportunities for bundling complementary products with the top-selling items to enhance their attractiveness and encourage larger purchases, boosting overall sales volume.

**5. Customer Insights:** Analyze customer preferences and purchasing behavior associated with the top-selling stock codes to identify opportunities for product enhancements or additional offerings that align with customer needs and preferences, further driving sales growth.

- **Sales by Day Analysis**

**Findings:**

The Sales by Day Analysis reveals that Thursday has the highest percentage of total sales at 19.17%, followed by Tuesday (18.79%) and Monday (17.55%). Saturday registers the lowest sales percentage at 0.00%.

**Recommendations:**

**1. Optimize Promotions:** Allocate resources and promotions to peak sales days like Thursday, Tuesday, and Monday to maximize revenue potential.

**2. Enhance Weekend Sales:** Investigate reasons for low sales on Saturdays and implement strategies such as special promotions or events to boost weekend sales.

**3. Adjust Inventory:** Adjust inventory levels based on sales patterns to ensure sufficient stock availability on high-demand days and avoid overstocking on low-demand days.

**4. Customer Engagement:** Leverage insights from sales data to tailor customer engagement efforts, such as targeted marketing campaigns or loyalty programs, to drive sales on all days of the week.

**5. Continuous Monitoring:** Regularly monitor sales performance by day and adjust strategies accordingly to adapt to changing market dynamics and consumer behavior.

- **Year-on-Year sales growth**

**Findings:**

Total sales in 2011 significantly increased by 1101.51% compared to 2010.

**Recommendations:**

**1. Analysis:** Investigate factors driving the substantial sales growth in 2011 to replicate successful strategies.

**2. Forecasting:** Utilize sales data trends to develop accurate forecasts for future planning and resource allocation.

**3. Strategy Alignment:** Align business strategies with market trends to sustain growth and capitalize on opportunities.

**4. Customer Engagement:** Enhance customer engagement initiatives to retain and attract more customers, further boosting sales.

**5. Continuous Improvement:** Continuously monitor sales performance and adapt strategies to maintain positive growth trajectory.