Dear Manager,

I am pleased to inform you that I have completed the analysis of the sales data for one of our retail clients, and I'm excited to share some insightful findings that could benefit our client's business.

By examining the trends in daily sales, focusing on customer types and their preferred product categories, I have gathered some noteworthy observations:

• The majority of sales, accounting for £31,000 or 21% of the total sales, were made by customers who were not subscribed to any of our membership plans, such as Gold, Premium, Basic, or Standard.

• Cash payment emerged as the overwhelmingly preferred method of transaction, constituting nearly 68% of all transactions. Surprisingly, digital payment methods like e-wallets were underutilized, while customers showed a slight preference for debit cards over credit cards. This trend was consistent across both members and non-members.

• In terms of product categories, kitchen items, particularly utilities, garnered the highest sales. In the food category, meat and seafood witnessed significantly higher sales compared to fresh produce like fruits and vegetables. Conversely, condiments and spices recorded the lowest sales, occupying the bottom of the sales chart.

Building upon these insights, I propose the following recommendations to further enhance sales:

• We should reassess the benefits offered in our subscription plans to make them more appealing. The fact that 21% of customers opted not to apply for membership suggests a potential loss in revenue and valuable customer data.

• The prevalence of cash transactions raises concerns regarding the adoption of digital payment methods. Introducing enhanced benefits such as cashback and membership points could incentivize customers to embrace digital payments, which are often perceived as more secure and traceable.

• While fresh food products may not contribute significantly to total sales value, they exhibit high sales volume. Therefore, it is crucial to include additional data on the cost and manufacturing price of these items. This will provide a more comprehensive understanding of the actual profit margins derived from these products, as total sales price alone does not account for cost price.

I have attached the relevant visualizations below for your reference.

Best regards,

Ayush Shashinath Jha

