

## Memo: Data Analysis Request for Business Optimization



**To:** Data Analytics Team

**From:** Speedle Management

**Subject:** Business Problem Analysis for Optimizing Performance

Dear Team,

As part of our ongoing efforts to enhance operational efficiency and business performance across our bike store chain, we request your support in addressing the following key business challenges. Your analysis and insights will play a crucial role in guiding our strategic decisions.

1. **Sales Performance by Store:** Identify the top-performing stores based on total revenue and units sold to help us allocate resources more effectively.
2. **Customer Segmentation:** Classify customers based on spending patterns and purchase frequency, allowing us to tailor our marketing and customer engagement strategies.
3. **Inventory Optimization:** Review stock levels to identify low stock and high-demand products across our stores. This will help us improve inventory management and product availability.
4. **Employee Performance:** Assess the performance of store staff by evaluating their contribution to sales and order fulfillment to support staff development and reward programs.
5. **Discount Impact on Sales:** Analyze how discounting strategies are affecting sales volume and revenue, helping us optimize our pricing models.
6. **Interactive Reporting Dashboard:** Develop an interactive reporting dashboard that includes insights on sales, product performance, team contributions, and relevant data information about Speedle. This dashboard should be easily accessible to stakeholders for informed decision-making.

Please prioritize these analyses and provide actionable insights with data-backed recommendations. Your work is essential to the continued success and growth of Speedle.

Best regards,  
Speedle Management