EXECUTIVE SUMMARY: KEY INSIGHTS & RECOMMENDATIONS

Key Insights

The dataset reveals a balanced customer base with nearly equal gender representation (1,016 females, 984 males). A significant portion of customers are seniors, with notable peaks in the 75–93 age range, indicating strong engagement with older demographics. Sales have grown steadily from 2019 to 2023, reaching 12K–14K units annually, demonstrating successful market expansion. However, 15% of returns are labeled "Unknown," suggesting a need for better tracking.

Home appliances and toys dominate sales, with 1,523 and 1,445 units sold respectively, while electronics and fashion command higher price points. Underperformers include plush toys and niche books. Customer behavior analysis shows minimal influence of credit scores or income on purchases, implying broad affordability. A small group of high-value customers (likely B2B or repeat buyers) contributes disproportionately, with annual purchases of 1,300–2,100 units.

Actionable Recommendations

- **Marketing**: Launch senior-focused campaigns (e.g., discounts for customers aged 75+). Promote underperforming products through bundling (e.g., "Buy a microwave, get a free book").

- **Sales**: Introduce tiered loyalty programs for top spenders. Improve return tracking with post-purchase surveys.

- **Product & Pricing**: Expand premium electronics/fashion lines with limited-time offers. Negotiate bulk discounts for toys/books to enhance margins.

Conclusion

To sustain growth, the business should capitalize on high-performing categories (appliances, toys) while addressing gaps in returns and underperforming products. Strengthening customer retention and senior outreach will be key to long-term success. The recommendations prioritize actionable, data-driven strategies to maximize revenue and customer satisfaction.