**Executive Report**

**1. Overview**

This report summarizes the findings from the analysis of sales, customer behavior, and marketing performance data for the period from **February 10, 2025**, to **March 12, 2025**. The goal was to identify key trends, performance metrics, and areas for improvement to drive better business outcomes.

**2. Key Insights**

**2.1 Sales Performance**

* **Online Store Dominance**: The Online Store is the primary driver of sales, contributing **93.5%** of total sales. However, it also experienced significant returns, which negatively impacted on net sales.
* **Released COD Form**: This channel underperformed, contributing only **6.5%** of total sales. Its gross sales were **9,193, but high returns reduced net sales to 9,193, but *high returns reduced net sales to* 3,597**.

**2.2 Sales Performance by Product**

* High sales volume but high returns for the Multifunctional 3-in-1 Vegetable Chopper and Multifunctional Rotatory Vegetable Slicer, indicating potential quality or expectation gaps.
* Stable and low-return products like the 900ml Garlic Press suggest a loyal niche market.
* Portable Electric Mini Juicer had **a 100%** return rate, requiring urgent action (e.g., better descriptions, improved product quality).

**2.3 Sales Trends**

* **Volatility in Sales**: Daily sales showed significant fluctuations, with some days (e.g., **March 4, 2025**) performing exceptionally well, while others (e.g., **February 17, 2025**) had negative net sales due to high returns.
* **Peak Sales Period**: The highest sales were recorded on **March 4, 2025**, with **7 orders** and **$7,895** in net sales.

**2.4 Bounce Rate**

* **High Bounce Rate**: The average bounce rate was **85%**, with a peak of **100%** on **March 12, 2025**. This indicates that most visitors left the site without engaging, suggesting potential issues with website usability or content relevance.

**2.5 Conversion Rate**

* **Low Conversion Rates**: The overall conversion rate from sessions to completed checkouts was **2%**, with a peak of **6%** on **March 3, 2025**. Many customers abandoned the checkout process, indicating potential friction in the user experience.

**2.6 Customer Behavior**

* **Cart Abandonment**: Out of **56 sessions with cart additions**, only **23 sessions completed checkout**, resulting in a **59% drop-off rate**. This suggests that customers are adding items to the cart but not finalizing purchases, possibly due to high shipping costs, complicated checkout processes, or lack of payment options.

**2.7 Order Trends**

* **Average Order Value (AOV)**: The AOV ranged between **999 *and* 1,599**, with some days showing higher values due to larger orders.
* **Returns Impact**: Returns significantly impacted net sales, with several days showing negative net sales due to high return volumes.

**2.8 Marketing Effectiveness**

* **Facebook Leads**: Facebook was the most effective marketing channel, generating **36 orders** and **$26,431** in total sales.
* **Instagram and TikTok**: These channels contributed to sales but were less effective compared to Facebook.
* **Direct Traffic**: Direct traffic and Shopify referrals had a minimal impact on sales.

**2.9 Geographical Insights**

* **Pakistan Dominates**: Most sessions came from **Pakistan**, with **Karachi** and **Lahore** being the top cities.
* **Limited International Reach**: International traffic was minimal, with only a few sessions from the **United States**, **Singapore**, and other countries.

**3. Recommendations**

1. **Improve Online Store Performance**:
   * Address the high return rate by improving product descriptions, images, and customer support.
   * Offer flexible return policies to reduce friction for customers.
2. **Optimize Checkout Process**:
   * Simplify the checkout process to reduce cart abandonment.
   * Offer multiple payment options and ensure the website is mobile-friendly.
3. **Reduce Bounce Rate**:
   * Improve website speed, usability, and content relevance to engage visitors better.
   * Use targeted pop-ups or offers to encourage visitors to explore the site further.
4. **Enhance Marketing Efforts**:
   * Focus on Facebook as the primary marketing channel but also explore ways to improve the effectiveness of Instagram and TikTok.
   * Invest in retargeting campaigns to bring back customers who abandoned their carts.
5. **Expand International Reach**:
   * Explore opportunities to increase traffic from international markets, particularly the United States and Singapore.
   * Localize marketing campaigns to appeal to international audiences.
6. **Monitor Returns**:
   * Analyze the reasons for high returns and take corrective actions, such as improving product quality or offering better sizing guides.
7. **Optimize Product Sales Performance:**
   * To improve sales performance, reduce high return rates by addressing product quality issues, improving descriptions, and enhancing customer support. Boost high-performing products like the Multifunctional 3-in-1 Vegetable Chopper through bundling, discounts, and targeted promotions.
   * Optimize pricing strategies by testing discount effects and adjusting for maximum profitability.

**4. Conclusion**

The analysis highlights the strong performance of the **Online Store** but also reveals significant challenges, including **high bounce rates, low conversion rates, and high return volumes**. By addressing these issues and optimizing marketing efforts, the business can **improve customer engagement, increase sales, and reduce returns**. The focus should be on **enhancing the user experience, expanding international reach, and leveraging the most effective marketing channels** to drive growth.

To further improve **sales performance**, the business must **reduce high return rates** by addressing **product quality issues, improving descriptions, and enhancing customer support**. **Boost high-performing products** like the **Multifunctional 3-in-1 Vegetable Chopper** through **bundling, discounts, and targeted promotions**. **Optimize pricing strategies** by testing **discount effects** and adjusting for **maximum profitability**. Implementing these strategic improvements will **drive sustainable growth and long-term success**.