

# Business Insights & Recommendations

Project Name - End-to-End Retail Performance and  
Behavioral Analytics

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# Sales Performance Overview

## 1. Seasonal Trends

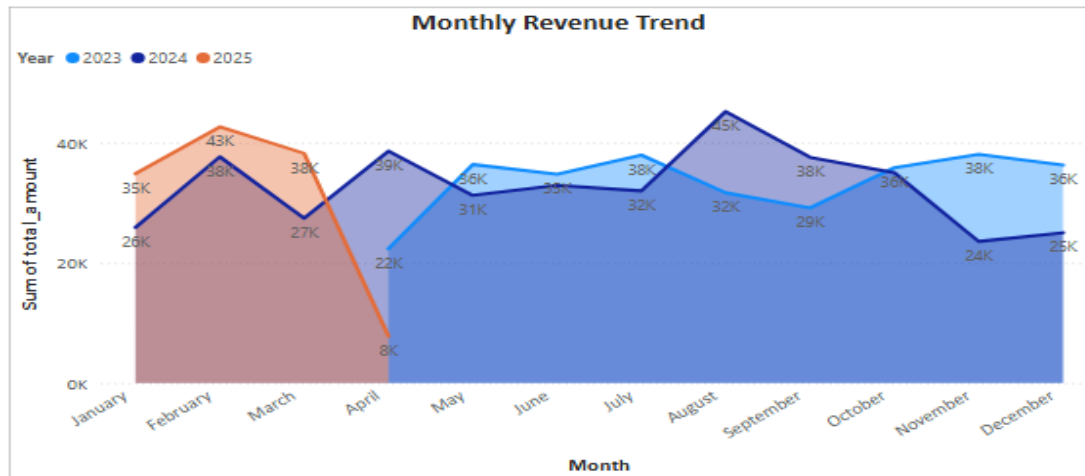
- Revenue consistently **peaks in February–March** across all years.
- 2025 recorded the **highest revenue of ~43K in Feb**, confirming this as the prime season for demand.

## 3. Sustained Performance

- Post-March, 2023 and 2024 revenues stabilize with minor fluctuations, suggesting a reliable customer base outside peak months.

## 4. Channel Performance

- **In-store sales dominate** overall revenue.
- Among the **top 5 selling products, 3 are store-driven**, proving the continued strength of brick-and-mortar channels.



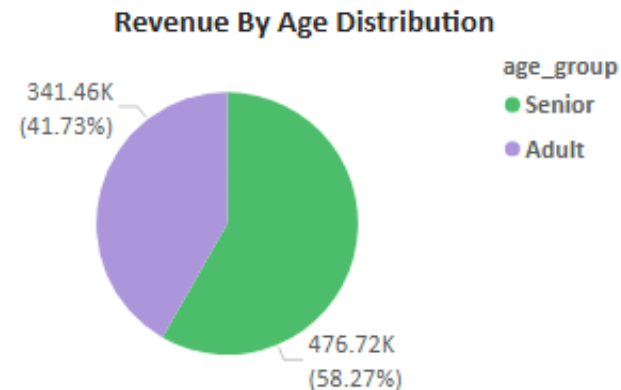
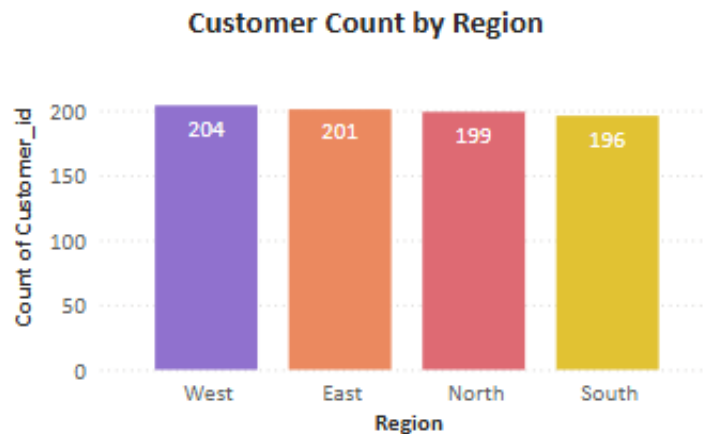
# Customer Segmentation & Insights

## 1.Customer Distribution:

- Customer distribution across regions is fairly balanced, with **West (204)** slightly leading, followed by East (201), North (199), and South (196).
- No major regional concentration, meaning the business has a **well-spread customer base across regions**.

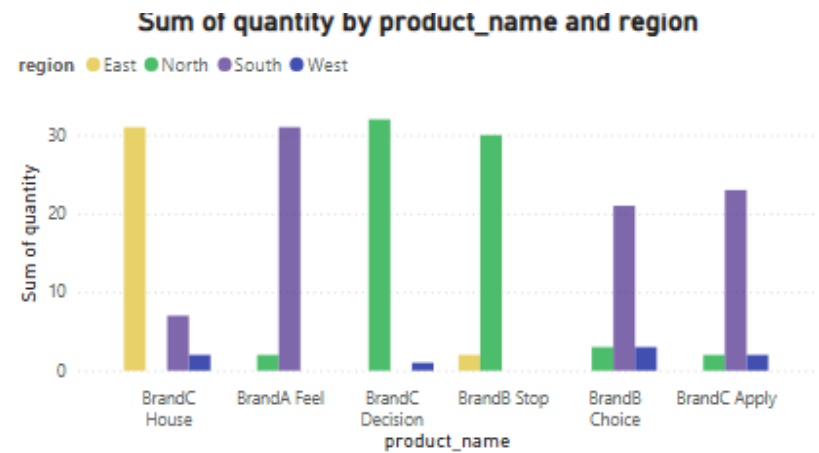
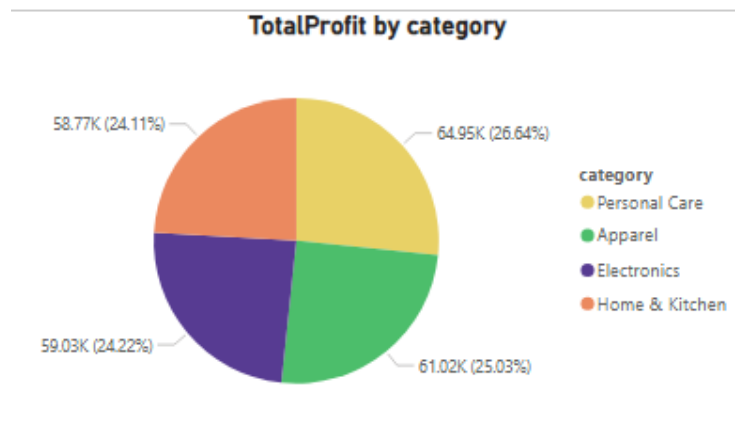
## 2.Revenue and Customer Demographics:

The **Senior age group** is a crucial segment for the business. They make up a larger portion of the customer base and, more importantly, are responsible for generating the majority of the revenue (476.72K, or 58.27% of total revenue).



# Product & Category Analysis

- Profit contribution is **fairly balanced** across all categories.
- No single category dominates — this indicates a **diversified profit base** and low risk from overdependence on one category.
- Apparel and Personal Care are marginally stronger, suggesting scope to increase profits.
- BrandA Feel, BrandC Apply, BrandC Decision, and BrandB Stop show strong demand in the North and West, highlighting these as key growth regions.



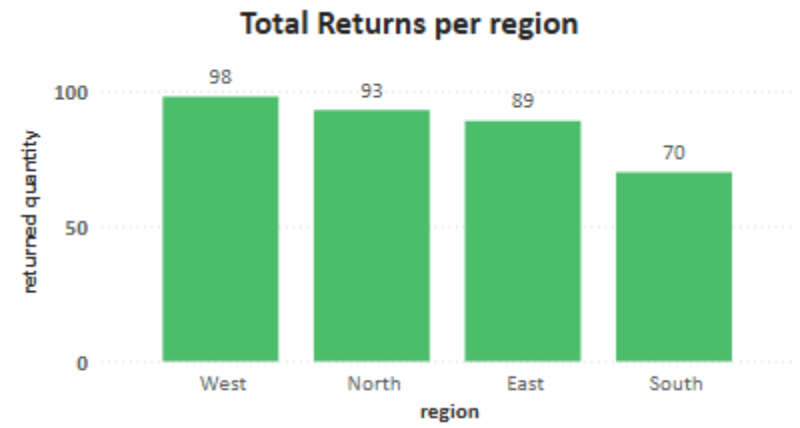
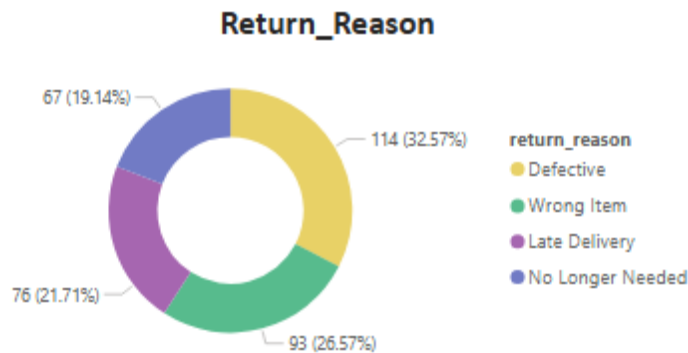
# Return Behavior Patterns

- **Defective Products are the Leading Return Reason:**

An analysis of return reasons indicates that "**Defective**" is the primary cause, accounting for 32.57% of all returns. This suggests an urgent need to review and enhance quality control protocols, particularly for products with high return rates.

- **Regional Return Discrepancies:**

The **West region** has the highest number of **returns at 98**. It is recommended to investigate whether this is a result of higher sales volume in that region or due to specific logistical or product quality issues unique to the West.



# Executive Summary

- **Enhance customer loyalty:**

We need to develop programs to increase repeat purchases and customer retention.

- **Engage Adults:**

Though fewer, adults contribute strongly — targeted marketing here can unlock growth.

- **Balanced Category Portfolio:**

Since profits are evenly distributed, the company can continue investing across categories without major risk.

- **Address High-Return Categories:**

Focus on reducing the return rate for the Personal Care category, as it is the highest performing .

- **Investigate Defective Products:**

Since "Defective" is the leading reason for returns, a priority should be to investigate the quality control process for top-returned products.

THANK YOU