Shopify Sales & Customer Analysis And Recommendations Report

# Insights & Recommendations

## 1. Sales Performance Insights

* Insight:
* Total revenue reached $4.6M, with an average order value of $618.89.
* The subtotal mean is $562.63, and transactions are heavily right-skewed, indicating a few large orders drive a significant portion of revenue.
* Peak sales day was Day 24, generating $683,843 in net sales.
* Recommendation:
* Focus marketing and promotional efforts around high-sales periods and replicate campaigns used on peak days.
* Consider implementing order value incentives (e.g., free shipping or discounts above $600) to encourage larger cart sizes.

## 2. Customer Behavior Insights

* Insight:
* Repeat customer rate is ~46% with 2039 repeat customers out of 4431 total.
* Purchase frequency is 1.68, suggesting customers make 1–2 purchases on average.
* Lifetime value (LTV) per customer is $943.60.
* Recommendation:
* Introduce loyalty or referral programs to incentivize repeat purchases.
* Target single-order customers (2392) with personalized follow-up campaigns to move them into repeat segments.

## 3. Product & Category Insights

* Insight:
* Running Shoes and Tennis Shoes are top sellers, contributing significantly to overall revenue.
* Product prices are clustered around $537.13, with minimal price variance in standard orders.
* Recommendation:
* Focus inventory and ad budgets on top-selling categories.
* Test higher price points with premium bundles or upsells, given customer comfort with ~$600 order values.

## 4. Tax & Pricing Structure Insights

* Insight:
* Average tax per order is $56.26, with values mostly ranging between $45–$70.
* The consistency in tax levels shows pricing stability, although some high outliers exist.
* Recommendation:
* Ensure tax configurations are optimized across regions to avoid overcharging.
* Explore tax-included pricing display options to improve conversion for tax-sensitive buyers.

## 5. Time-Based Sales Patterns

* Insight:
* Peak purchasing hours are between 10 AM – 3 PM, as observed from hourly sales trend analysis.
* Recommendation:
* Schedule email campaigns and ad delivery to align with peak browsing times to maximize conversions.
* Run limited-time flash deals during non-peak hours to smooth demand.

## 6. Regional & Payment Gateway Analysis

* Insight:
* Manual payments and gift cards together contribute over 76% of revenue.
* Top-performing regions: California, Texas, Florida; cities: Washington, Houston, New York.
* Recommendation:
* Expand logistics and delivery coverage in top-performing cities and provinces.
* Promote alternative payment options more aggressively, especially gift cards which are underutilized despite high value.