Sales Analysis and Recommendations Report

■ Executive Summary

The analysis of **RIWI Sport's** sales data reveals clear behavioral patterns among customers and product categories. The **Training** category leads in total revenue, while **Running** shows significant price variability, indicating segmentation potential between budget and premium consumers. Customer spending also varies by city: higher-income cities not only generate more sales but also show a higher **Average Order Value (AOV)**, suggesting that product type and purchasing power are geographically correlated.

Overall, RIWI Sport demonstrates a diverse customer base and a broad product offering, with opportunities to enhance revenue through segmentation, dynamic pricing, and regional marketing strategies.

■ Key Performance Indicators (KPIs)

KPI	Description	Result (Example / Expected)
Average Order Value (AOV)	Mean customer spend per order	$125.40
Median Spend per Customer	Typical spending behavior	$118.00
Mode of Spend per Customer	Most frequent spending range	$100–$110
Price Variability (Running)	Std. deviation of prices in Running products	High ($\sigma \approx 75.3$)
Top 5 Categories by Revenue	Ranked by total sales	Training, Running, Outdoor, Yoga, Accessories
Top 5 Products by Quantity Sold	Units sold	T-Shirt Basic, Training Shoes, Running Shorts, Yoga
Top Cities by Revenue	Regional contribution	Bogotá, Medellín, Cali, Barranquilla, Cartagena

Insight

After analyzing total sales and price dispersion across categories, it was observed that the **Training** category concentrates the highest total revenue, while **Running** shows the greatest price variability (high standard deviation). This suggests that Running products range from affordable options to high-end items, attracting different customer segments. Additionally, cities with higher total revenue also exhibit a higher average ticket, reinforcing the idea that customer spending is related to the predominant product types in each local market.

Recommendation

Segment the **Running** category into two product lines:

• **Basic Line:** focused on entry-level products, offering volume discounts or combo deals.

• **Premium Line:** positioned as aspirational, with training bundles and exclusive benefits.

Furthermore, cities with **lower average tickets** should receive price-focused campaigns (discounts and combos), while those with **higher spending** should be targeted with value-added strategies (premium products, loyalty programs, or experiential offers).