

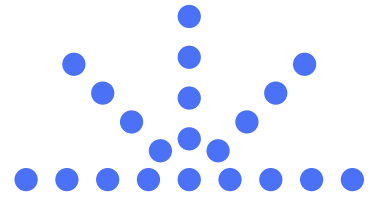
Transforming Sales Data

Lufemage Data Core

A Data-Driven Prototype for Sales & Opportunity Analysis



Project Objective & Scope

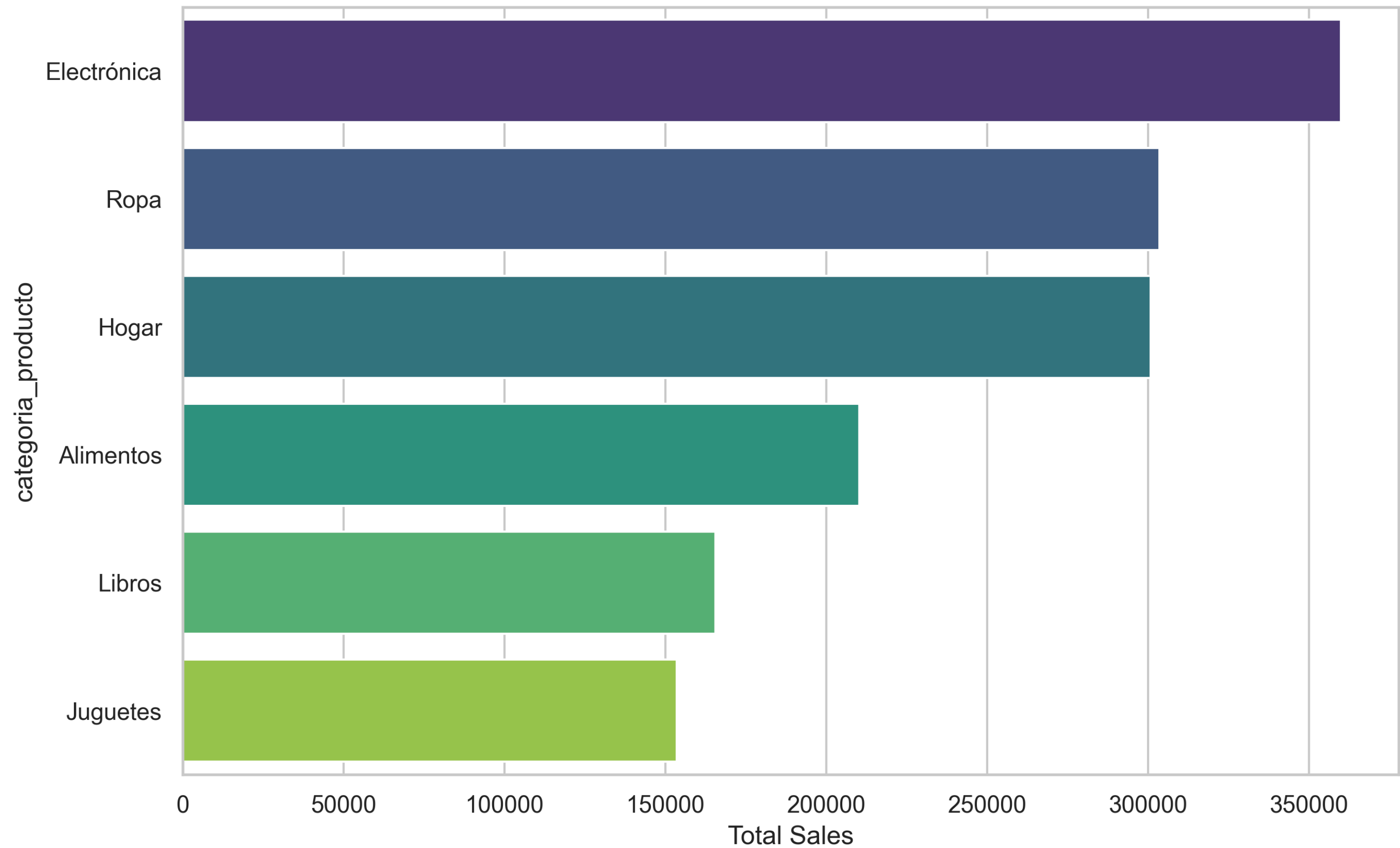
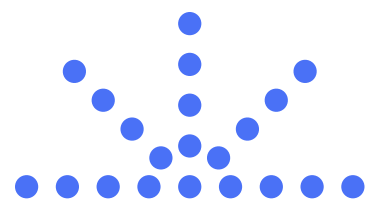


Transforming raw sales data into actionable insights for growth

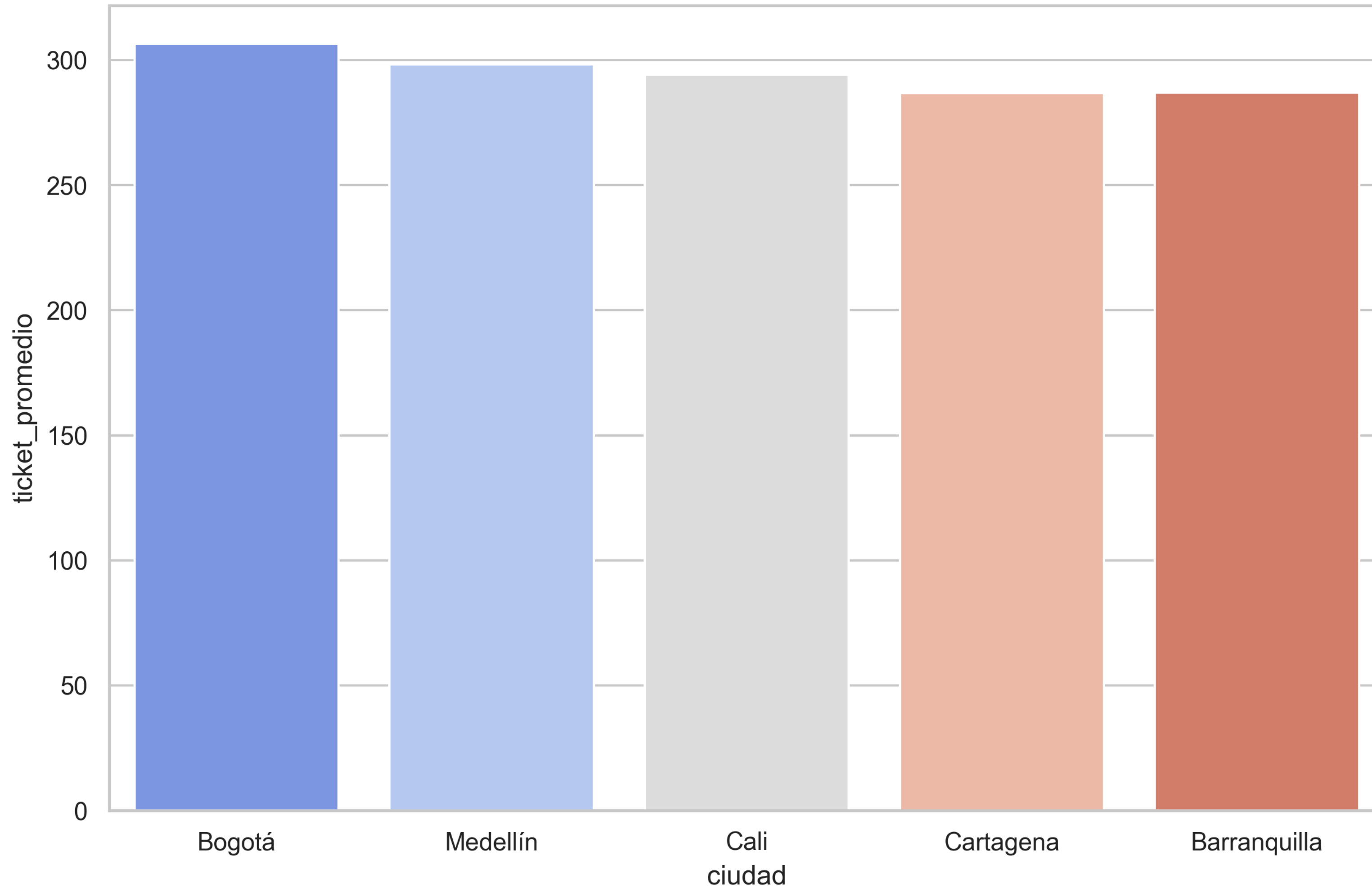
The primary aim is to convert **raw sales data** into a comprehensive analysis that drives business intelligence. By meticulously analyzing a dataset of 5,000 realistic sales transactions, we will identify key trends and provide actionable recommendations to foster sustainable business growth and enhance strategic decision-making.

Finding #1: Technology is Our Core Revenue Driver

The 'Electronics' category is the backbone of our sales, accounting for ~25% of total revenue. This positions us as a tech-focused company in the eyes of our customers.



Average Ticket by City

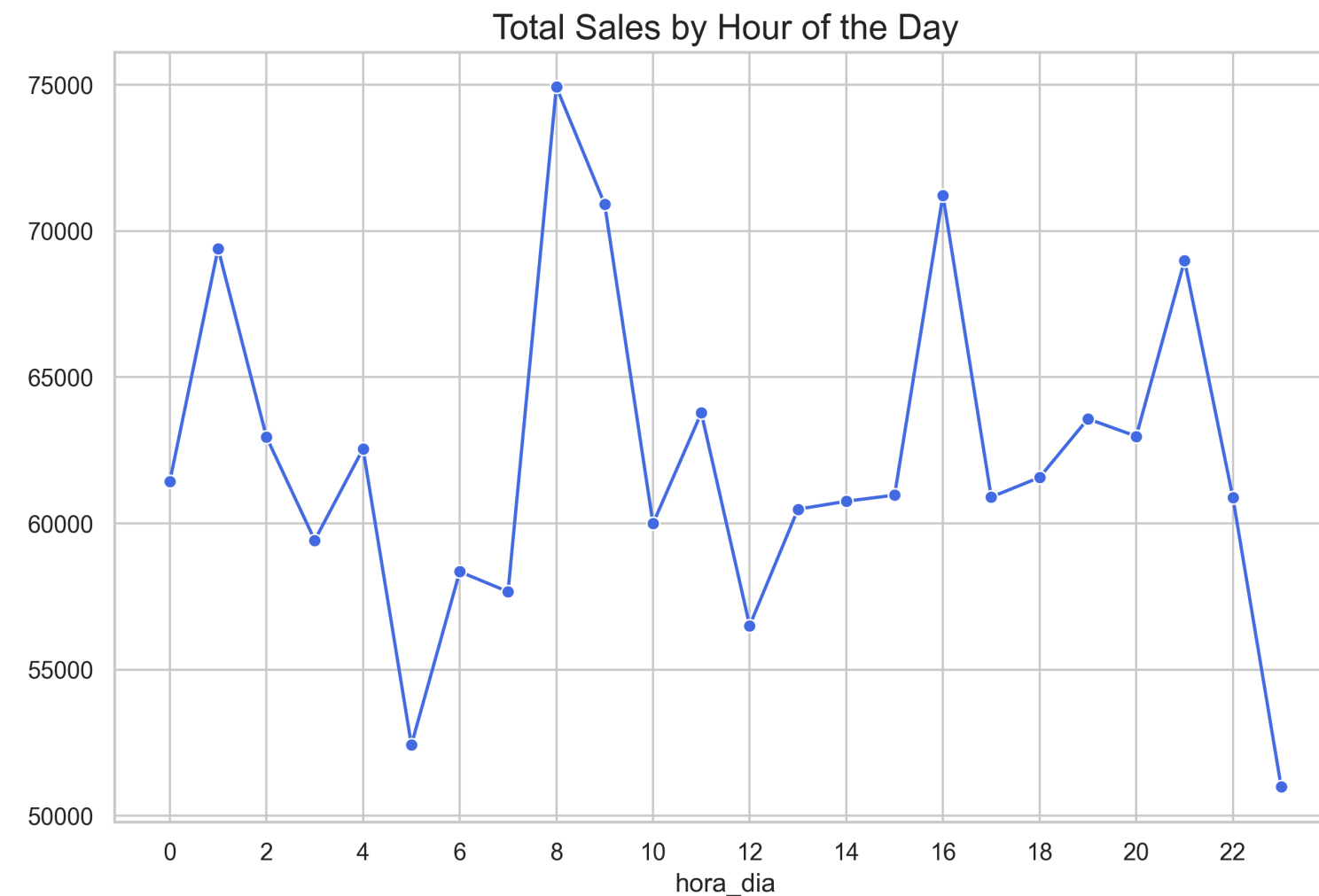
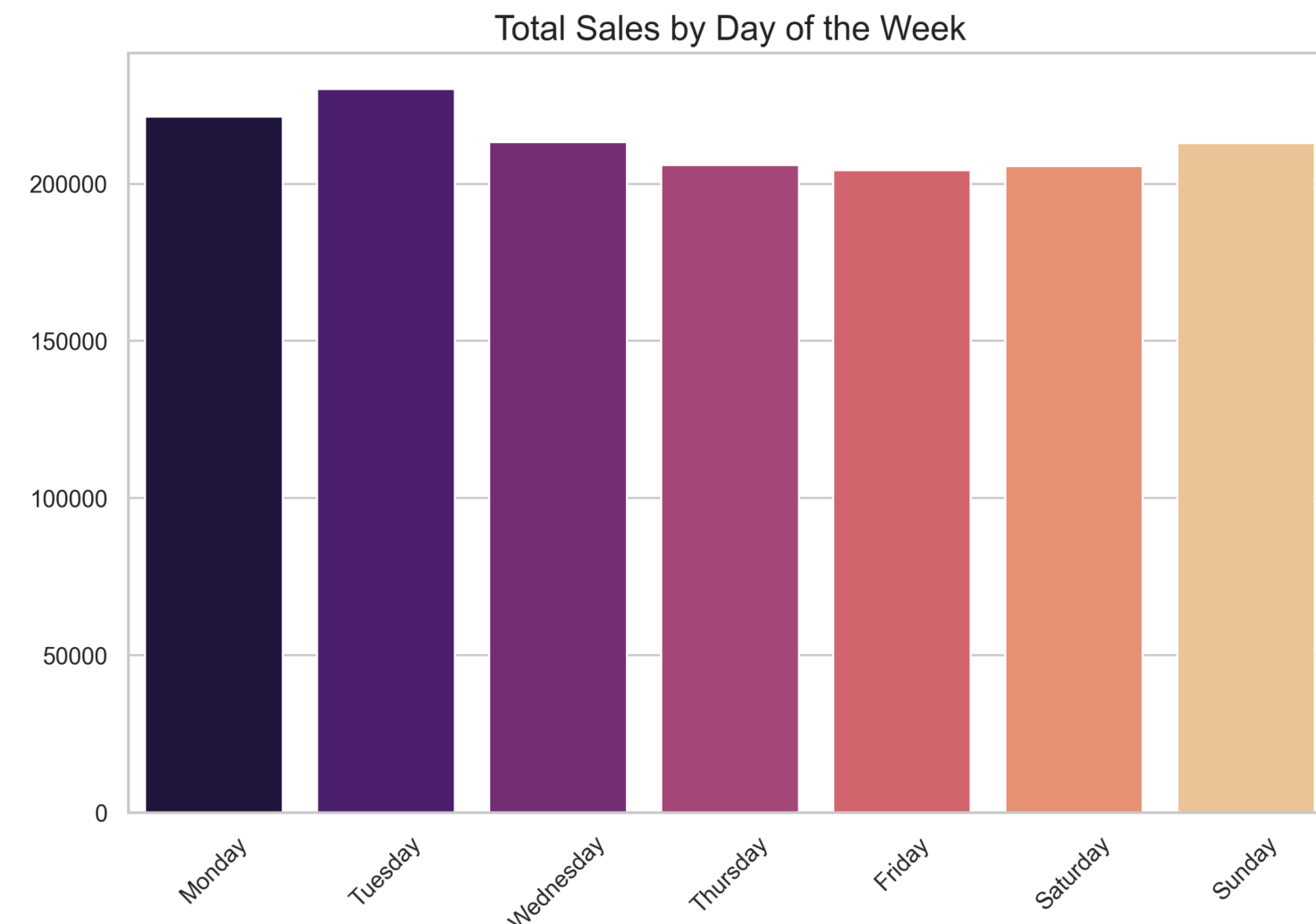
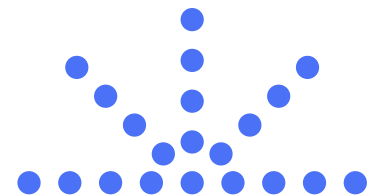


Finding #2: Consistent Customer Value Across All Markets

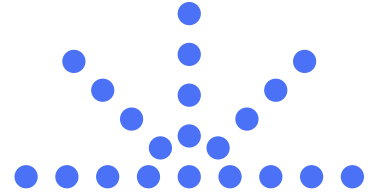
A customer's average spend per transaction is remarkably consistent, regardless of the city. This suggests that our core business challenge isn't low customer value in smaller markets, but rather customer acquisition and market penetration.

Finding #3: Customers Exhibit Clear "Golden Hour" Patterns

A strong purchasing rhythm exists: sales peak on Friday and Saturday afternoons (2 PM -6 PM). Customer activity is predictable and highly concentrated.



Who is Our Core Customer?



Urban & Tech-Savvy

Our core customers are **predominantly urban dwellers**, showing a strong affinity for electronics and technology, reflecting their **modern lifestyles** and preferences.

Digitally Native

This demographic prefers seamless digital interactions, showcasing a clear preference for **efficient payment methods** like credit cards and PSE for their transactions.

Weekend-Oriented Planner

They exhibit a tendency to plan purchases around weekends, often making their **major buys** on Fridays and Saturdays, maximizing shopping trips.

From Insight to Action: Strategic Recommendations

Leveraging data insights for targeted business growth

To capitalize on identified opportunities, we propose three actionable recommendations. Each strategy is designed to enhance revenue potential while addressing customer behaviors and preferences. Implementing these steps will be crucial for sustained growth in the competitive market.

DOUBLE DOWN on Electronics

Initiate a hyper-targeted marketing campaign focused on the Electronics category in Bogotá to maximize return on investment and reinforce market leadership.

OPTIMIZE Marketing Timing

Schedule email and social media campaigns on Thursday afternoons to effectively capture and engage customers during their peak buying times leading into the weekend.

PRIORITIZE Digital Payment Experience

Conduct a thorough technical audit of the credit card checkout process to minimize friction for customers, thereby reducing cart abandonment and preventing lost sales opportunities.