

Retail Sales Insights

- Total revenue reached €455 million
- Approximately 3 thousand units of products were sold
- The business served around 1 thousand unique clients
- The 35–50 and 50+ age groups generate the highest profit
- Female customers dominate overall sales volume
- May is the most profitable month, while September shows the lowest sales
- The Clothing category accounts for the highest number of products sold

Business Recommendations

- Reward the top 50 highest-spending clients by sending appreciation or loyalty offers
- Provide personalized product recommendations based on previous purchases to increase repeat sales
- Review the male product assortment, as sales are dominated by female customers - the assortment for males may need optimization or expansion
- Analyze seasonal product performance, as seasonality appears to influence sales trends
- Focus marketing efforts on the 35–50 and 50+ age groups, as they contribute the most to total revenue