

Hey! I'm so hyped for finally throwing light on some insights for our business numbers and data lately. It's like piecing together a gigantic puzzle, and those engagements surely taught me something interesting.

The first piece of pie that made me start roaring was the shared location where our sales are levitated. It's somewhat funny, right? Most of the sales are happening from one high high-successful area that strongly signals the presence of magnificent ads up there. However, it just strikes me: We're missing out on tons of other potential mates from far off! It's like throwing an awesome party while only inviting from your one neighborhood; wouldn't it be great to extend our groovy message to those several areas?

The thing that never failed to impress me was looking at what everything costs. This is crazy: More than half of our items (and I'm saying lots of items) are selling between \$10 and \$50, which fills in the gap nicely! It's almost like we stumbled upon it by accident! But maybe we should be offering a little more in that price range, which is where everything is recognized that brings a smile to our customer's faces. Like when you find out from the crowd that everyone just loves chocolate chip cookies. So, now you make sure there is always a ready supply of them!

And I have my heart touched about the super-loyal customer base that we are blessed to have! The top 10 customers, they are like lifelong, forever-best friends! They buy so much, and it screams that much love they hold for shopping with us. Now here's what crossed my mind: What if we create something special only for them? Like some fabulous kind of loyalty program for these great customers, with really valuable treatments? This will be like having a VIP club, feeling special.

"Most of our products tend to lie on one side of the price spectrum;"