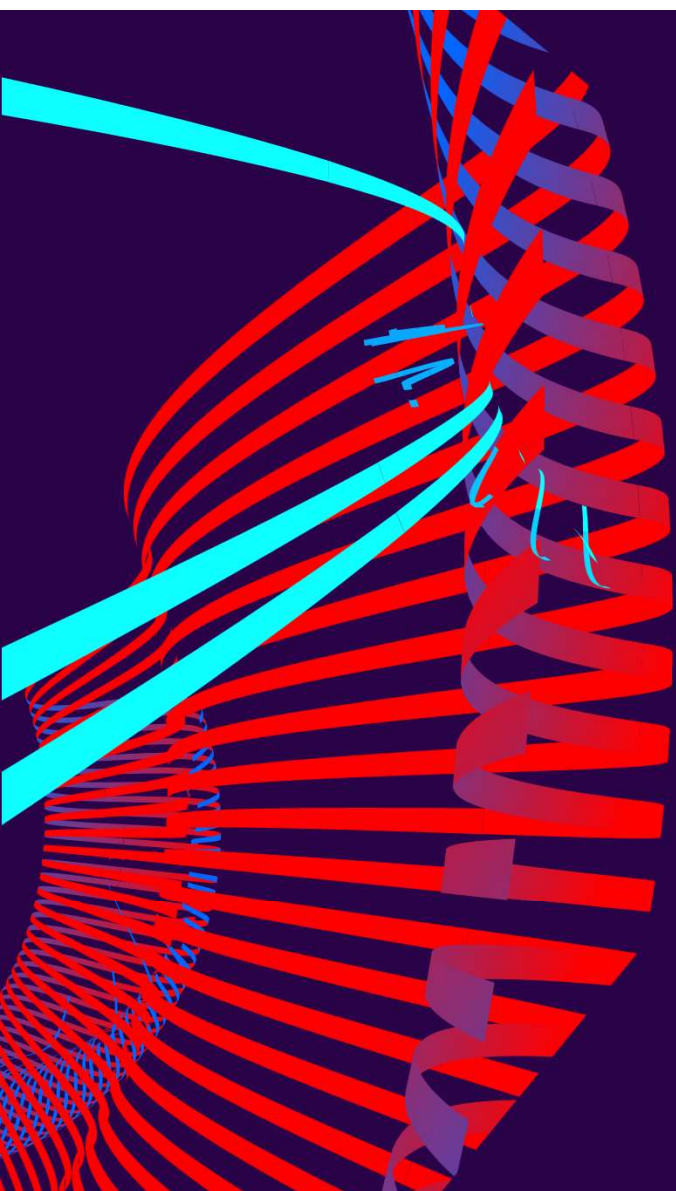
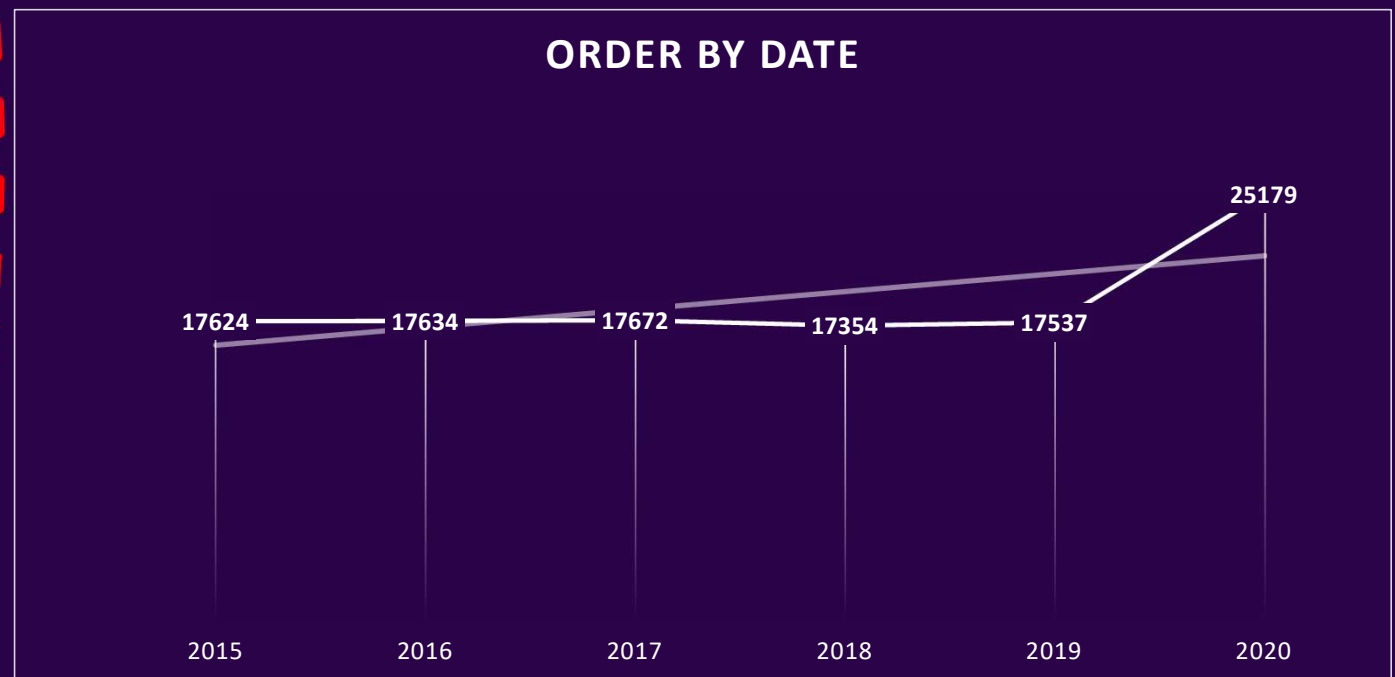


# E-COMMERCE DATA: STRATEGY FOR GROWTH & CUSTOMER TARGETING



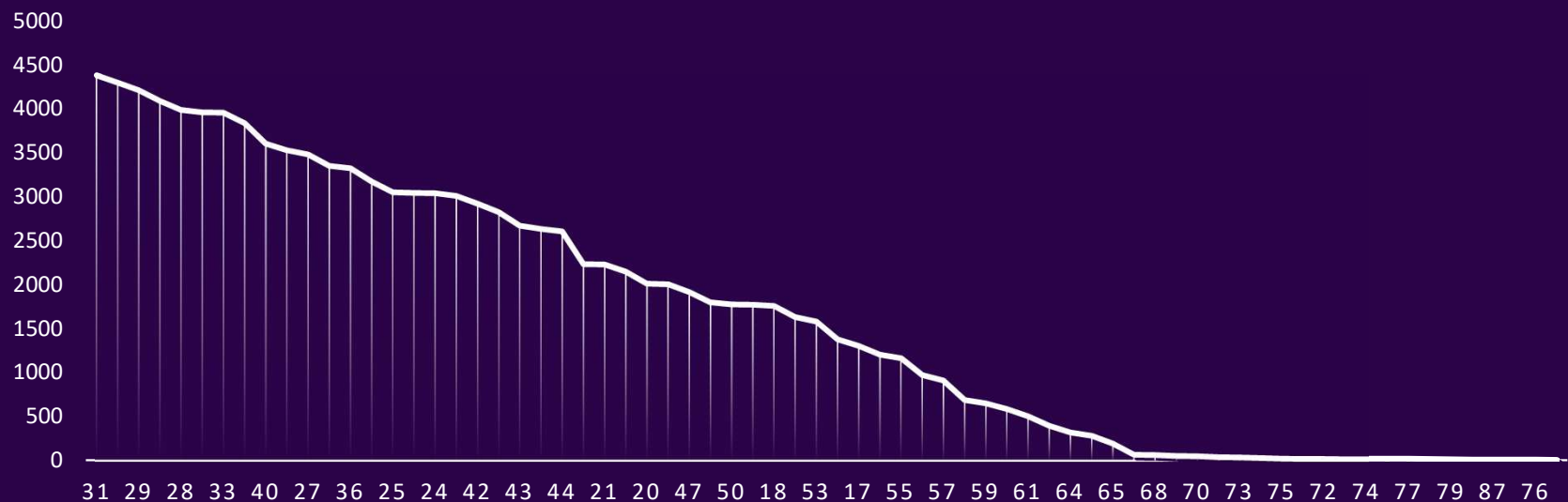


## Insight 1: Consistent Order Growth (2015-2020)



## Insight 2: Identifying Our Core Customer

ORDER / CUSTOMERS AGE

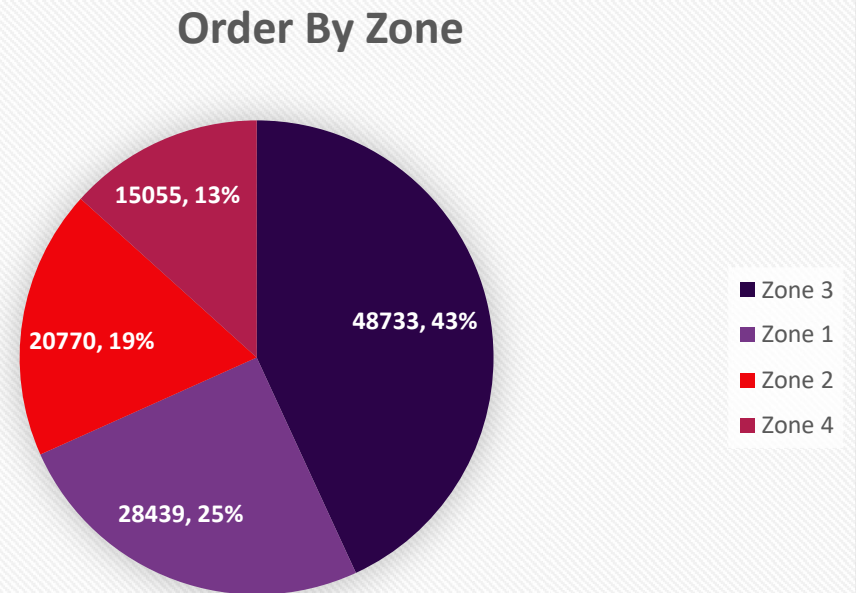


# Insight 3: The Top Product Sub-Category





# Insight4:Geographic Dominance



# ACTIONABLE RECOMMENDATIONS(BAS ED ON DATA INSIGHT)

## Hyper-Targeted Marketing:

Shift digital ad spend to focus heavily on the 29-38 Age Bracket (our core customer).Customize messaging around the benefits of Vitamins & Dietary Supplements (our leading product)

## Inventory & Logistics:

Prioritize stocking and logistics efforts within Zone 3 to capitalize on the region's dominant order volume. Perform a detailed profitability analysis on the top-selling products for potential catalog expansion.

## Future Strategy:

Implement strategies to increase market share in underperforming geographic zones.

# THANK YOU

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