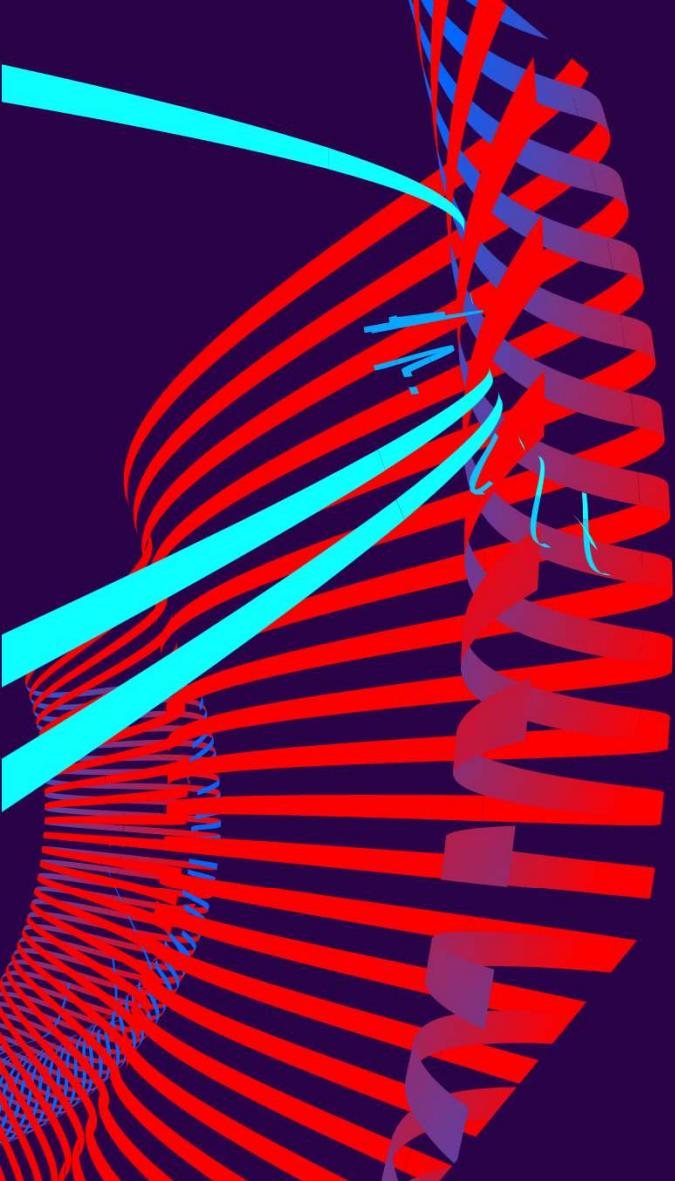
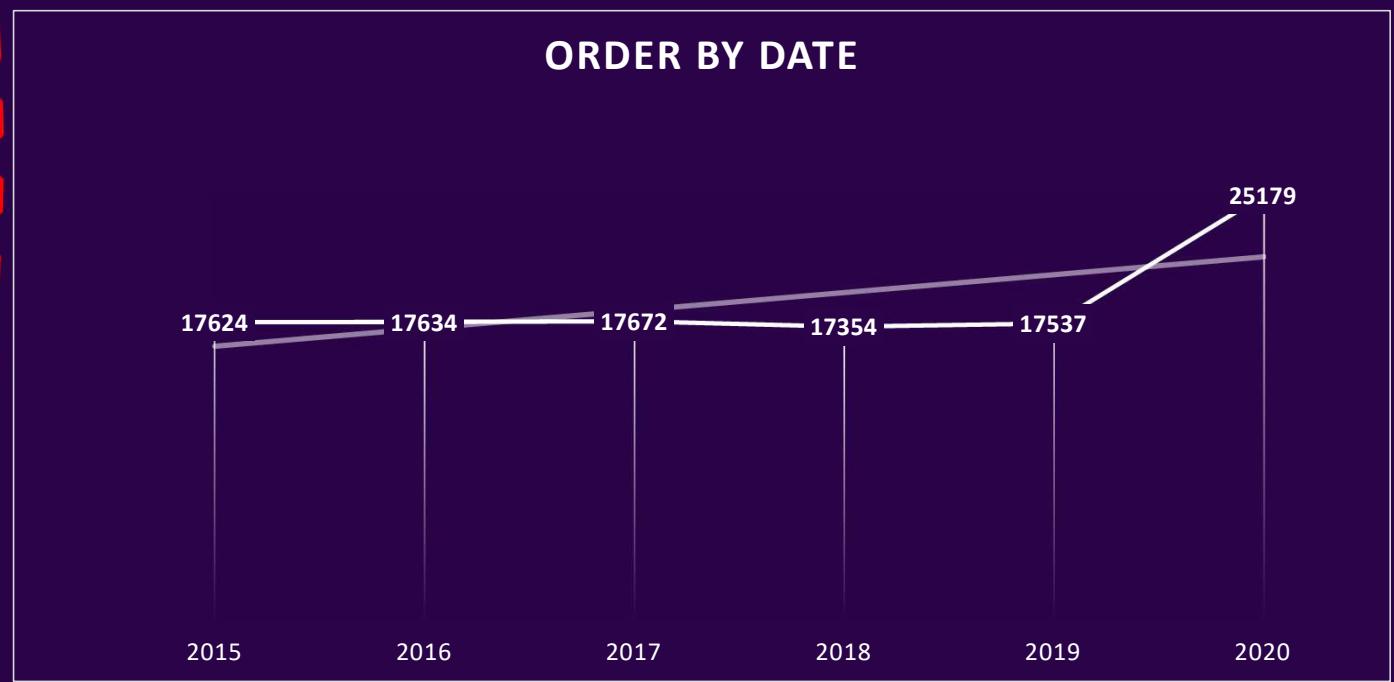


E-COMMERCE DATA: STRATEGY FOR GROWTH & CUSTOMER TARGETING





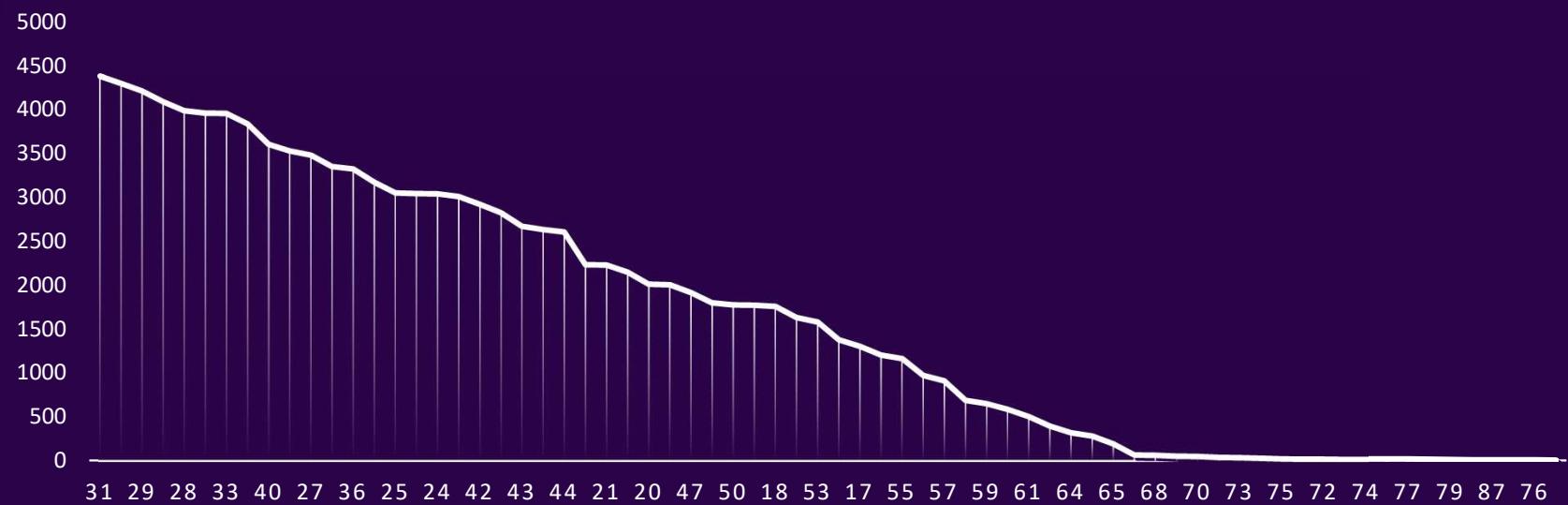
Insight 1:Consistent Order Growth (2015-2020)





Insight 2: Identifying Our Core Customer

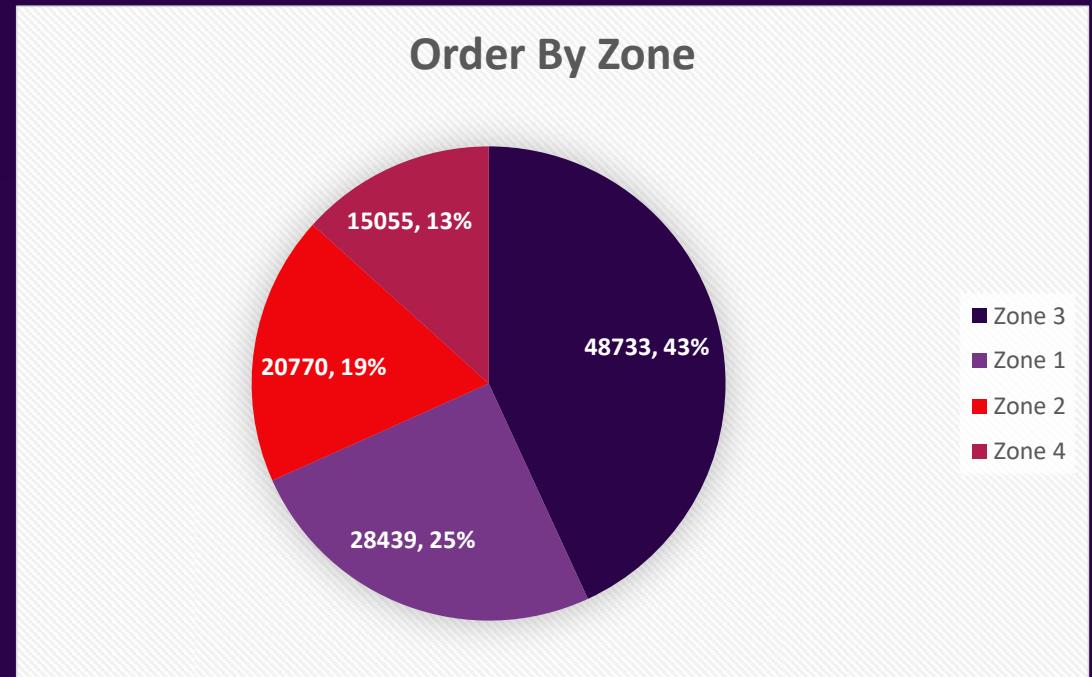
ORDER / CUSTOMERS AGE



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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