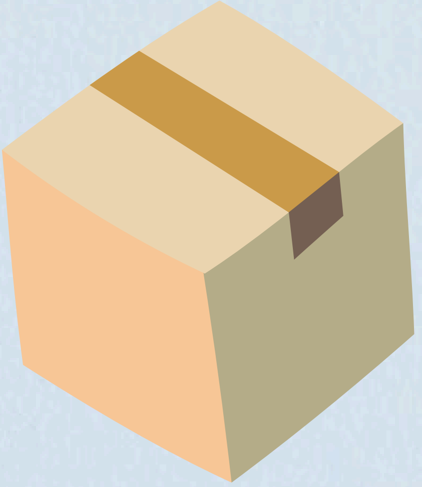
# RESEARCH QUESTIONS & INSIGHTS

# CUSTOMER INSIGHTS

- WHO ARE THE TOP 5 OR 10 CUSTOMERS BASED ON TOTAL SALES VALUE?
- WHERE ARE THESE TOP CUSTOMERS LOCATED (COUNTRY, REGION, CITY)?



# PRODUCT, CATEGORY & SEGMENT INSIGHTS

- WHAT ARE THE TOP 10 MOST PROFITABLE PRODUCTS?
- WHICH CATEGORIES AND SEGMENTS ARE GENERATING THE MOST REVENUE OR PROFIT?
- IS THERE A SEASONAL TREND IN CERTAIN PRODUCT CATEGORIES?

# LOCATION INSIGHTS

- WHICH STATES SHOW THE HIGHEST SALES GROWTH OVER TIME?
- HOW DOES SALES PERFORMANCE VARY ACROSS DIFFERENT REGIONS, COUNTRIES, OR CITIES?
- WHICH GEOGRAPHIC AREAS SHOW THE STRONGEST VS WEAKEST PERFORMANCE BY CATEGORY OR SEGMENT?

# SEASONALITY & TRENDS

- ARE THERE SEASONAL TRENDS IN CUSTOMER PURCHASES?
- ARE THERE SEASONAL TRENDS IN SPECIFIC CATEGORIES, SEGMENTS, OR GEOGRAPHIC REGIONS?

# INSIGHTS

- THERE WAS A CONSISTENT INCREASE IN SALES, PROFIT, AND TRANSACTION VOLUME FROM 2011 TO 2014, FOLLOWED BY A DECLINE IN 2015.

- **SALES TREND**: SALES TYPICALLY START TO RISE IN MARCH, SHOWING STEADY PERFORMANCE DURING THE SPRING AND SUMMER MONTHS, BUT BEGIN TO DECLINE IN AUTUMN, WITH THE LOWEST SALES OBSERVED IN WINTER.

- **CATEGORY PERFORMANCE**: THE URBAN CATEGORY REMAINED THE STRONGEST FROM 2011 TO 2016, CONSISTENTLY ACCOUNTING FOR OVER 80% OF TOTAL SALES. THE CATEGORY RANKING REMAINED UNCHANGED THROUGHOUT THESE YEARS: URBAN RANKED FIRST, FOLLOWED BY ACCESSORY, MISCELLANEOUS, YOUTH, AND RURAL.

- **PRODUCT PERFORMANCE:** MOST OF THE TOP 10 PRODUCTS FALL UNDER THE URBAN CATEGORY, EXCEPT FOR THE TOP 5 PRODUCT, WHICH FALLS UNDER ACCESSORY, AND THE 6TH, WHICH IS IN THE MISCELLANEOUS CATEGORY.

- **LOCATION INSIGHT**: SALES WERE RECORDED ACROSS MOST STATES, EXCEPT FOR MAINE AND HAWAII, WHICH HAD NO SALES. THE TOP TWO PERFORMING STATES WERE TEXAS AND CALIFORNIA.

# CUSTOMER INSIGHTS

- WE HAVE IDENTIFIED THE TOP AND BOTTOM 20 CUSTOMERS BASED ON TOTAL SALES. PLEASE REFER TO THE VISUALIZATION FOR FURTHER DETAILS AND INSIGHTS.
- FROM 2011 TO 2016, ONLY 1.6% OF THE TOTAL UNIQUE CUSTOMERS MADE A PURCHASE JUST ONCE ACROSS THE ENTIRE PERIOD. HOWEVER, WHEN ANALYZING EACH YEAR INDIVIDUALLY, THE PERCENTAGE OF ONE-TIME CUSTOMERS RISES SIGNIFICANTLY—NEVER DROPPING BELOW 89%. THIS INDICATES THAT MOST CUSTOMERS MADE ONLY A SINGLE PURCHASE PER YEAR AND DID NOT RETURN FOR REPEAT TRANSACTIONS WITHIN THE SAME YEAR.
- WHEN HOVERING OVER THE NAMES OF THE TOP 20 CUSTOMERS, MOST OF THEM ALSO MADE ONLY ONE PURCHASE PER YEAR. SIMILARLY, THE BOTTOM 20 CUSTOMERS MOSTLY MADE JUST A SINGLE PURCHASE OVER THE ENTIRE 2011–2016 PERIOD.

# CATEGORY AND SEGMENT INSIGHTS

THE URBAN CATEGORY CONSISTENTLY ACCOUNTED FOR AT LEAST 80% OF TOTAL SALES FROM 2011 TO 2016, MAKING IT THE DOMINANT CONTRIBUTOR THROUGHOUT THE PERIOD. SIMILARLY, THE MODERATION SEGMENT CONTRIBUTED AT LEAST 55% OF TOTAL SALES ACROSS THE SAME YEARS.

THE OVERALL SALES AND COST TRENDS FOLLOW A SEASONAL PATTERN: AN INCREASE DURING THE SPRING, FOLLOWED BY A DECLINE BEGINNING IN SUMMER, AND REACHING THE LOWEST POINT DURING THE WINTER MONTHS.

THE RURAL CATEGORY EXHIBITS A DISTINCT AND IRREGULAR TREND. IN 2012, 2013, AND 2014, RECORDED SALES OCCURRED ONLY IN THE MONTH OF MARCH. IN CONTRAST, 2011 SAW SALES FROM JANUARY TO AUGUST, WHILE IN 2015, SALES WERE RECORDED ONLY FROM JULY TO DECEMBER. THESE GAPS HIGHLIGHT INCONSISTENT ACTIVITY IN THE RURAL SEGMENT, INDICATING THE NEED FOR A DEEPER ANALYSIS TO UNCOVER UNDERLYING CAUSES AND DEVELOP TARGETED STRATEGIES TO BOOST SALES IN THIS CATEGORY.