

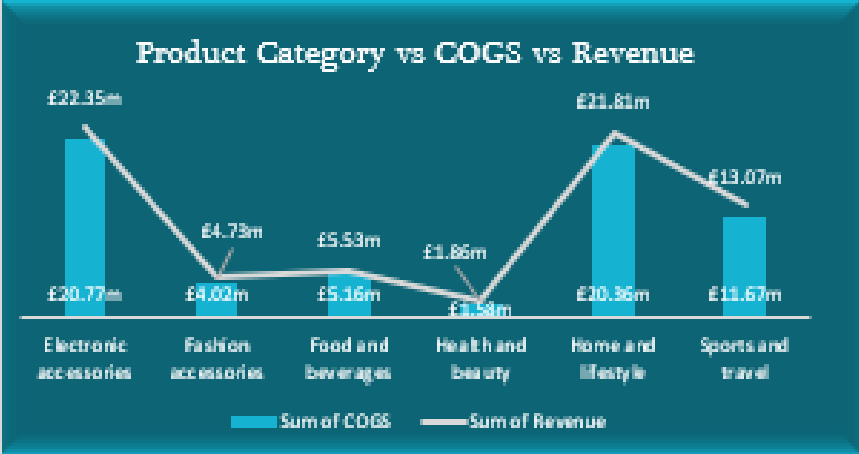
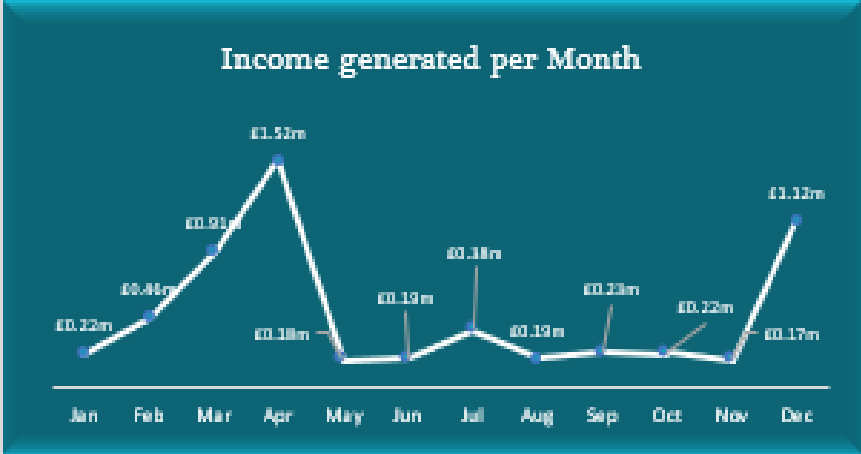


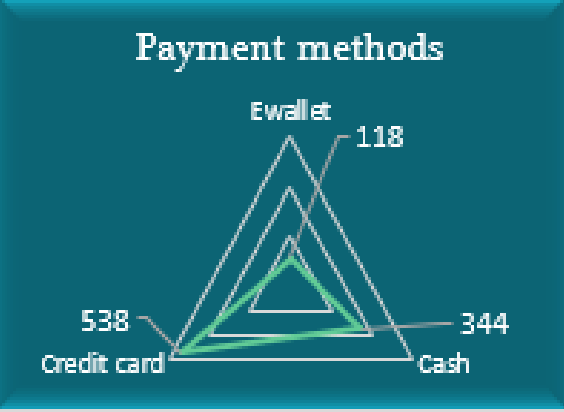
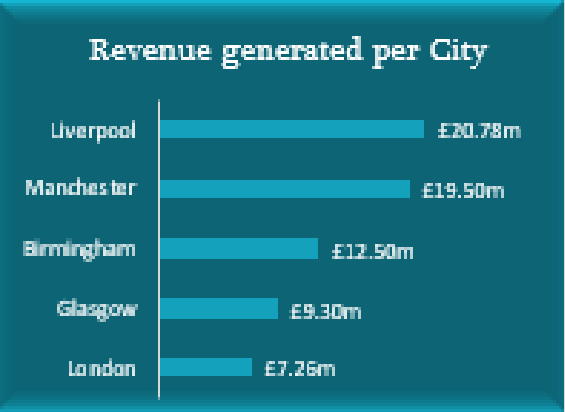
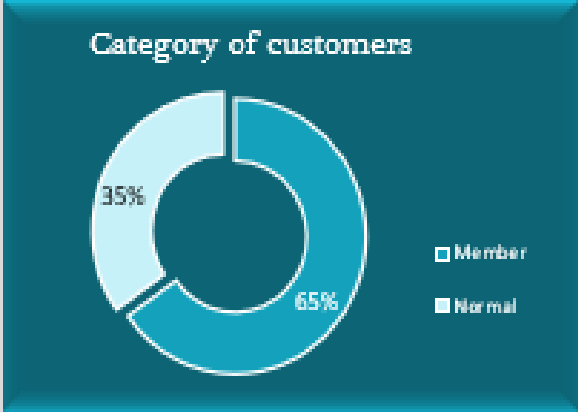

INSIGHTS AND RECOMMENDATIONS FROM BEE & BEE PERFORMANCE ANALYSIS

BEE & BEE PERFORMANCE ANALYSIS

<div>54%</div> <div></div> <div>Female</div>	<div>46%</div> <div></div> <div>Male</div>	Total Number of Customers 1000	Income £5,781,919.50	Revenue £69,343,419.50	Cost of Goods sold (COGS) £63,561,500.00
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Income generated by Product Category			
	55.47%		44.53%
	46.04%		53.96%
	84.31%		15.69%
			54.78%
	45.22%		22.58%
	77.42%		83.87%
	16.13%		
Female		Male	
<input type="checkbox"/> Electronic accessories	<input type="checkbox"/> Fashion accessories	<input type="checkbox"/> Food and beverages	
<input type="checkbox"/> Health and beauty	<input type="checkbox"/> Home and lifestyle	<input type="checkbox"/> Sports and travel	




Customer type	Product Category	City
<input type="button" value="Member"/>	<input type="button" value="Electronic accessories"/>	<input type="button" value="Birming..."/>
<input type="button" value="Normal"/>	<input type="button" value="Health and beauty"/>	<input type="button" value="London"/>
	<input type="button" value="Fashion accessories"/>	<input type="button" value="Glasgow"/>
	<input type="button" value="Home and lifestyle"/>	<input type="button" value="Manche..."/>
	<input type="button" value="Food and beverages"/>	<input type="button" value="Liverpool"/>
	<input type="button" value="Sports and travel"/>	



INSIGHTS

From the analysis conducted, we drew the following insights:

- Bee & Bee had 1000 customers in the last business year. The income generated, revenue, and cost of goods sold, amounted to £5.78M, £69.34M, and £63.56M respectively.
- April generated the highest revenue for the year (£1.52M), followed by December (£1.12M), while November had the lowest revenue (£173.94K).
- Electronic accessories was the top revenue-generating category, followed by home and lifestyle, while health and beauty had the lowest revenue performance.
- Liverpool emerged as the city generating the highest revenue (£20.78M), while London generated the least revenue (£7.26M) despite being a cosmopolitan city.

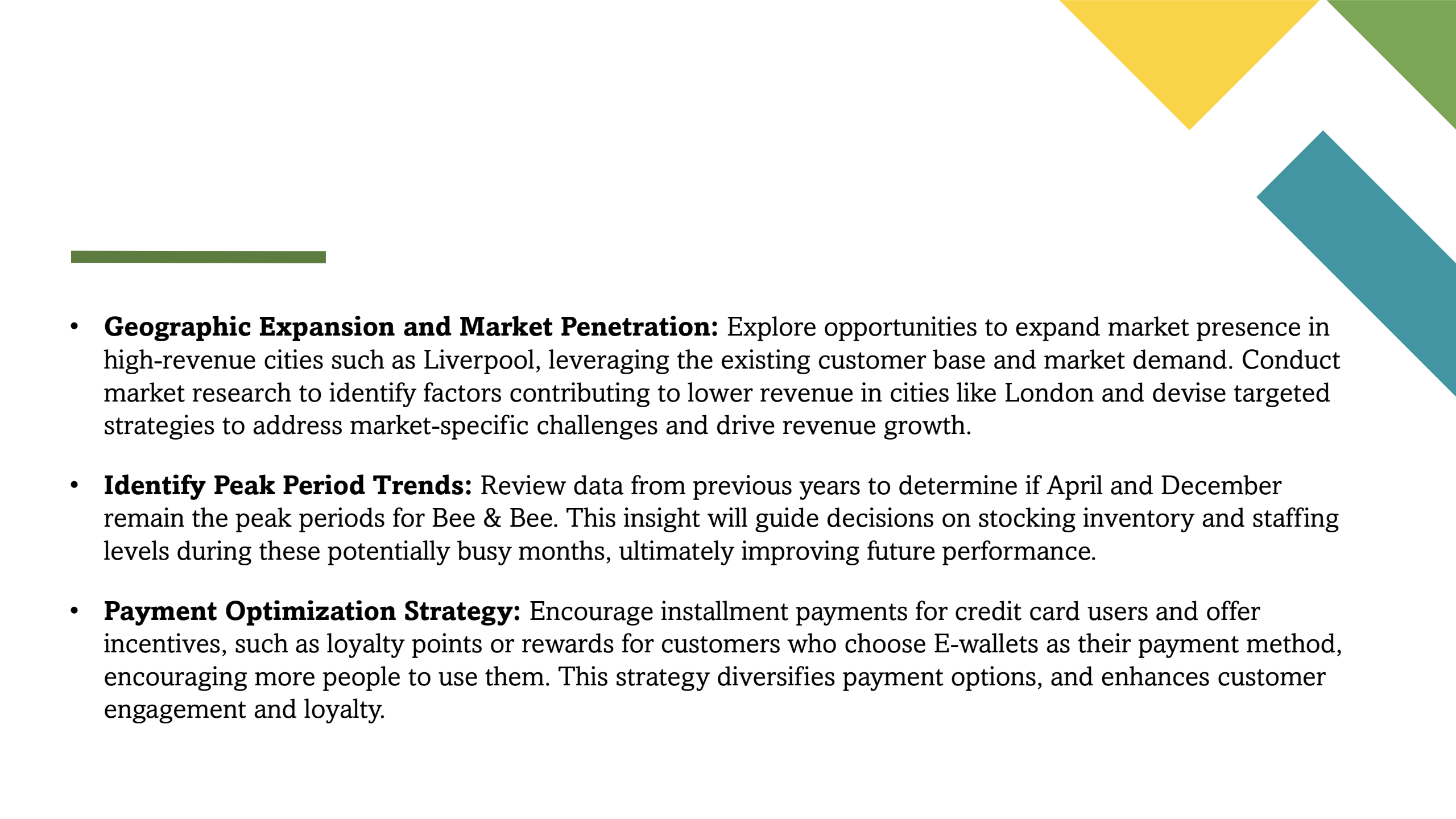
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- Registered members outnumbered normal customers, constituting 65% of the total customer base, and they generated more revenue compared to normal members.
 - Credit cards were the most commonly used payment method, accounting for 54% of payments, while E-wallet was the least used at just 12% of all payments.

RECOMMENDATIONS



From the insights drawn, we are making the following recommendations:

- **Targeted Marketing Strategies and Promotion of Top Categories:** Bee & Bee should capitalize on the popularity of Electronic Accessories, and Home and Lifestyle categories by creating targeted promotional offers or loyalty programs to enhance customer engagement and loyalty. Give discounts or bundle complementary products (two for one, or buy product A, get product B free) to boost sales in underperforming categories like Health and Beauty.
- **Encourage Membership:** Make joining the membership program even more appealing with exclusive perks, like awarding loyalty points when purchases are made. Leverage customer data to make membership perks more personal and valuable. This will make more people want to join the membership program.

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- **Geographic Expansion and Market Penetration:** Explore opportunities to expand market presence in high-revenue cities such as Liverpool, leveraging the existing customer base and market demand. Conduct market research to identify factors contributing to lower revenue in cities like London and devise targeted strategies to address market-specific challenges and drive revenue growth.
 - **Identify Peak Period Trends:** Review data from previous years to determine if April and December remain the peak periods for Bee & Bee. This insight will guide decisions on stocking inventory and staffing levels during these potentially busy months, ultimately improving future performance.
 - **Payment Optimization Strategy:** Encourage installment payments for credit card users and offer incentives, such as loyalty points or rewards for customers who choose E-wallets as their payment method, encouraging more people to use them. This strategy diversifies payment options, and enhances customer engagement and loyalty.



THANK YOU
