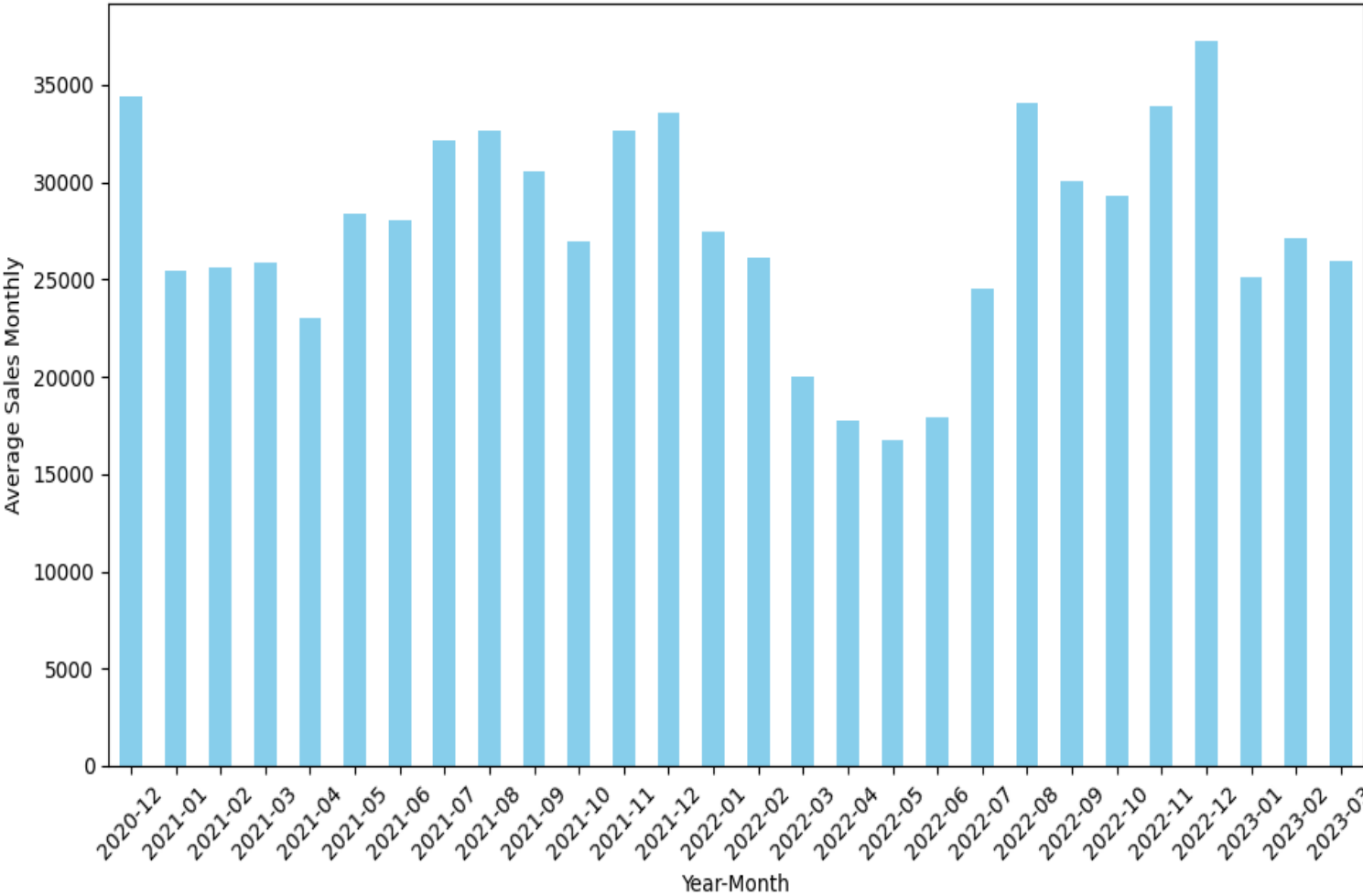


Executive Report: Sales Analysis

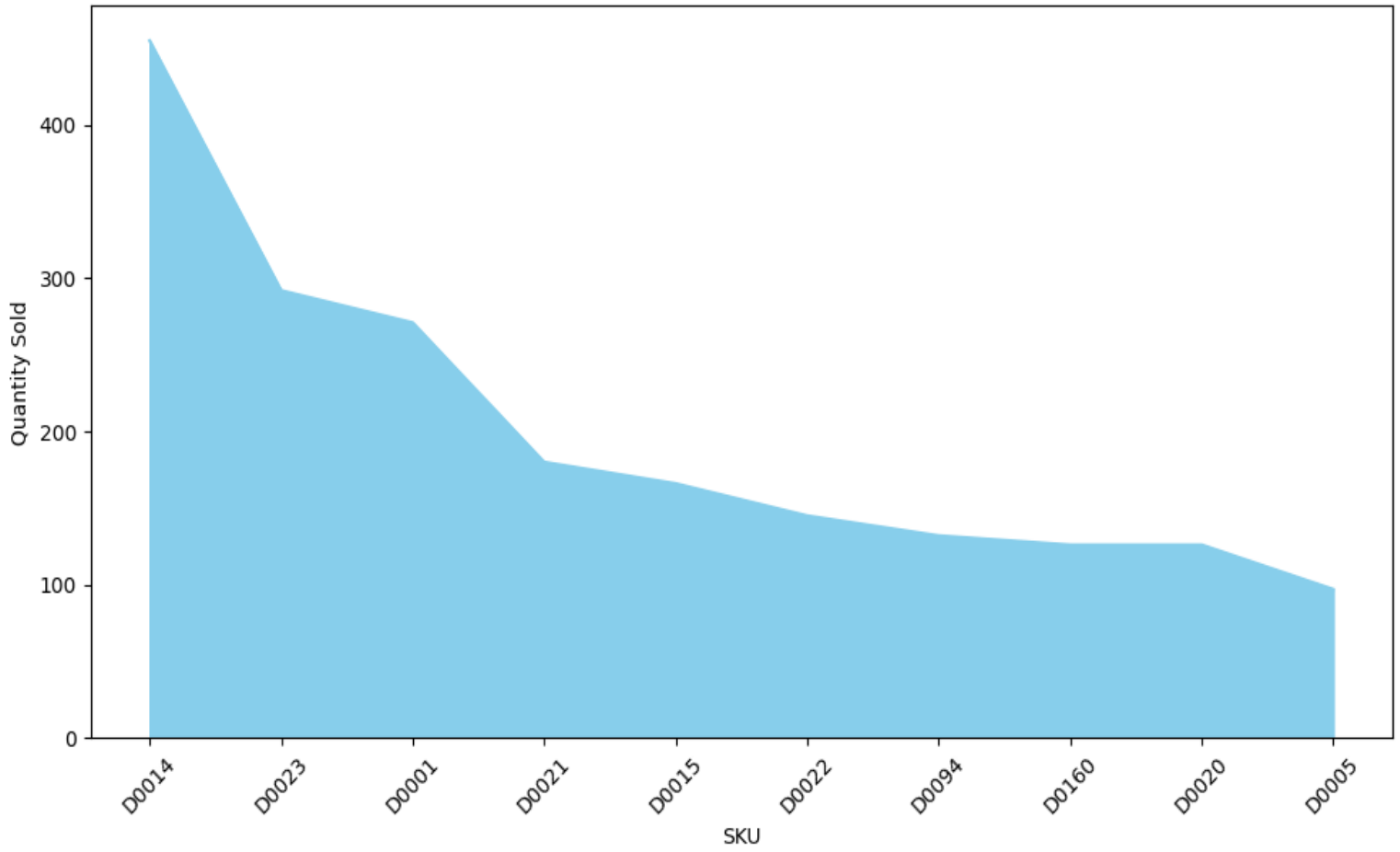
TU LOGO

In this report, we present the results of the company Divana's sales analysis. Various exploratory analyses and visualizations were conducted to gain key insight into sales and customer retention.

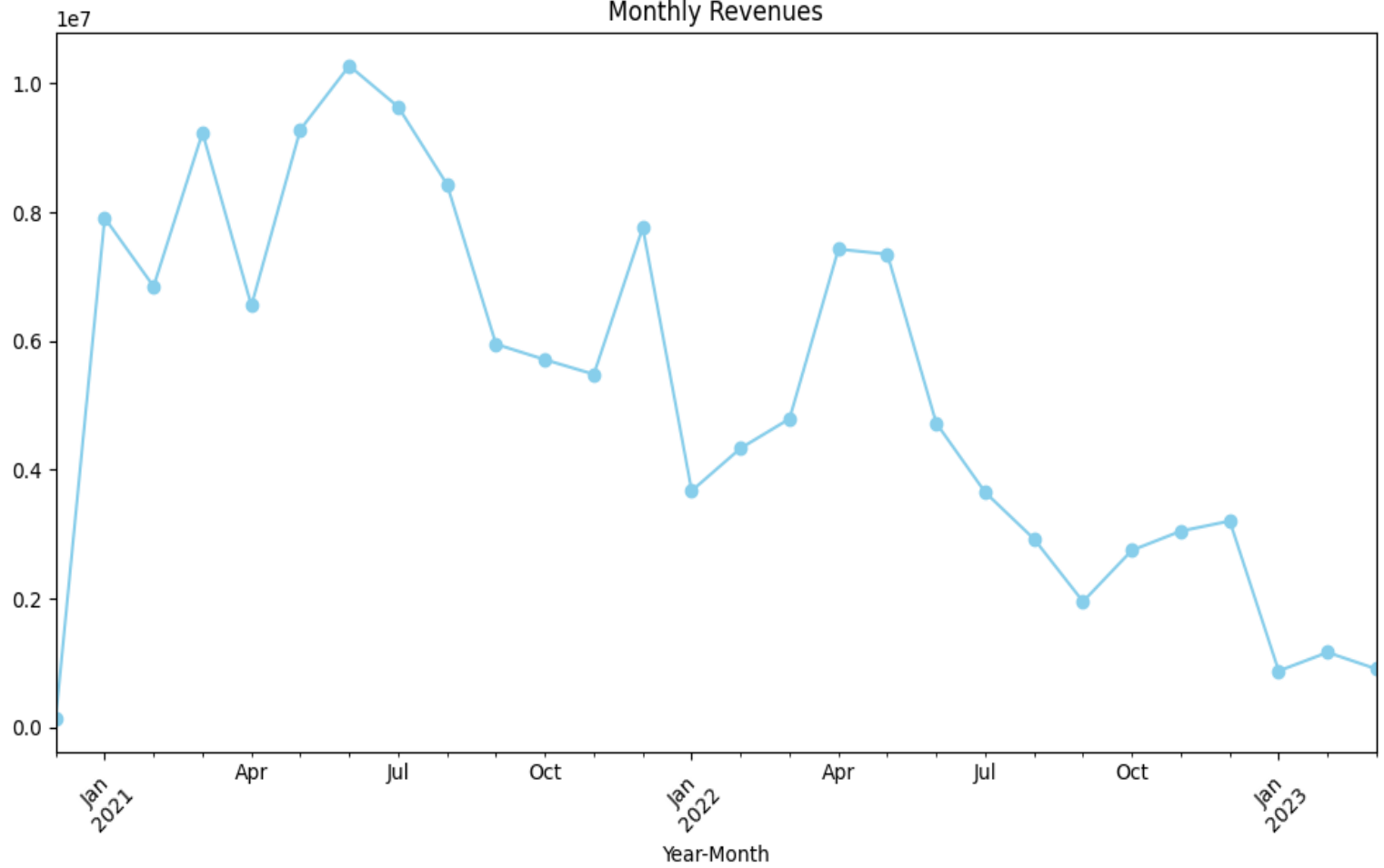
Average Sales Amount



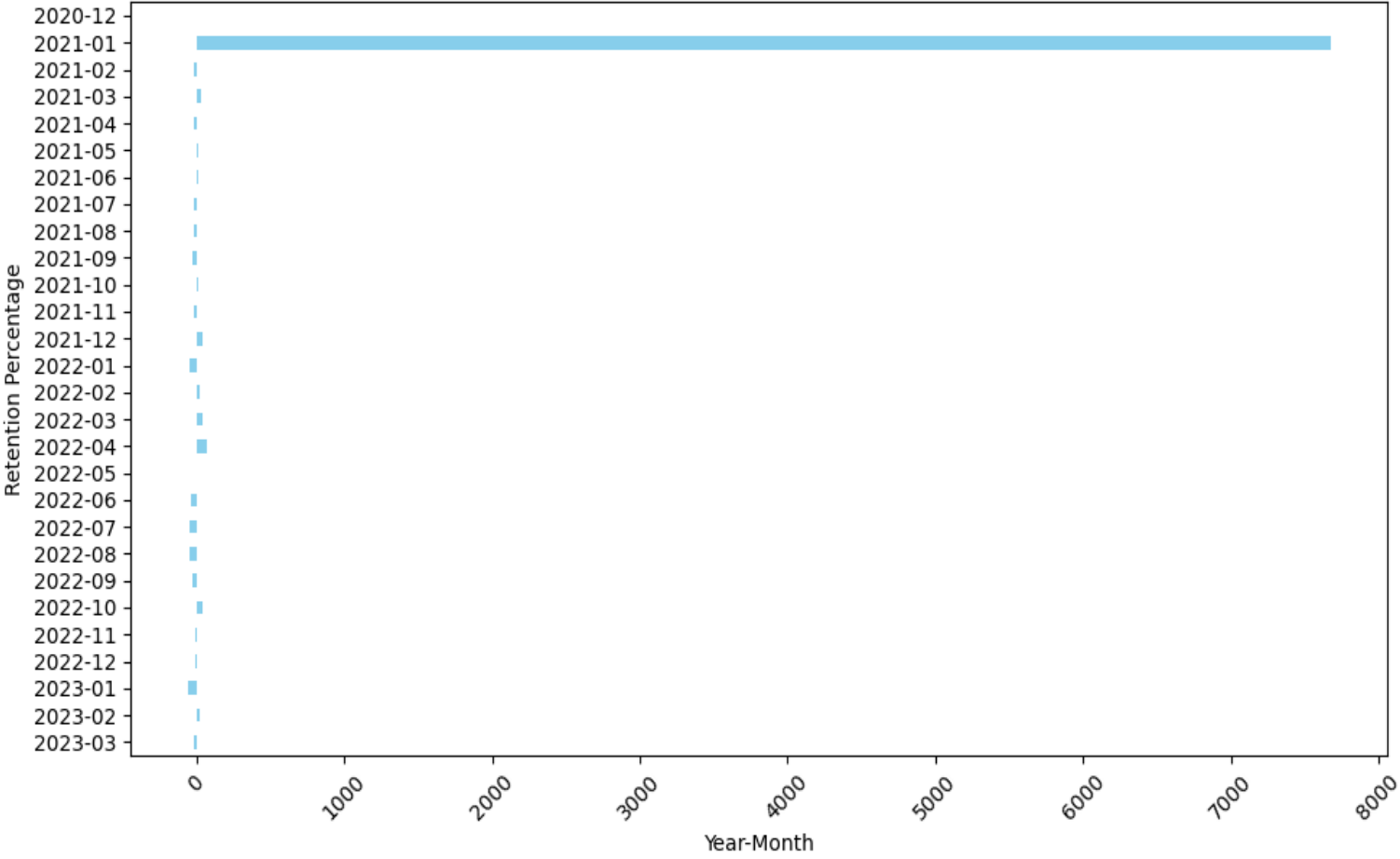
Best-Selling Products



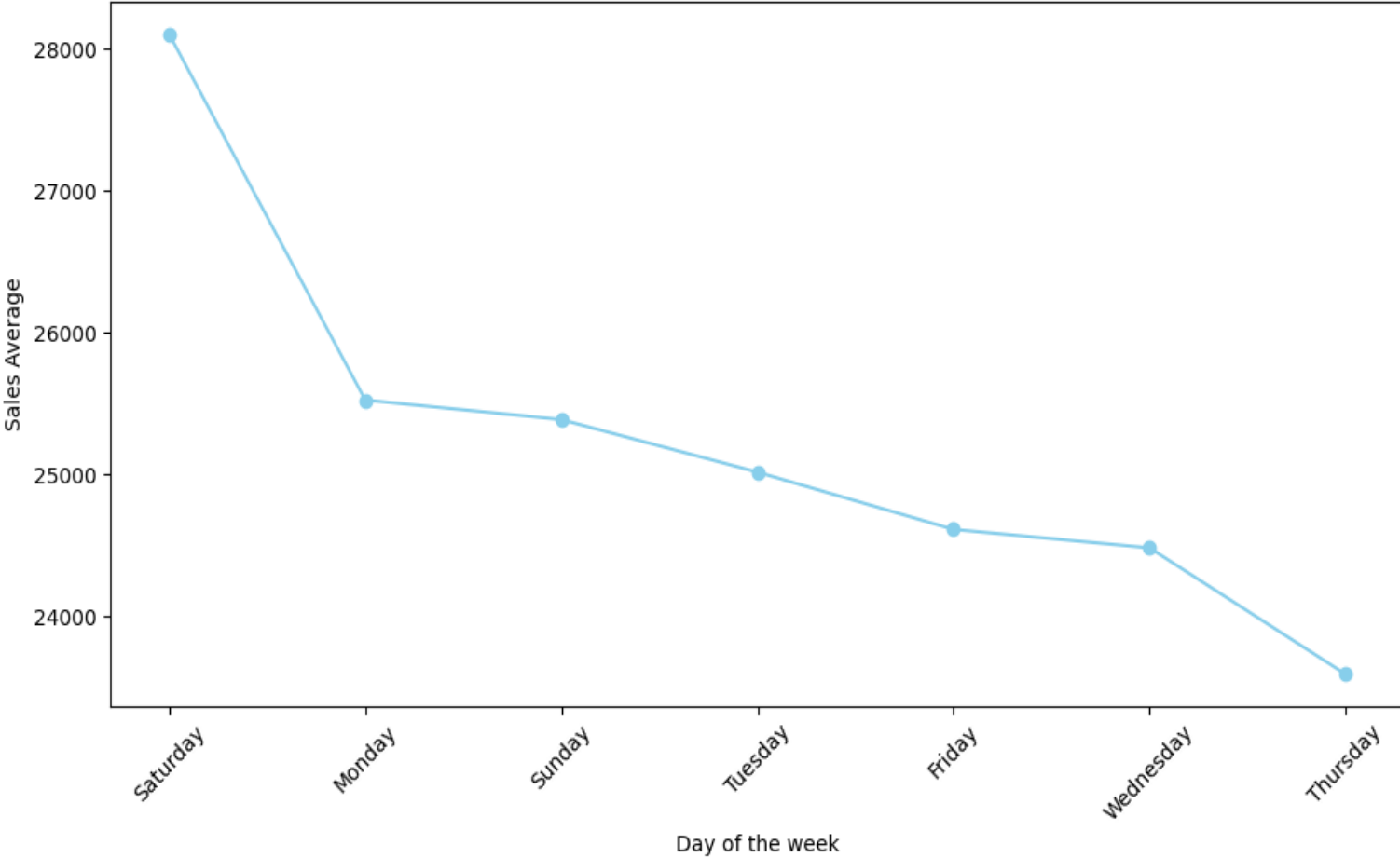
Monthly Revenues

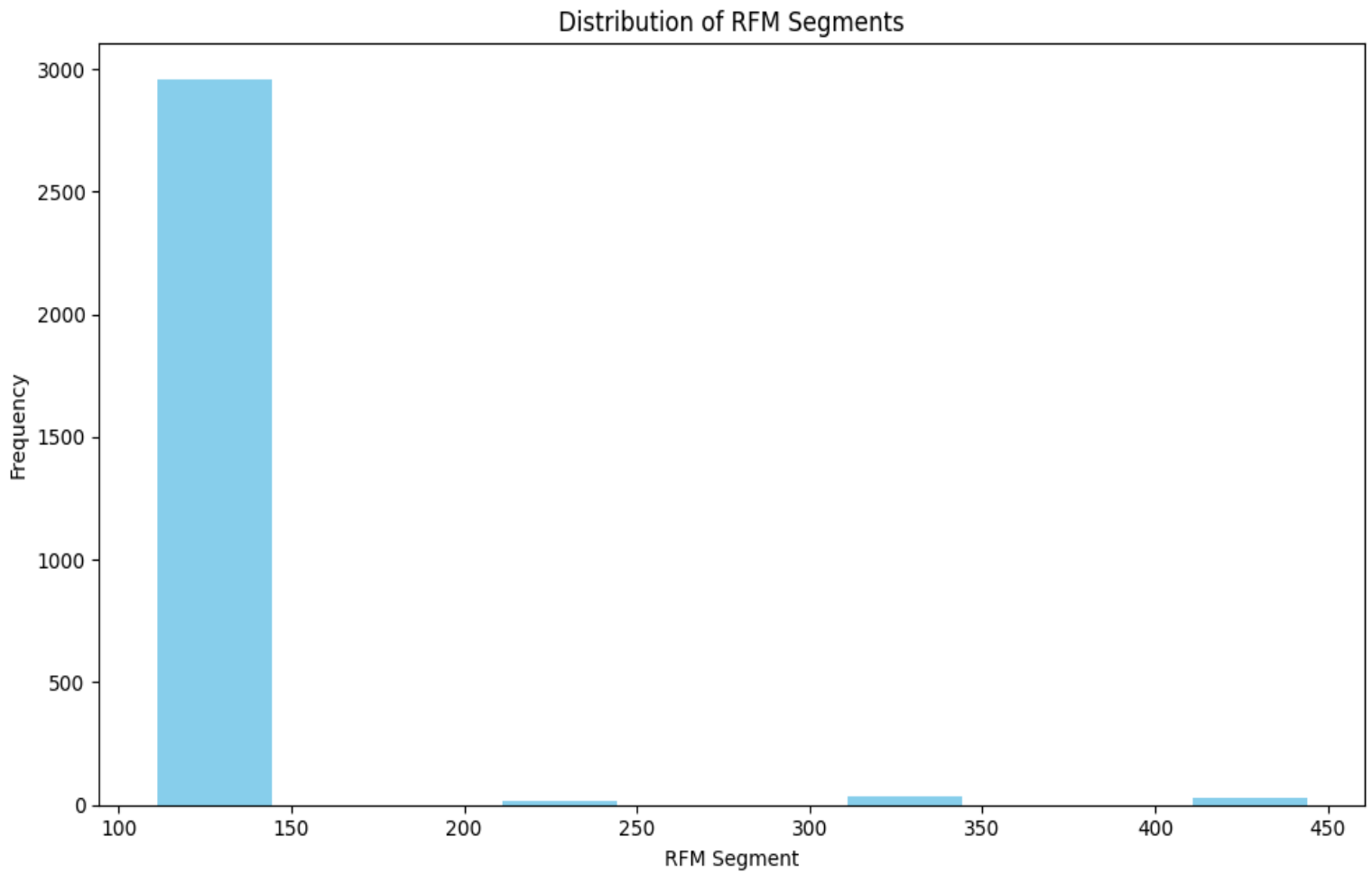


Customer Retention



Trends by Day of the Week





For our high-value customers (segments with high RFM), we recommend implementing personalized loyalty programs and exclusive offers to strengthen their retention and encourage repeat purchases.

For the low-value segments (low RFM), we suggest launching reactivation campaigns with special discounts and relevant content to re-engage these customers.