EXECUTIVE BUSINESS REPORT

Purpose

This analysis was conducted to support **strategic decisions related to revenue growth, customer retention, and operational efficiency** in an online retail business using historical transaction data.

Findings & Interpretation

Revenue Performance
Revenue growth is uneven across time and heavily concentrated in Q4, particularly in November. This indicates strong seasonality and suggests that revenue outcomes are highly sensitive to **timing, inventory availability, and campaign execution**.

Customer Economics
Customer behaviour analysis shows that a relatively small base of repeat customers drives a disproportionate share of revenue. The calculated CLTV highlights retention as a **higher-leverage strategy than acquisition alone**.

Product Portfolio Dynamics
A limited number of product categories generate the majority of sales. This creates both opportunity (focus and scale winners) and risk (over-reliance on a narrow portfolio).

Operational Impact
Order status analysis reveals that operational inefficiencies directly translate into lost revenue. Improving fulfilment reliability is a **growth lever**, not merely a cost concern.

Strategic Implications

- Growth should be pursued through **focus and ooptimisation** not expansion without prioritisation.

- Retention strategies offer faster and more predictable returns than broad acquisition campaigns.

- Analytics should guide **where to invest, where to protect, and where to stop spending**.

Conclusion

This analysis demonstrates how integrated BI can move beyond reporting to actively shape business outcomes. By aligning analytics with executive priorities — revenue, efficiency, and customer value — organisations can convert data into a durable competitive advantage.