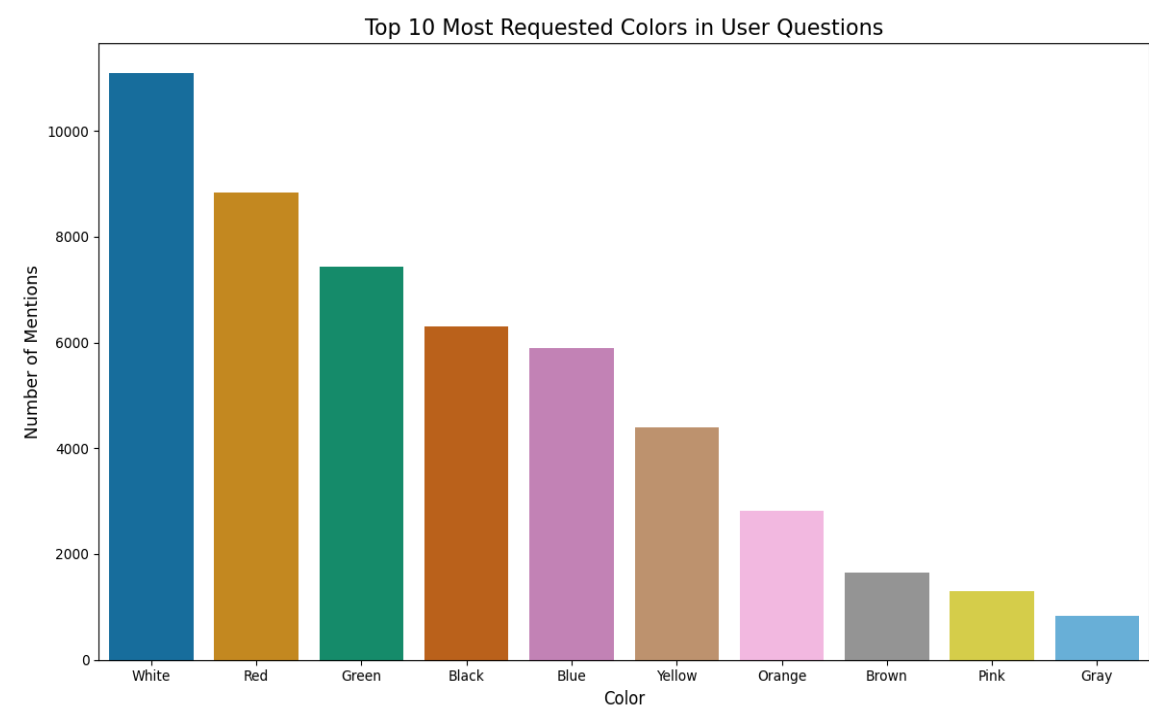


VQA System: Product Variation Insights Report

Date: July 08, 2025
Focus: Analysis of specific product variations requested by customers.

Deep Dive: Most Requested Product Colors

To identify immediate opportunities, we analyzed which specific colors customers mention most frequently.



Actionable Recommendations for Merchandising

Insight: Customer demand is clearest for specific colors.

The top requested colors are **White, Red, and Green**.

ACTION:

- **Inventory & Stocking:** Prioritize stocking a variety of products in these high-demand colors.
- **Marketing & Campaigns:** Feature products in these popular colors in upcoming email campaigns, ads, and homepage banners.
- **Product Development:** Use this data to inform color choices for new product lines.

Insight: Improve Discoverability.

Customers are using basic color terms to search and ask questions.

ACTION:

- **Product Naming:** Ensure product titles contain these exact color keywords (e.g., 'Classic Red T-Shirt').
- **Improved Search:** Enhance website search filters to include these top 10 colors.