

# BRIGHT LIGHT

## RETAIL SALES PRESENTATION

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# EXECUTIVE SUMMARY

## OBJECTIVE

The purpose of this dashboard is to provide a comprehensive view of retail sales performance, focusing on:

1. Revenue & Customer Demographics

- Understanding how age groups and gender contribute to revenue.
- Identifying the most valuable customer segments.

2. Customer Behavior Over Time

- Tracking revenue trends by month and day of week to uncover seasonal patterns.
- Comparing weekday vs. weekend performance to understand shopper habits.

3. Product Category Performance

- Analyzing revenue distribution across product categories.
- Linking category sales with customer demographics to identify preferences.

4. Business Insights for Decision-Making

- Highlighting top-performing and underperforming months to guide seasonal staffing, promotions, and stock planning.
- Evaluating customer mix (e.g high spenders vs. low spenders) to refine marketing strategies.



# ACTIONABLE INSIGHTS

## 1. Customer Demographics

- Mature adults are the highest-spending group, we can offer them premium and tailored promotions to maintain engagement.
- Youth are the lowest-spending group, we will introduce discounts or bundle offers to boost sales volume and ultimately increasing our revenue.

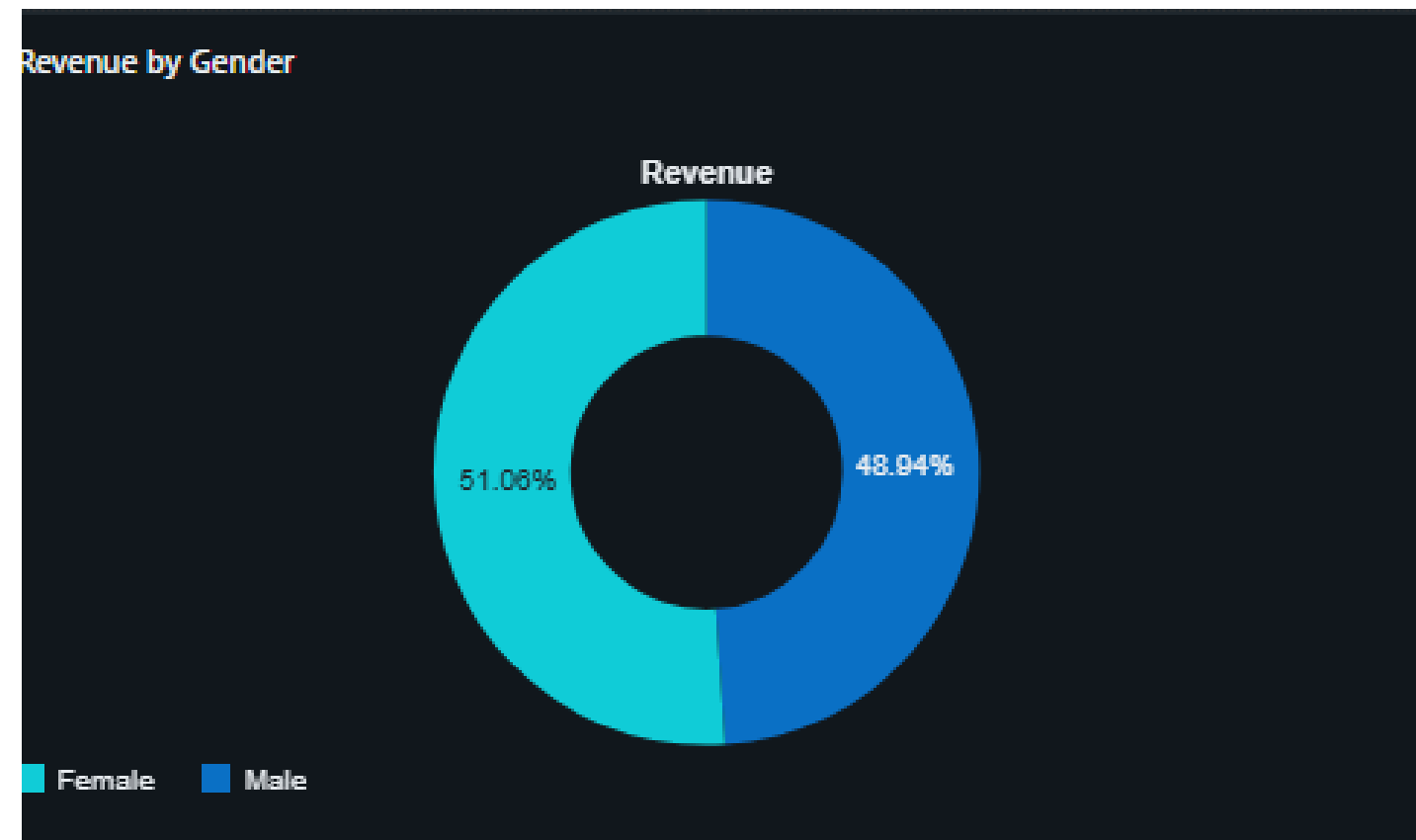
## 2. Customer Behavior

- Increase stock levels and staffing for May, Oct and Dec so that we can handle high sales volume.
- For low performing months (Marc, Apr and Sept), we could introduce promotions or loyalty rewards to help balance sales.
- Extend store hours on weekends to maximize revenue while on Thursdays we can launch an hour sale to increase its revenue.
- For underperforming months (March, April, September), we can run seasonal or clearance promotions to move previous season stock and increase revenue for example in September run a “Spring Sale” promotion.

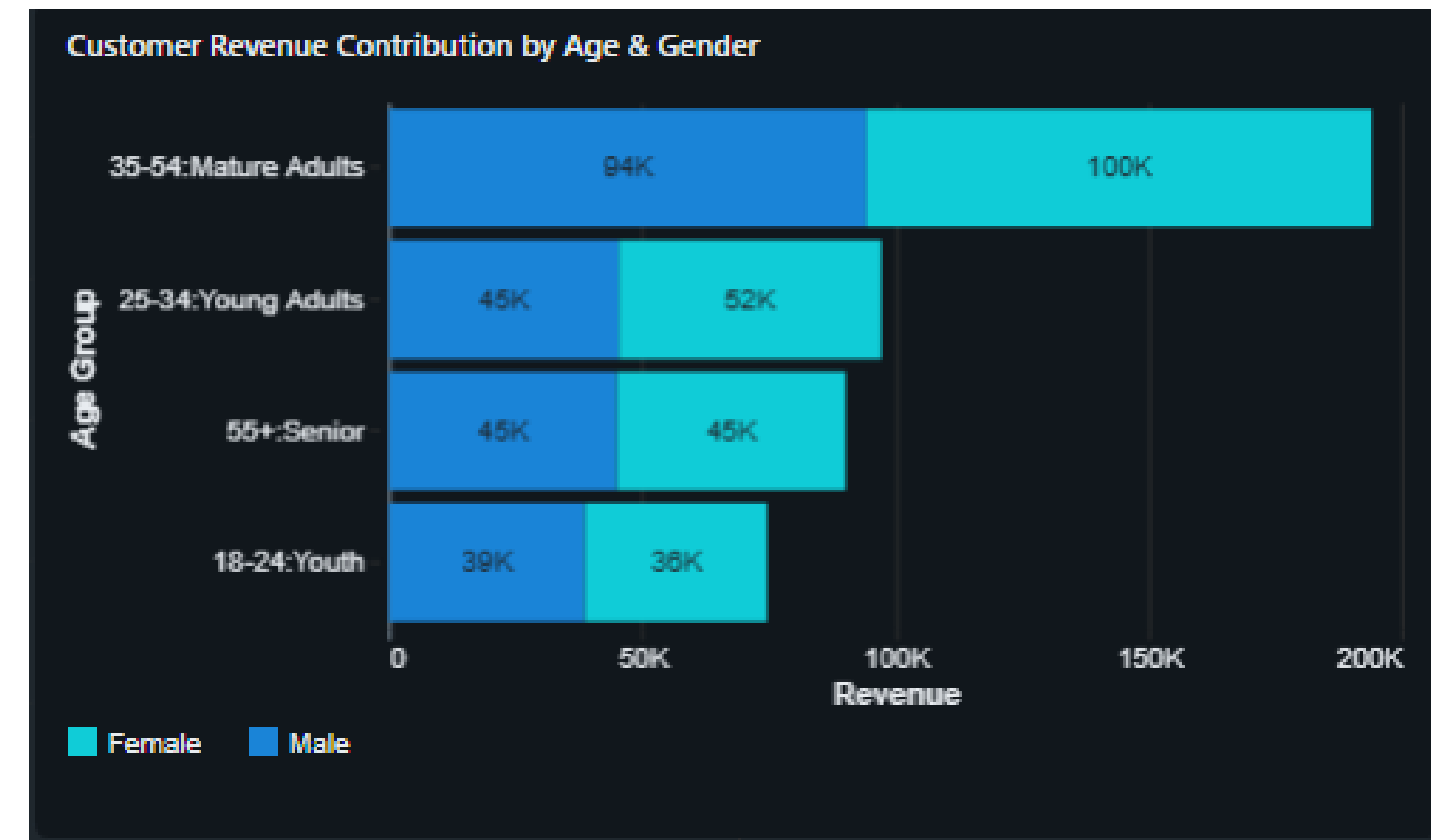
## 3. Product Category Performance

- Electronics generate the highest revenue (34.41%) with slightly fewer customers (342), we will maintain adequate stock to ensure availability for high value purchase.
- Run clearance sales or perform a forced urgency sale for product categories in the beauty section also try to change their location in the shop e.g bring them infront for visibility.

# REVENUE AND DEMOGRAPHICS



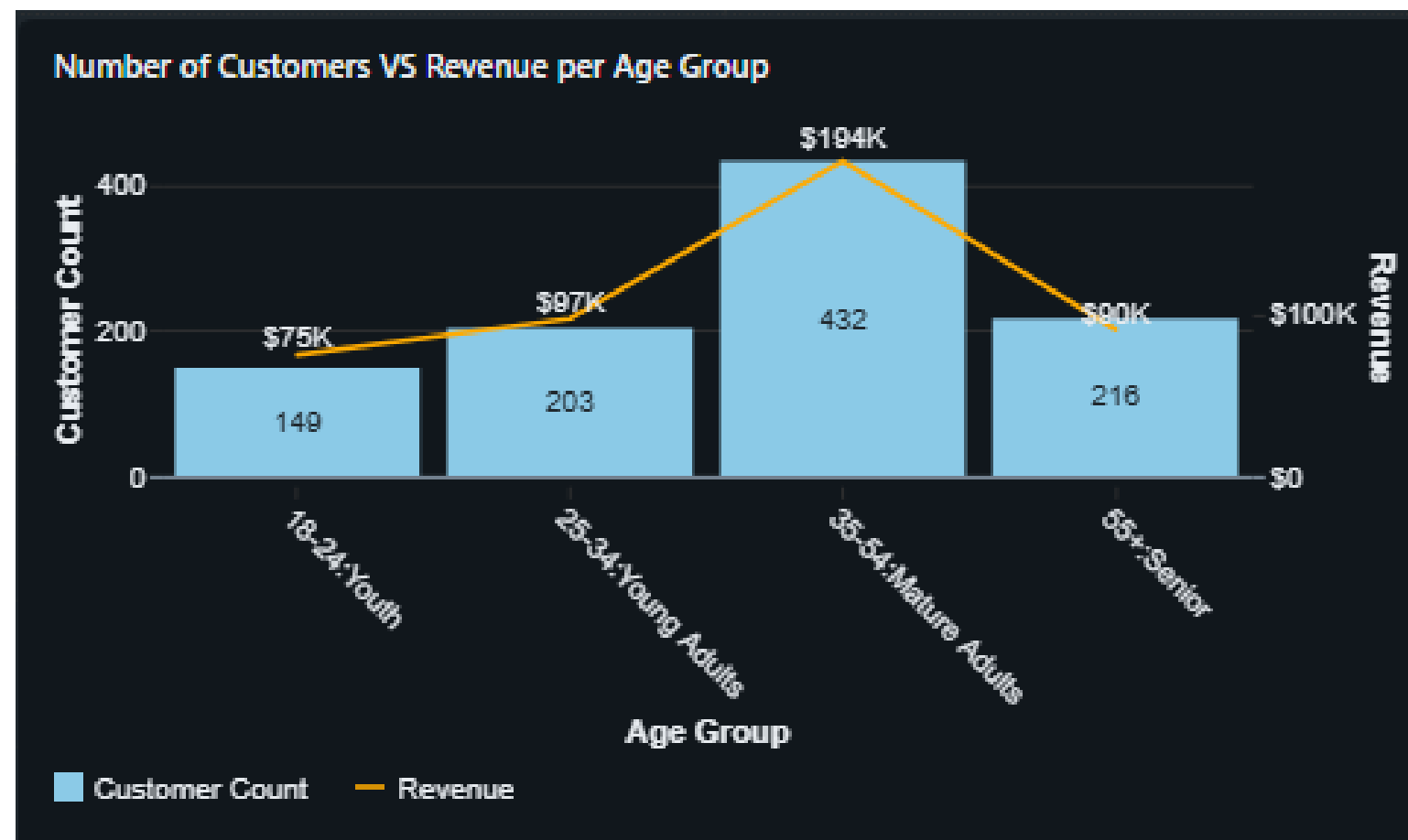
- Females are the driving force behind our revenue, contributing 51.06%, while males contribute 48.9% towards our revenue.



- Mature Adults are the largest revenue contributors (\$194K), followed by Young Adults at \$97K while Seniors and Youth are the less spenders.



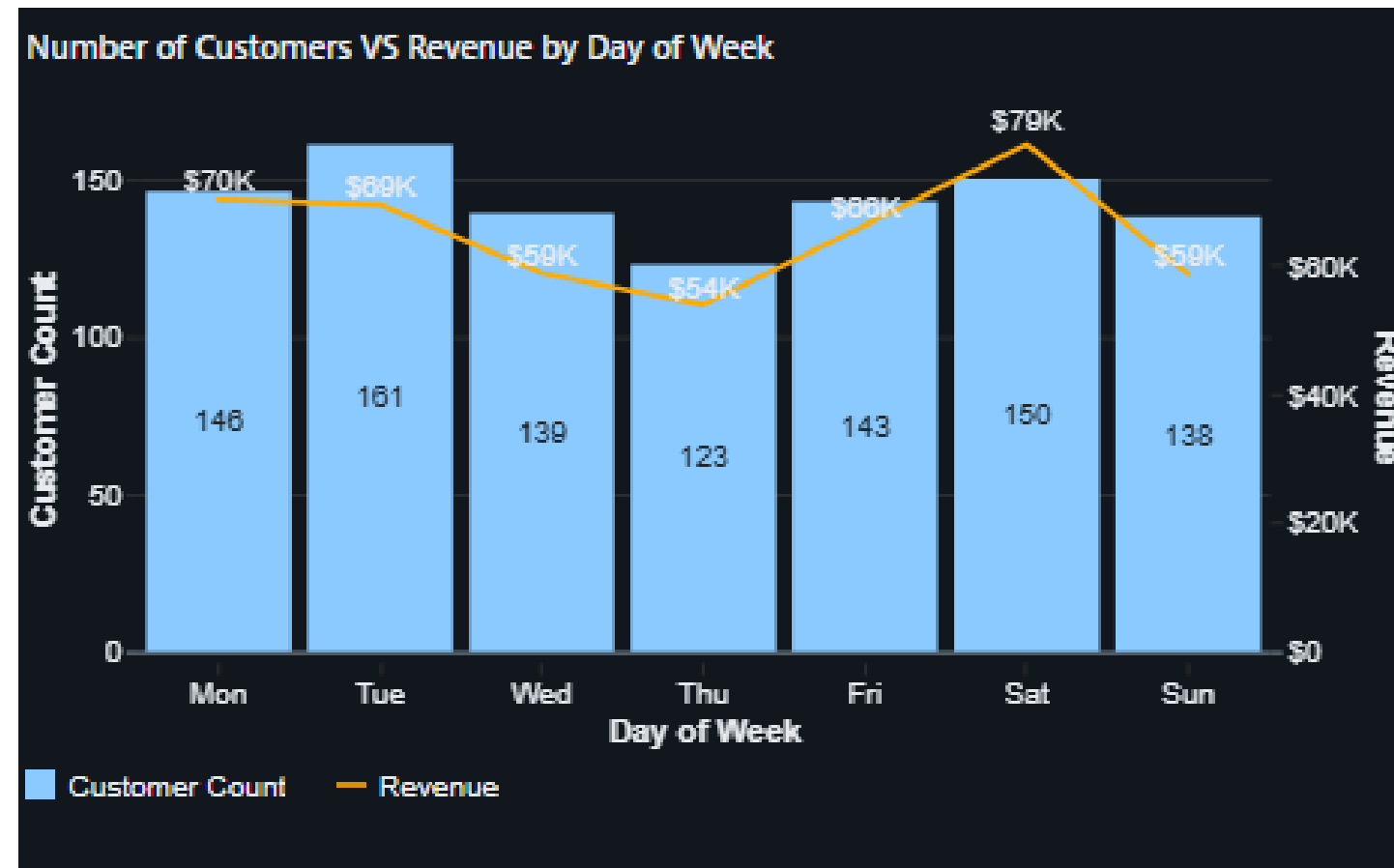
## REVENUE AND DEMOGRAPHICS CONTINUATION....



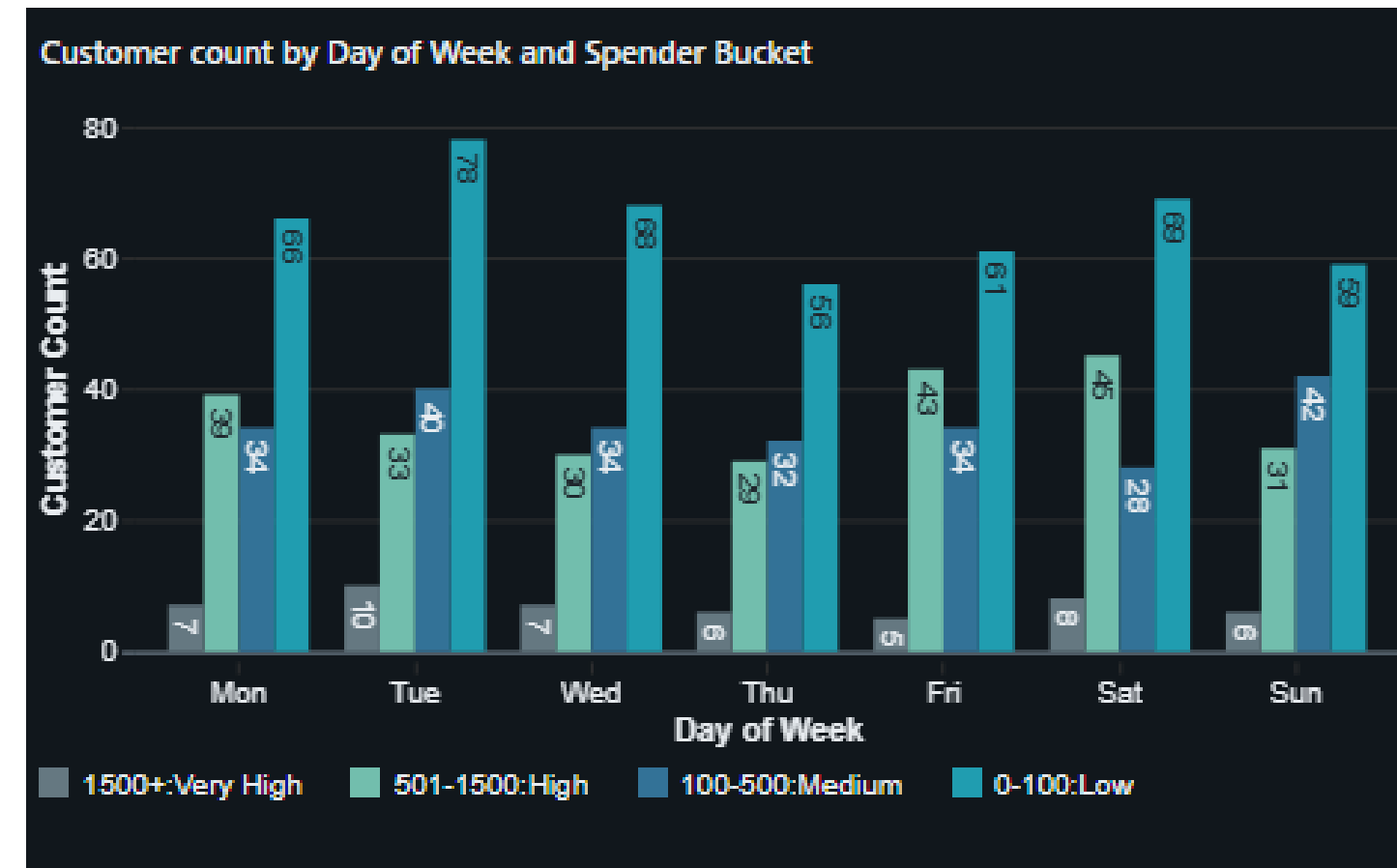
- Mature Adults have a high number of customers, resulting in high revenue; Youth have fewer customers and contribute less revenue



# CUSTOMER BEHAVIOR

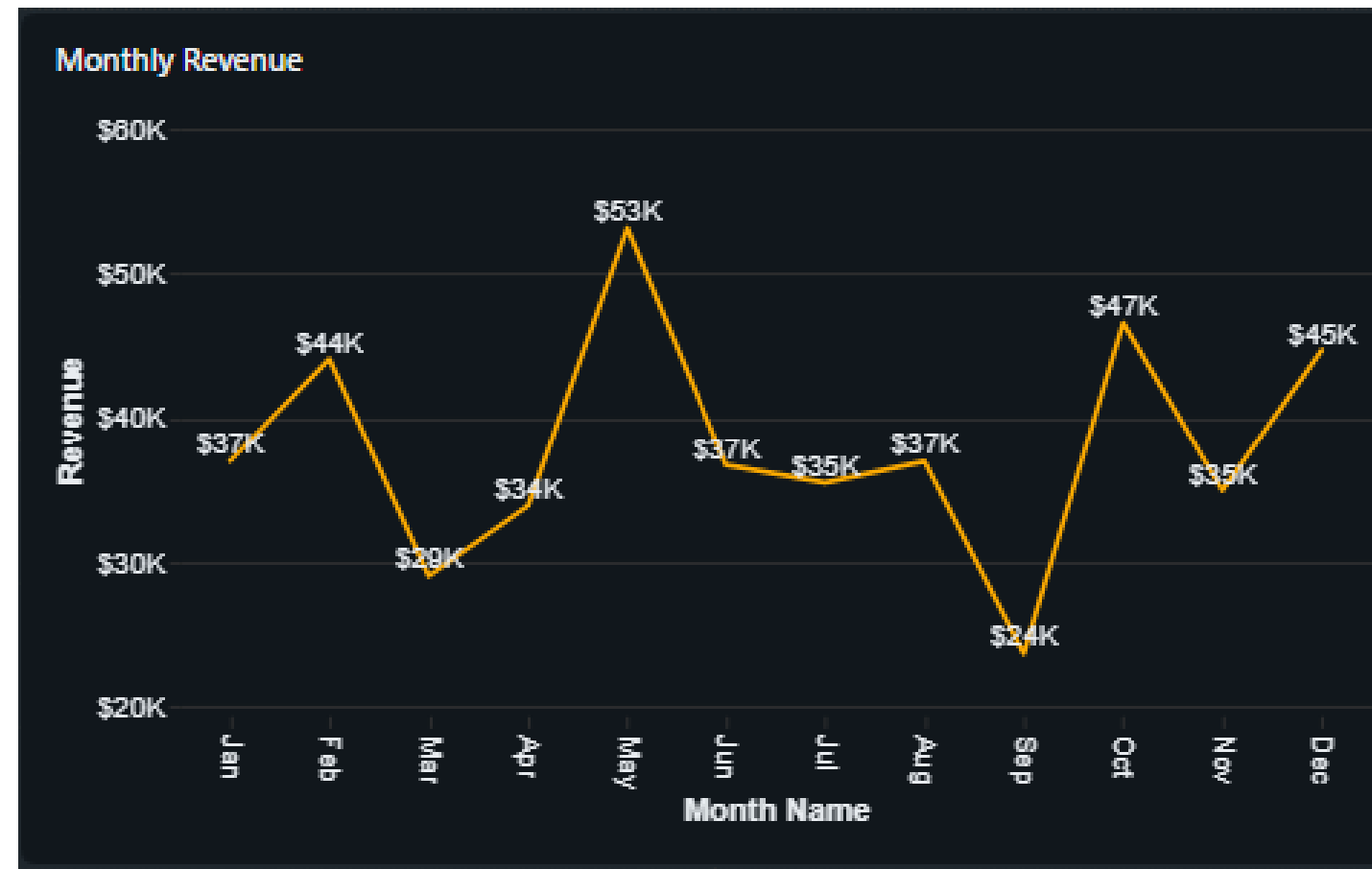


- Saturday generates the most revenue (\$79K), Thursday is the weakest (~123 customers, lowest revenue).



- The Low spender bucket (0–100) has the highest number of customers, so they drive traffic, but their revenue contribution is relatively small. On the other hand, High and Very-high spenders (>500) are few in number, yet they generate significant revenue per customer

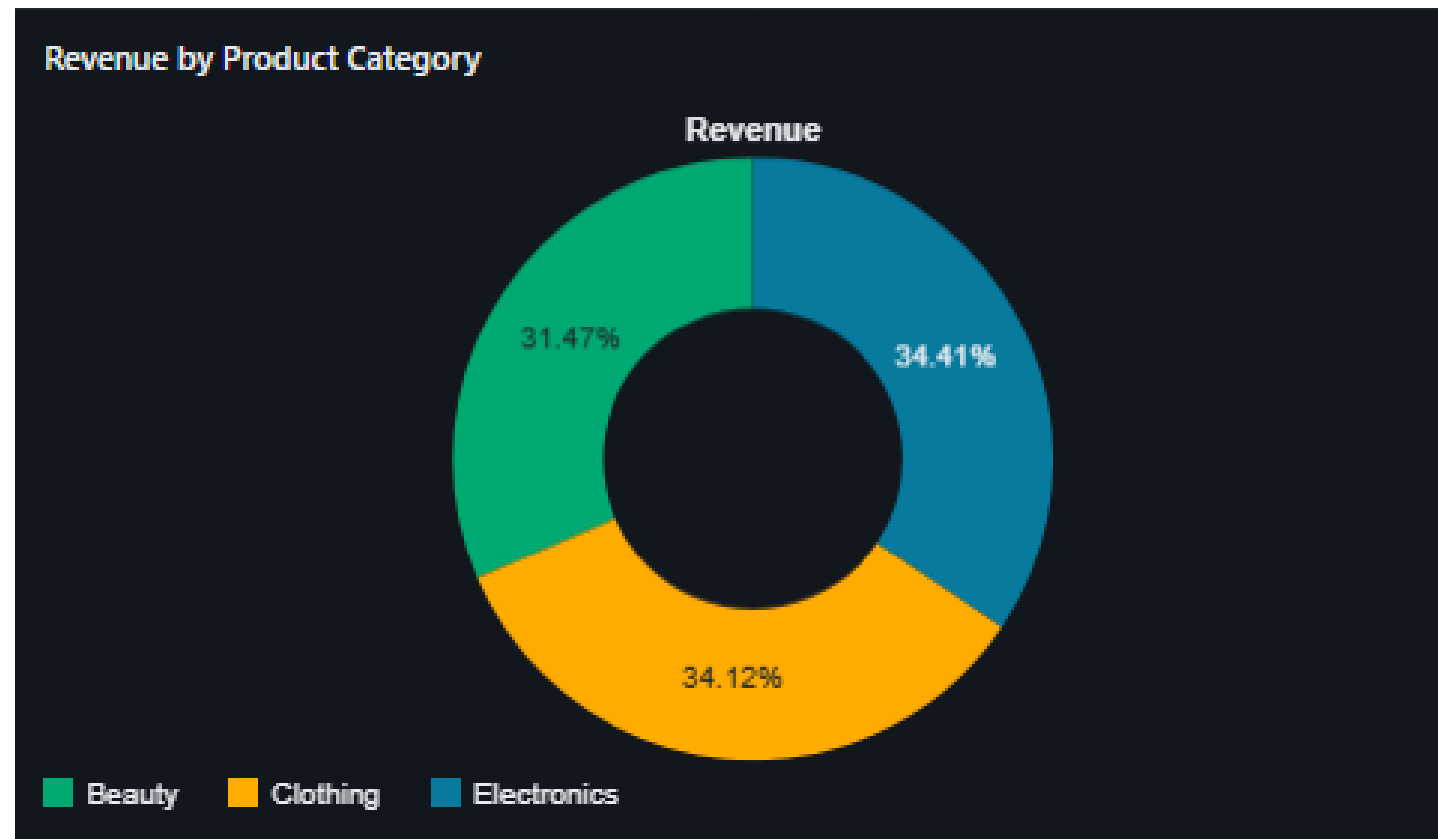
# CUSTOMER BEHAVIOR CONTINUATION.....



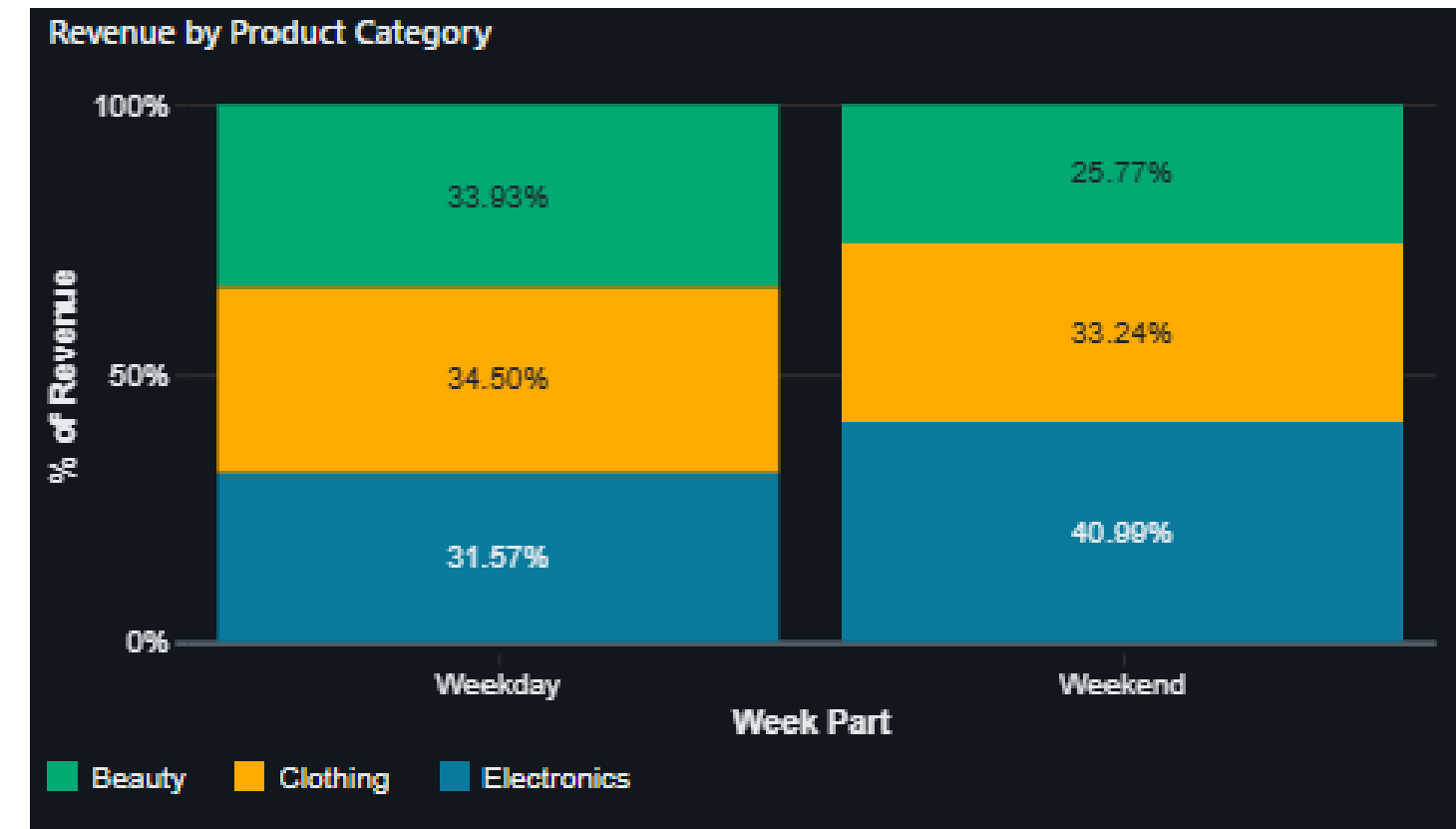
Month Name	Revenue in dollars	Revenue in percentages	Customer Count	XXXXXXXXXX
May	\$53,150.00	11.66%	105	XXXXXXXXXX
Oct	\$46,580.00	10.21%	96	XXXXXXXXXX
Dec	\$44,690.00	9.80%	91	XXXXXXXXXX
Apr	\$33,870.00	7.43%	86	
Mar	\$28,990.00	6.36%	73	
Sep	\$23,620.00	5.18%	65	

- May, October, and December are peak months, each contributes > \$40K, with May leading at ~12% of total revenue.
- March, April, and September are dip months, each contributes < \$35K, with September being the lowest at ~5%.

# PRODUCT CATEGORY PERFORMANCE



- Electronics are leading by 34.4%, while Beauty is the least performing with a contribution of 31.4%.



- On weekdays, Electronics and Clothing contribute almost equally, while on weekends, Electronics takes the lead with ~40% share.



# KEY RECOMMENDATIONS/ACTION INSIGHTS

## Optimize Stock and Inventory

- Ensure products in the Electronics category (high performing product category) are sufficiently stocked, especially during peak sales periods.
- For high volume categories (Clothing) plan stock replenishment to avoid shortages since many customers buy frequently.

## Boost Underperforming Categories

- Run clearance sales or bundle offers for weaker categories to drive movement.
- Tie them into seasonal campaigns (e.g. Spring Sale in September to clear winter stock, Autumn Sale in April to clear Summer stock).

## Leverage Promotions on Low-Revenue Days

- For slower weekdays (Thursdays) introduce short-term campaigns like a “Lunch Hour Sale” to attract traffic and test demand.

## Increase Customer Engagement

- Launch loyalty programs (points, rewards, or discounts) focused on the youth to encourage repeat purchases.
- Run targeted promotions for youth to increase their revenue contribution and balance performance across age groups.



## ✓ CONCLUSION

- The analysis shows that while Electronics drive revenue through high value sales, categories like Clothing rely on frequent customer purchases and need careful stock planning.
- Seasonal dips in March, April and September and weak weekdays such as Thursday present opportunities for promotions and clearance sales. At the same time, strong peaks in May, October and December require extra stock and staffing to maximize performance.
- By implementing targeted actions such as optimizing inventory, running strategic promotions and engaging youth customers with loyalty programs — the business can balance sales across categories, strengthen weak periods and secure long-term, sustainable growth.



# THANK YOU!!

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