

BrightLight

Shopping Trends Analysis



By: Zibongile Mnyamana
Position: Junior Data Analyst
Date: 14 August 2025
Email Address: zmnyamana1@gmail.com

EXECUTIVE SUMMARY

Objective

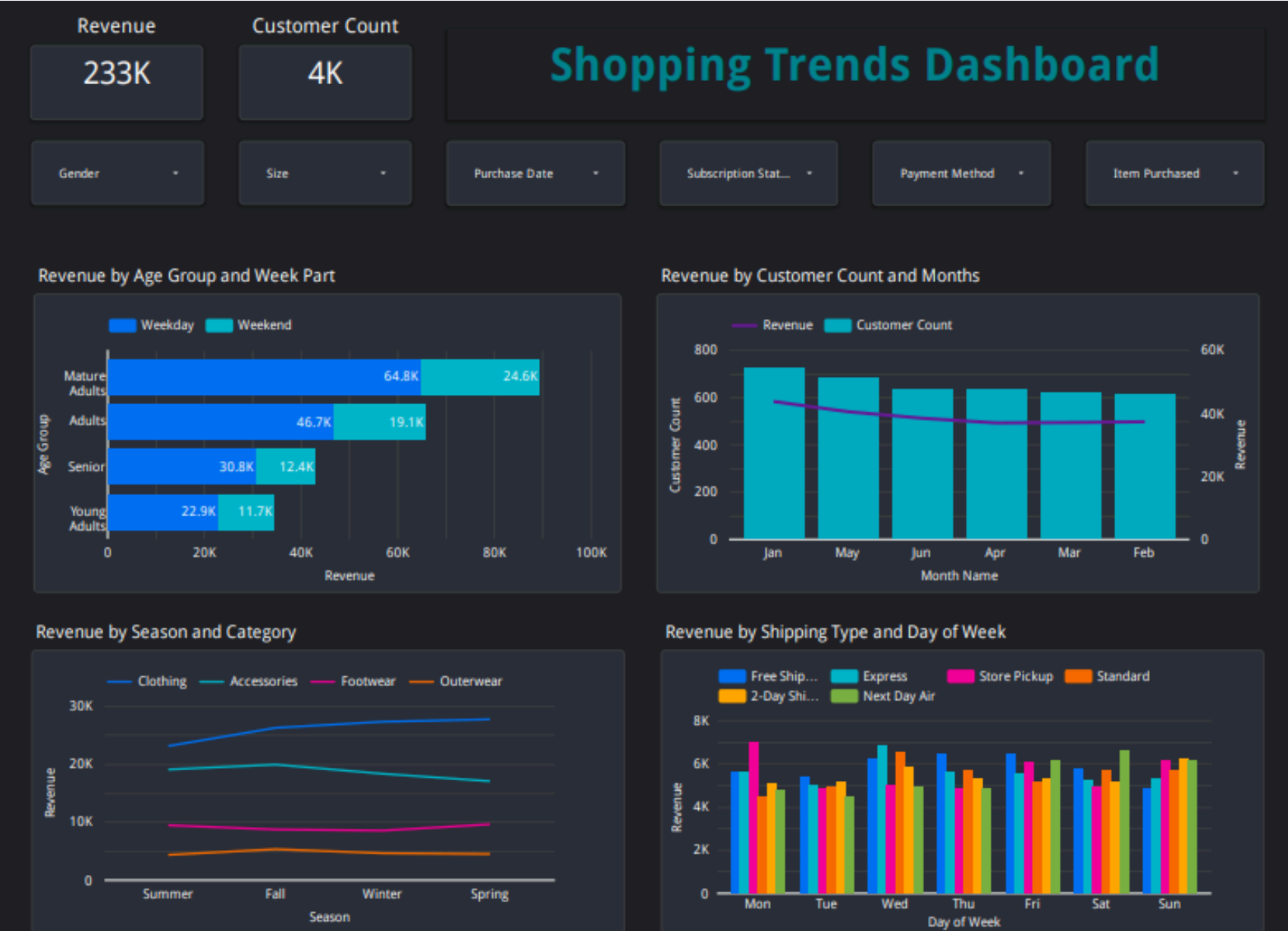
To provide a comprehensive analysis of the retail sales data presented in the "Shopping Trends Dashboard" and offer actionable insights and strategic recommendations to improve business performance.

Key Insights

The business is performing well with a solid customer base and high customer satisfaction, particularly for "Excellent" rated products however, there are clear opportunities to boost sales, optimize operations, and enhance customer loyalty.

Plan of Action

- Maximize High-Value Segments: Focus marketing and product strategies on Mature Adults and the top-performing "Clothing" category.
- Optimize Shipping Strategy: Leverage the daily shipping trends to promote high-revenue shipping types on specific days.
- Address Negative Feedback: Investigate the reasons behind the "Bad" reviews to improve product quality and service.
- Drive Sales in Underperforming Categories: Develop campaigns to increase sales of "Footwear" and "Outerwear" to grow revenue.



- Demographic Focus:** Mature Adults are the most valuable customer segment, contributing significantly more revenue than any other group. This demographic is a reliable source of income on both weekdays and weekends.
- Customer & Revenue Correlation:** We had the highest number of customers in January, the highest revenue was generated in May. This suggests a higher average order value (AOV) in May, which is a positive sign for profitability.
- **Product Performance:** The business is heavily reliant on the "Clothing" category, which consistently outperforms all other categories across all seasons.
- Operational Opportunities:** The data on shipping trends reveals a clear pattern. Free Shipping is a key driver of revenue on weekends, while Store Pickup is popular on Mondays and Fridays. This offers a clear path to optimize shipping promotions.



- **Overall Satisfaction:** We have 46.9% for excellent reviews which indicates a strong customer satisfaction.
- **Review-to-Revenue Link:** The highest average revenue comes from products with excellent ratings, highlighting the direct connection between customer satisfaction and sales. The peak in excellent review revenue in May aligns with the overall revenue peak for the month.
- **Product-Specific Feedback:** Clothing receives the highest number of reviews across all ratings, confirming its high sales volume and popularity, but also indicating it is the product most customers have an opinion on.
- **Area for Improvement:** The 21.4% of "Bad" reviews represents a clear opportunity for improvement. Understanding the root cause of these reviews is critical for preventing churn and improving brand reputation.

RECOMMENDATIONS

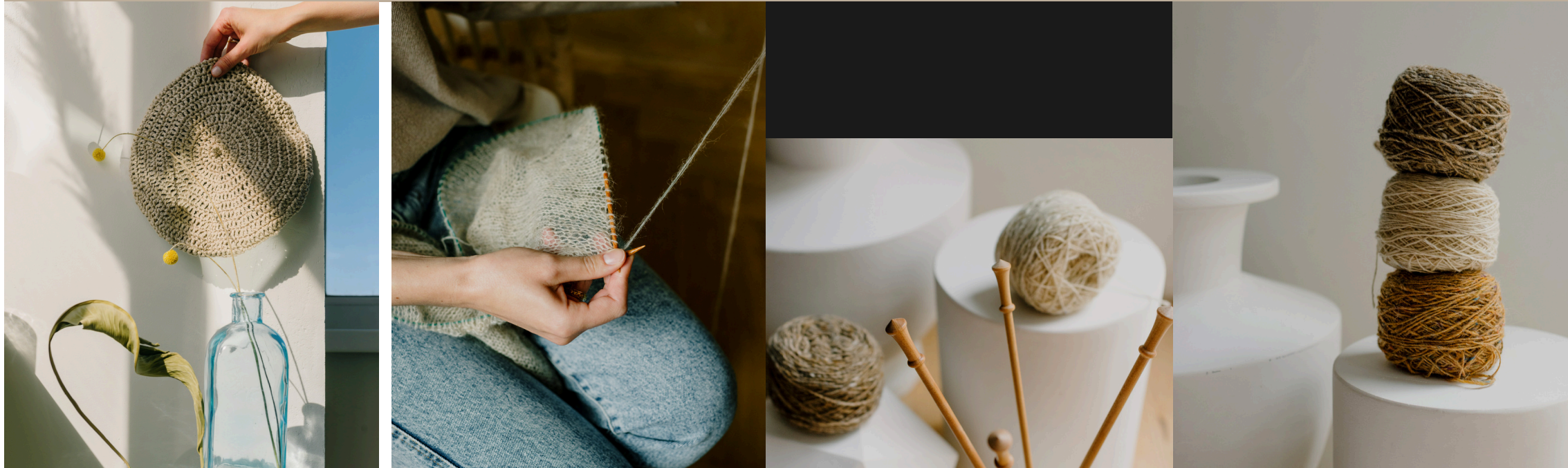
- Revenue by Age Group and Week Part:** We can launch a targeted marketing campaign and a dedicated loyalty program for Mature Adults to capitalize on their high revenue contribution.
- Revenue by Customer Count and Months:** We need to analyze the factors that contributed to the higher average order value (AOV) in May to replicate this success in other high-traffic months like January.
- Revenue by Season and Category:** We can develop specific promotional campaigns to boost sales in the underperforming categories (Footwear and Outerwear).
- Revenue by Shipping Type and Day of Week:** We need to create a promotional schedule to align with customer behavior, such as offering Free Shipping promotions on weekends and emphasizing the convenience of Store Pickup on Mondays and Fridays.
- Customer Count by Review Rating:** Implement a process to analyze the root causes of the 21.4% "Bad" reviews to directly address recurring issues with product quality or service.
- Average Revenue by Rating and Month:** Showcase the products with "Excellent" ratings in marketing materials and on the website to leverage the direct link between high satisfaction and revenue.
- Rating Distribution by Day:** Maintain the current high standards of service, as the consistent number of "Excellent" reviews throughout the week indicates strong operational performance.
- Customer Count by Category and Review Rating:** While "Clothing" has the highest number of reviews, use the data to identify the specific clothing items with the highest "Excellent" ratings and feature them prominently.

CONCLUSION

- This dashboard provides a clear overview of the business's current state, highlighting both its strengths and opportunities.
- The analysis of the data confirms that the company has a strong foundation, with high-revenue segments like Mature Adults and popular product categories like Clothing driving sales.
- The high percentage of excellent reviews also points to a satisfied customer base however, the dashboard also reveals key areas for strategic improvement.
- We also noticed discrepancy between customer count and revenue, the underperformance of categories like Footwear and Outerwear, and the presence of bad reviews all present opportunities for growth.

ACTION PLAN

- Maximize High-Value Segments: Focus marketing and product strategies on Mature Adults and the top-performing "Clothing" category.
- Optimize Shipping Strategy: Leverage the daily shipping trends to promote high-revenue shipping types on specific days.
- Address Negative Feedback: Investigate the reasons behind the "Bad" reviews to improve product quality and service.
- Drive Sales in Underperforming Categories: Develop campaigns to increase sales of "Footwear" and "Outerwear" to grow revenue.



Thank You!!



From: Zibongile Mnyamana
Position: Junior Data Analyst
Date: 14 August 2025
Email Address: zmnyamana1@gmail.com