

Task 6: Executive Summary and Recommendations (16 Marks)

Objective: Summarize findings and provide actionable recommendations for business strategies.

1. Summary of Key Insights: ○ Highlight key findings from customer segmentation, transaction analysis, new customer insights, and CLV analysis.

2. Recommendations:

○ Provide recommendations for marketing strategies targeting high-value customer segments.

○ Suggest potential areas for business expansion based on new customer location analysis.

○ Recommend improvements in product offerings based on transaction analysis.

1. Key insights

Customer segmentation

Most customers are in the mass market segment; however, affluent and high-net-worth customers bring in more revenue.

Customers from finance, tech, and healthcare industries tend to spend more.

Transaction analysis

Sales fluctuate throughout the year and peak seasonally. Steady online sales growth has been noted.

A small fraction of the customers provides a greater share of total revenue.

New customer insights

A large portion of new customers are from the tech and finance industries.

A correlation exists between high-spending customers and areas with high property value.

2. Recommendations

Marketing & expansion

Make customer retention a priority through special incentives.

Invest in digital marketing to tap into the growing online sales.

Expand business into high-growth states and establish partnerships with firms in finance and technology.

Product strategy

Focus on best-selling brands with launches of premium versions.

Encourage seasonal sale promotions and bundles to take full advantage of peak demand.

Conclusion: Improving marketing strategies, expanding into key territories, and improving product offerings will sustain growth in business.