

Sales/Customer Retention Recommendations

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Sales Expansion:

- Develop bundle deals with top-selling products like the Macbook and iPhone
 - Will drive average order value
- Expand presence in regions which are already strong through partnerships and promotions
- Investigate the cause of lower performance states such as Oregon and Maine to unlock potential regional growth

Customer Retention:

- Launch loyalty or rewards programs in California and Texas
 - Offering exclusive early access to new releases or possible discounts to reward any repeating customers
- Use customer segmentation to tailor re-engagement emails for different purchase patterns
 - Especially targeting those active in high-volume midday periods

Operational Improvements

- Adjust inventory planning for midday fulfillment and maintain safety stock
 - Important to stay stocked during high-volume hours
- Continually monitor time and product-based sales patterns
 - Include customer satisfaction data to generate more insight