

Executive Summary Customer & Sales Insights on Half life

This analysis was conducted to better understand customer behavior and sales performance, with the goal of identifying opportunities to improve revenue and marketing effectiveness. The insights below focus on what matters most from a business perspective.

Key Insights

1. Revenue is stable overall but shows clear seasonal dips

Sales remain relatively stable across most months. However, noticeable drops occur around **October–November 2023** and again in **November 2024**, followed by recoveries. This suggests that revenue fluctuations are likely driven by seasonality or campaign timing rather than long-term demand issues.

Why this matters:

The business has opportunities to smooth revenue by strengthening promotions during historically weaker months.

2. A small number of product categories drive most revenue

The **Home** category is the strongest revenue contributor, followed by **Books** and **Electronics**. In contrast, categories like **Beauty** contribute much less to total revenue. Customer spending is clearly concentrated in a few key categories rather than spread evenly.

Why this matters:

These top categories are critical revenue drivers and should be prioritized in marketing and inventory planning.

3. Order volume does not always equal high value

While **Books** receives a high number of orders, its total revenue is lower compared to **Home**, which generates much higher revenue with fewer orders. **Clothing** also shows relatively high revenue with a moderate number of orders, indicating a higher average order value.

Why this matters:

Not all growth comes from increasing order volume — increasing value per order is equally important.

Recommendations

1. **Focus marketing and promotions on Home and Clothing**, as these categories generate higher revenue per order and have strong value potential.
2. **Test upselling or bundling strategies in Books and Beauty** to increase average order value rather than only driving more orders.

Data Limitation

This analysis is based only on historical transaction data and does not include external factors such as marketing spend, promotions, or customer intent. As a result, insights should be used as directional guidance rather than exact predictions.