

Executive Summary

This report analyzes the **city-wise transaction trends**, highlighting key revenue drivers, the **top customers**, and **frequent transaction reasons**. The findings reveal the following key insights:

1. **Top Revenue-Contributing Customers:**

- **Kyra Enterprises** is the leading customer, contributing significant revenue.
- **JCK Enterprise** follows closely, contributing notable revenue.

2. **Most Frequent Sold Customer Type:**

- The product **Maximus Jun22 (New Traditional) - 60** has **118 transactions**, making it the **most frequent sold customer type**.

3. **Most Frequent Transaction Reasons:**

- The most common reason for transactions with **Kyra Enterprises** is **DAMAGED** products, suggesting a need for improvements in product quality or packaging.
- **Expired Pack** is the most frequent transaction reason for **JCK Enterprise**, indicating potential issues with inventory or product shelf-life management.

4. **Top Revenue City:**

- **Vadodara** stands out as the city with the highest revenue per transaction, making it a critical focus area for future growth.

These insights emphasize key areas for focus:

- Strengthening relationships with top customers, particularly **Kyra Enterprises** and **JCK Enterprise**, who contribute significantly to overall revenue.
- Addressing common transaction issues, such as **DAMAGED** products for Kyra Enterprises and **Expired Pack** for JCK Enterprise, to reduce returns and improve customer satisfaction.
- Leveraging **Vadodara's high revenue potential** for future growth by targeting more marketing and sales efforts in this city.

Conclusion:

Focusing on strengthening relationships with top customers like Kyra Enterprises and JCK Enterprise, while addressing transaction issues, will drive sustained revenue growth. Additionally, capitalizing on Vadodara's high revenue potential will further enhance overall business performance.