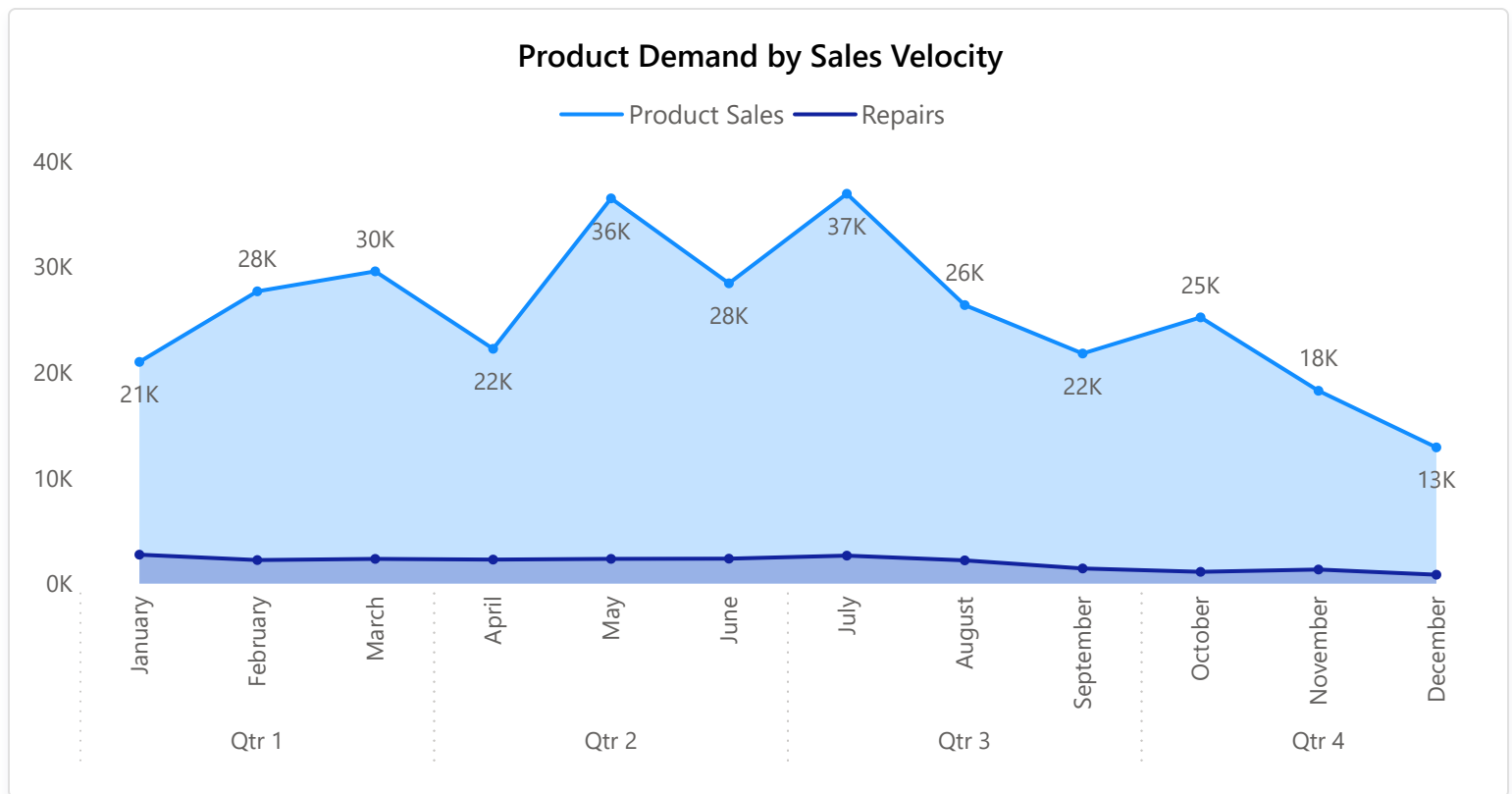
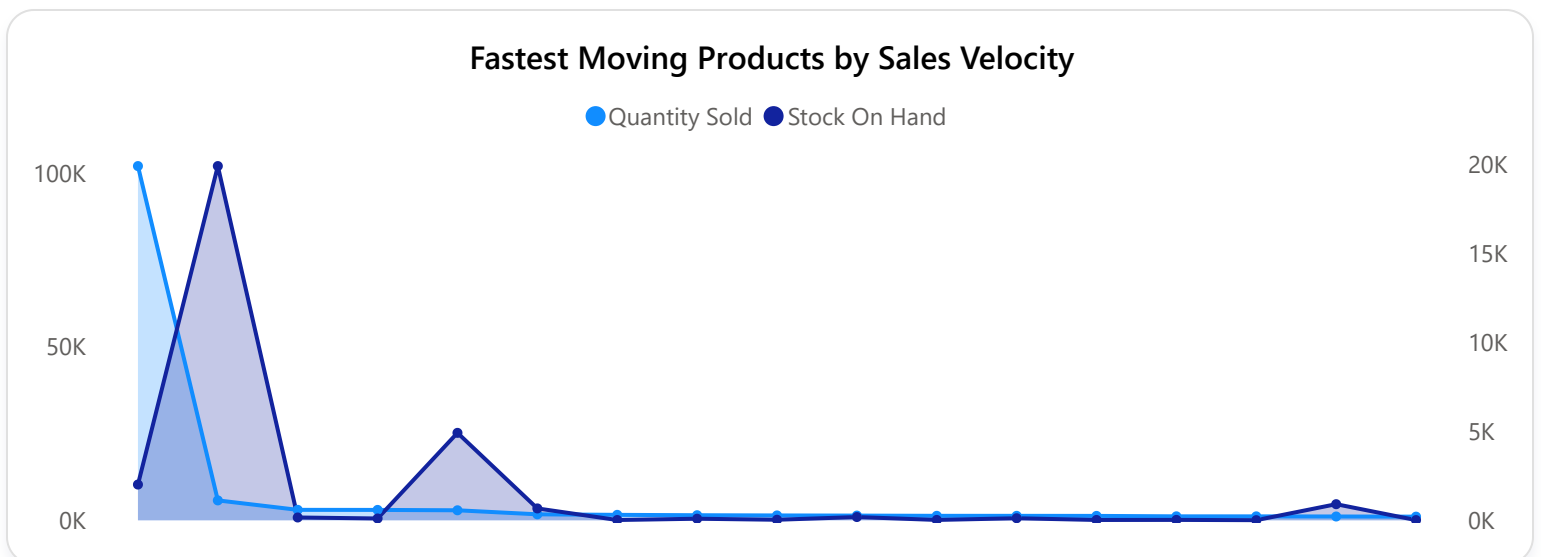


# Forecast demand for knives, gloves, and apparel? Fastest moving products?



**Insight:** Mostly consistent demand for repairs sales with a dip at the beginning of Q2 and end of Q3. Sales decline aligns with holiday periods. This is predictable behaviour.

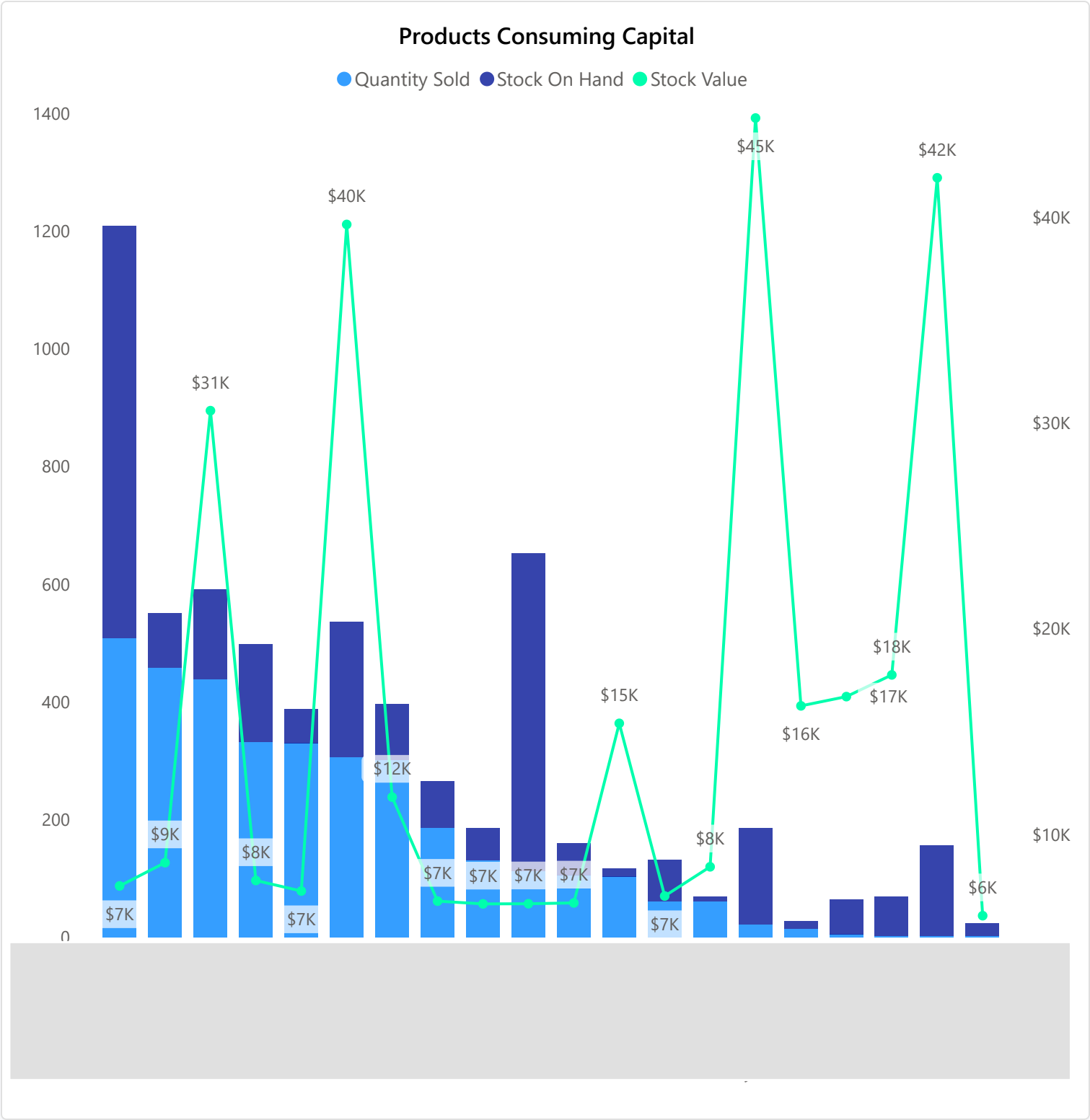
**Recommendation:** Strategic recourse planning may mitigate over-stocking or over staffing during this period, reducing labour costs. Balance staff leave around forecast dips.



**Insight:** [Redacted] fastest moving singular product by far. Recorded 100k sales in the past two years.

**Recommendation:** Currently under-stocked with 2k currently on stock.

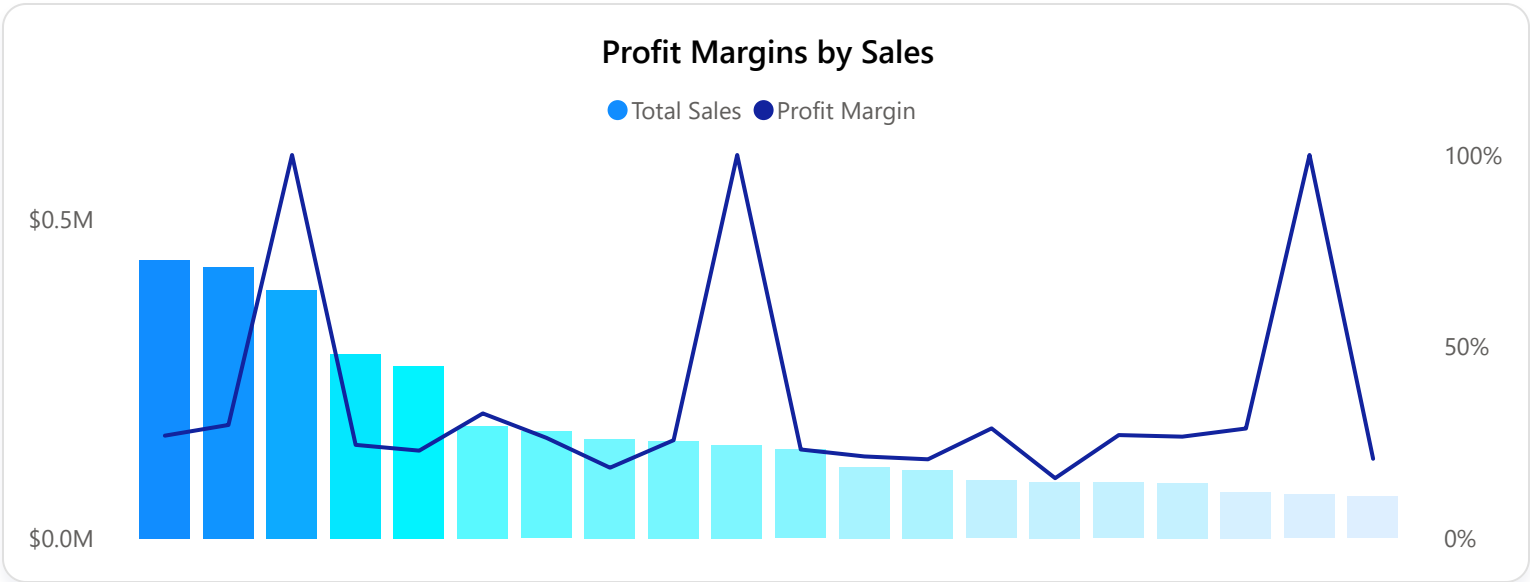
# Which products tie up capital/stock unnecessarily?



**Insight:** High-value stock of slow-moving products including ' [redacted] ' is tying up significant capital/warehouse space. Capital invested into these three products total 127k.

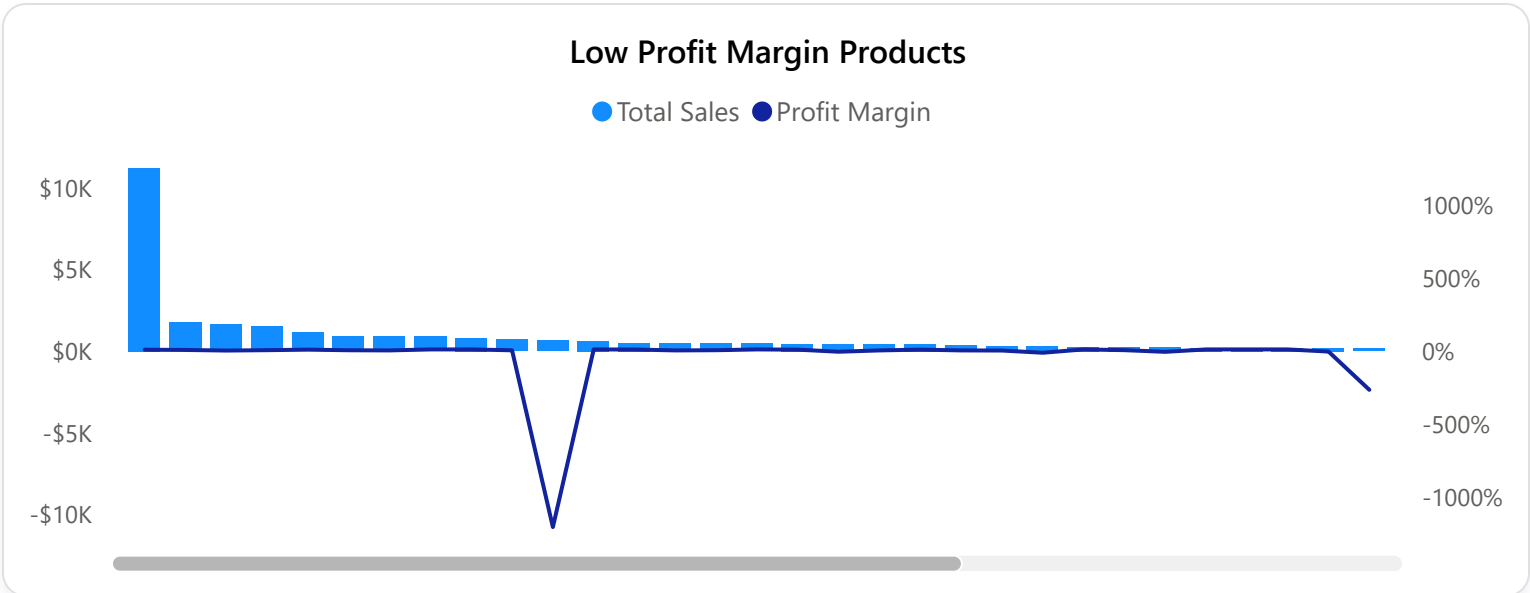
**Recommendations:** Review product range or consider running targeted promotion to customers in this niche/have purchased similar items to turn stock into cash.

# Use data to set retail pricing balancing competitiveness vs. margin?



**Insight:** Consistent profit margin of 20-30% on sales and significant margins in repairs.

**Recommendations:** [redacted] and top-selling items are generating strong margins. Could consider bundling complementary products or services to increase revenue. Focus on high-margin items and monitor competitors to maintain market position. What are competitors prices on the company's top performing products? 1% margin increase on top 3 performing products will generate extra \$10k profit per quarter.

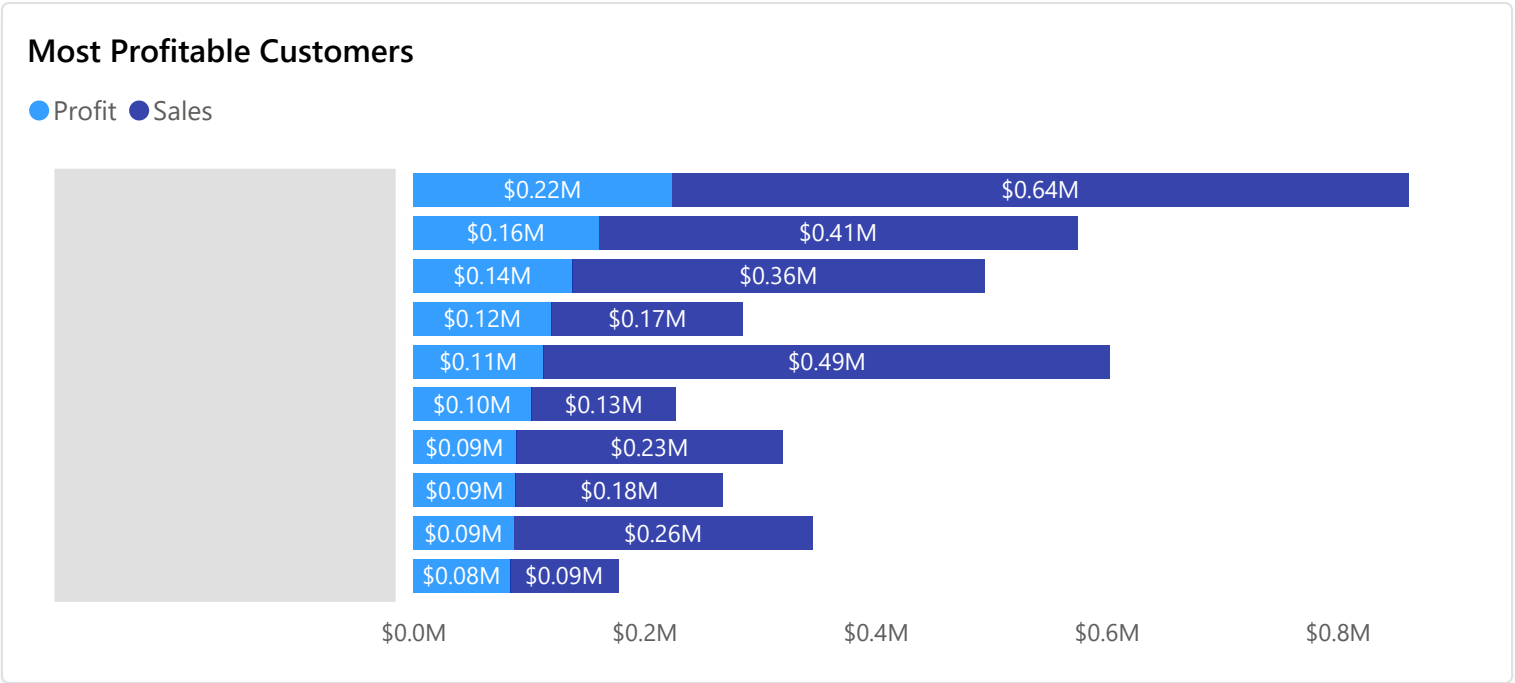


**Insight:** Lowest performing products have consistently low profit margins <5%. Extremely low sales. Negligible profit. [redacted] has negative profit margins, costing the company -\$12.

**Recommendations:** Consider phasing out underperforming products entirely. Negligible-negative profit margins. Can focus resources on high-performing, profitable items.

# Which customers are most profitable?

## Who are customers who haven't ordered recently?



At Risk Customers		
Record ID	Customer Name	Last Order Date
		10/01/2024
		23/01/2024
		3/04/2024
		23/04/2024
		30/04/2024
		11/06/2024
		8/07/2024
		15/07/2024
		22/07/2024
		25/07/2024
		1/08/2024
		8/08/2024
		12/08/2024

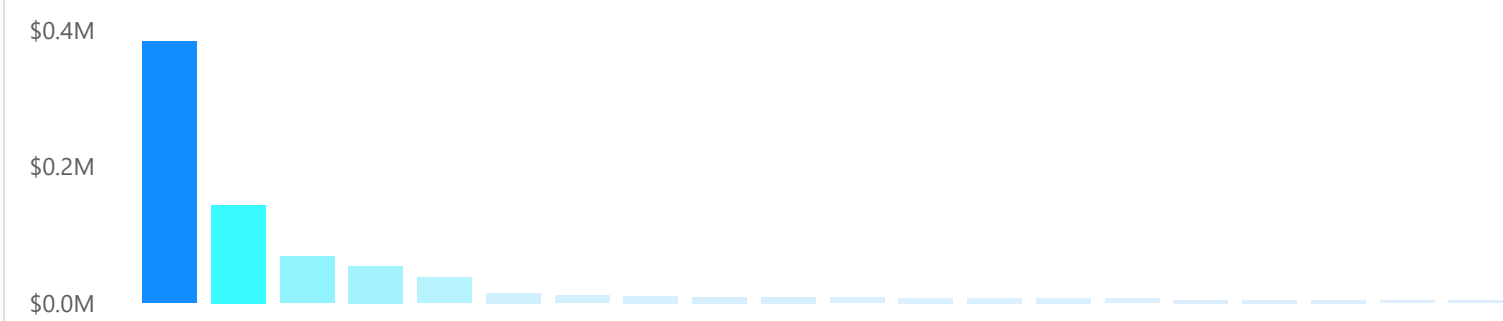
**Insight:** 40% of profit comes from 10 customers over the last two years. Does this trend hold over time? Potentially consider increasingly diverse historical data to ensure data integrity and accuracy of trend.

**Recommendation:** Implement retention strategies for top performers or targeted promotions to lower tier customers to boost sales.

# Predict when customers likely need repairs?

## Products being repaired historically?

Total Sales



**Insight:** [redacted] highest repair percentage by far, followed by [redacted]

**Recommendations:** Stock commonly repaired parts for [redacted]; to avoid delays [redacted]. Consider whether high repair frequency affects profitability. Do customers who purchased/repaired these items continue to order? Identify high-frequency repair customers and consider maintenance contracts.

Customer Name	Last Repair Date	Avg Repair Interval (Days)	Next Repair Date
[redacted]	18/07/2025	95	21/10/2025
	21/08/2025	62	22/10/2025
	29/04/2025	75	13/07/2025
	30/04/2025	84	22/07/2025
	8/05/2025	59	6/07/2025
	3/07/2025	165	14/12/2025
	10/06/2025	139	27/10/2025
	26/09/2024	121	25/01/2025
	19/08/2025	28	16/09/2025
	7/08/2025	25	31/08/2025
	26/08/2025	38	3/10/2025
	30/07/2025	32	31/08/2025
	27/08/2025	34	29/09/2025
	25/08/2025	9	2/09/2025

**Insight:** Average repair interval is vastly different between customers. Potentially investigate recurring purchases and individual items each customer purchased to extrapolate repair schedules for individual items.

**Recommendations:** Send out service offers, or promotions to overdue customers. Bundle repairs with accessories or upgrades to increase margin. Potentially allocate repair staff and resources around expected repair demand.