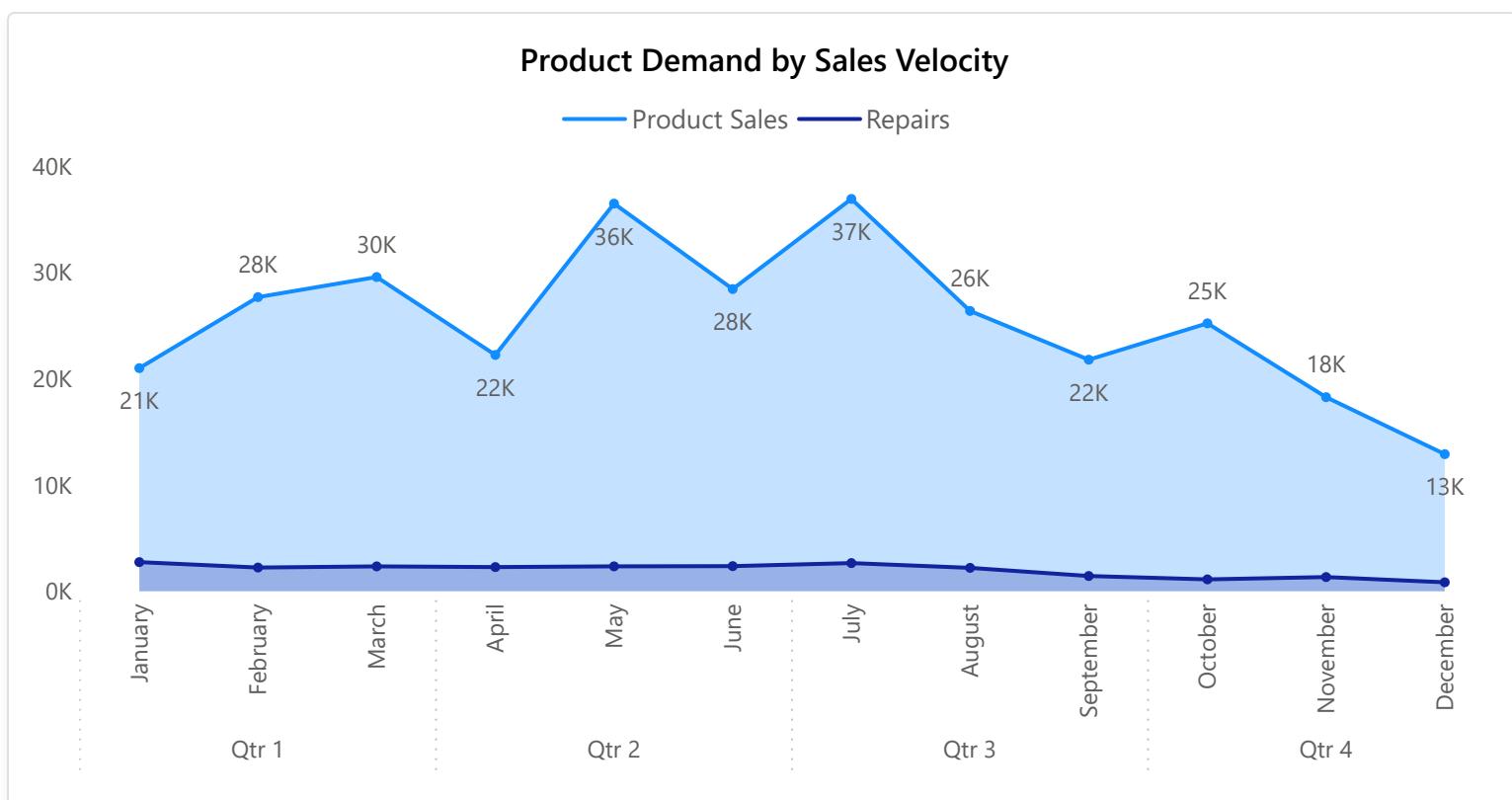


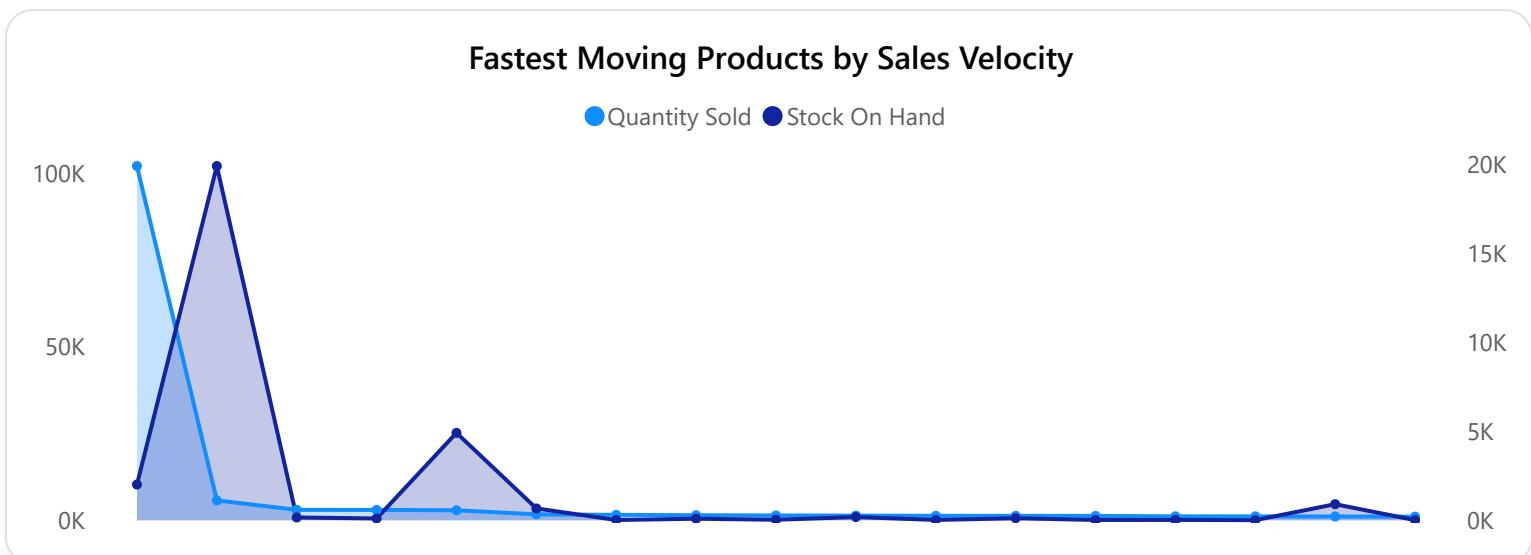
# Forecast demand for knives, gloves, and apparel?

## 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.

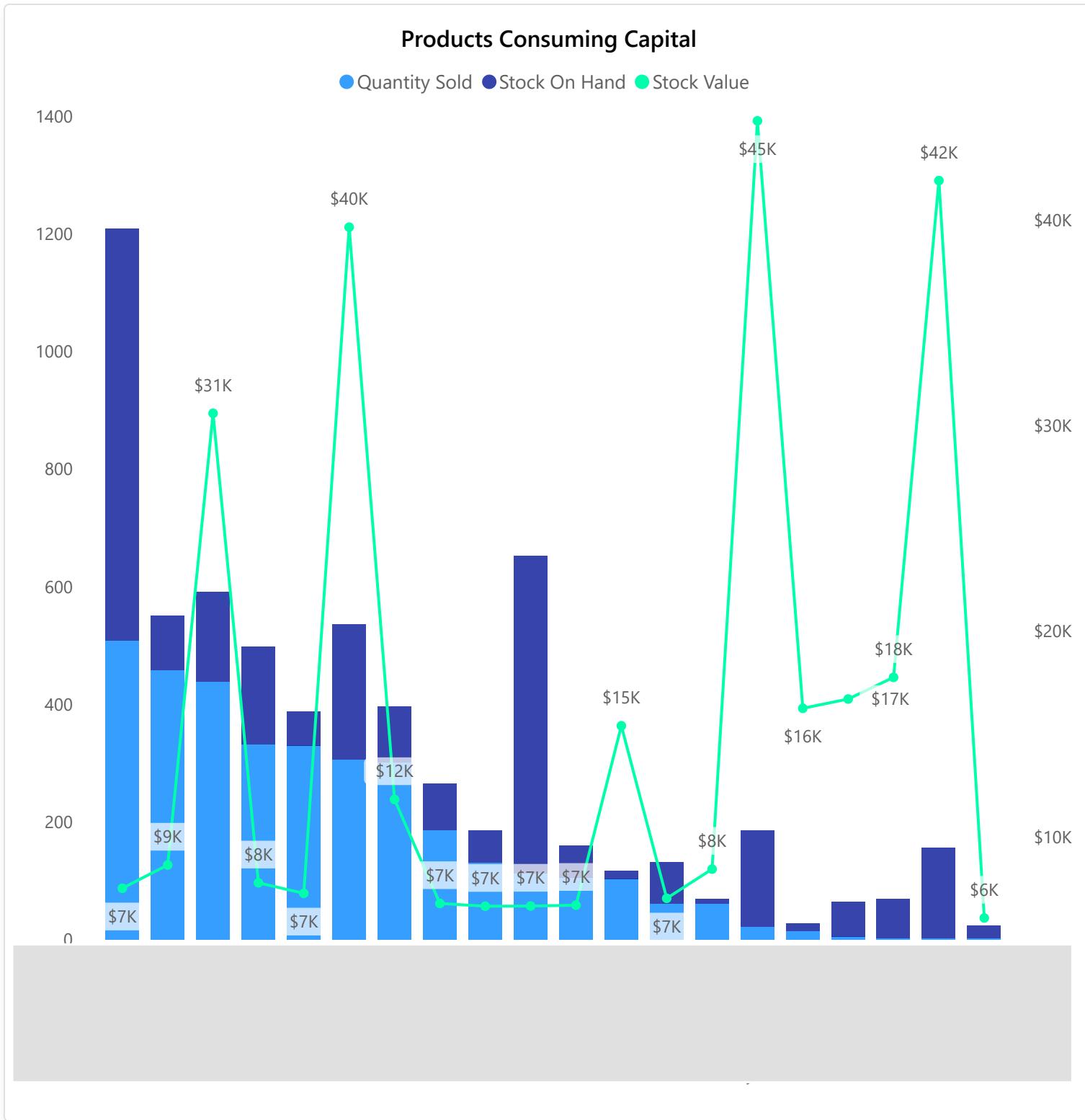
**Recommendation:** Strategic recourse planning may mitigate over-stocking or over staffing during this period, reducing labour costs. Balance staff leave around forecast dips.



**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.

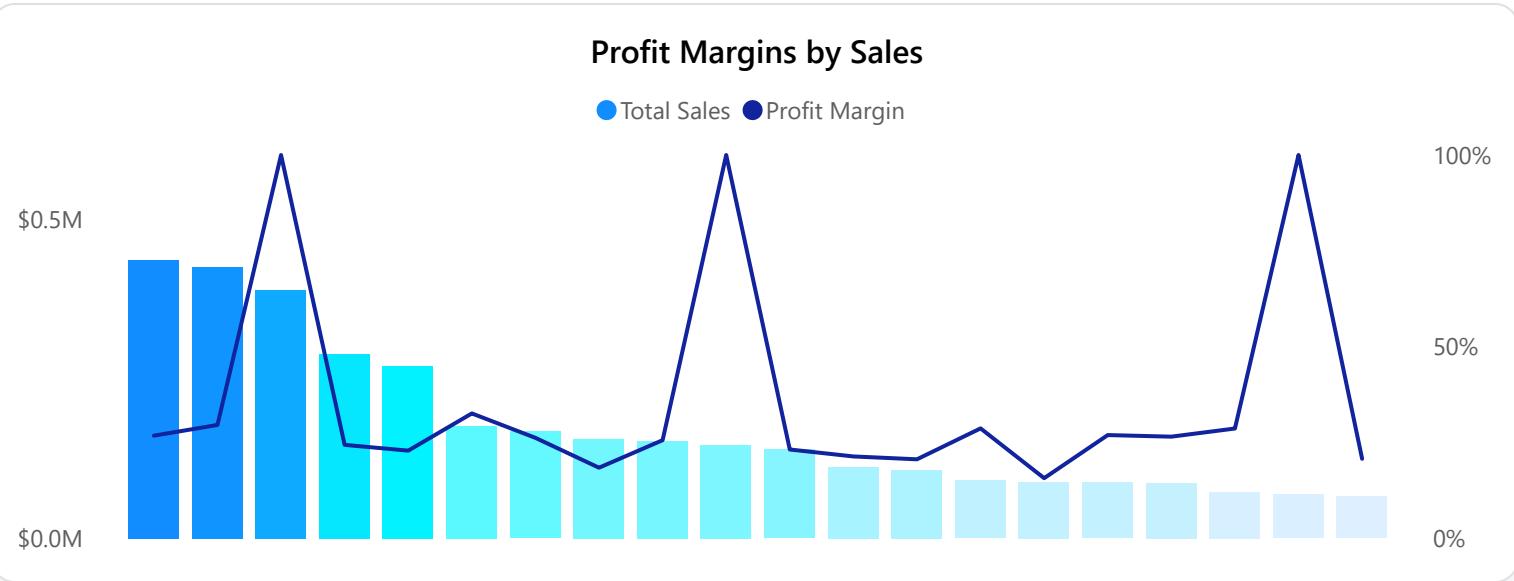
# Which products tie up capital/stock unnecessarily?



**Insight:** High-value stock of slow-moving products including '██████████' 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.

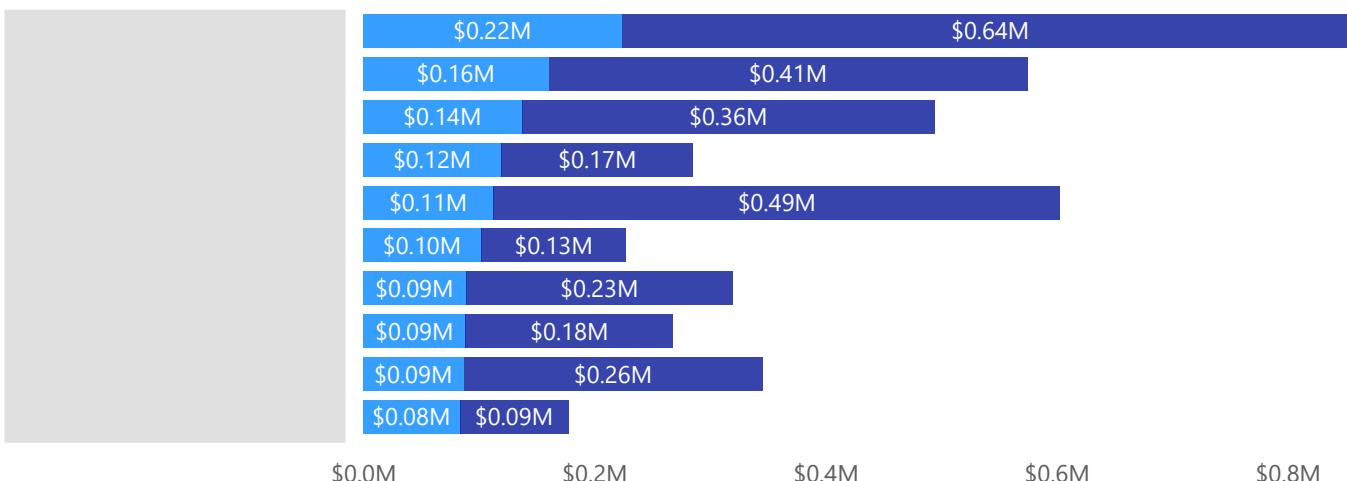
# Use data to set retail pricing balancing competitiveness vs. margin?



# Which customers are most profitable? Who are customers who haven't ordered recently?

## Most Profitable Customers

● Profit ● Sales



## At Risk Customers

Record ID Customer Name

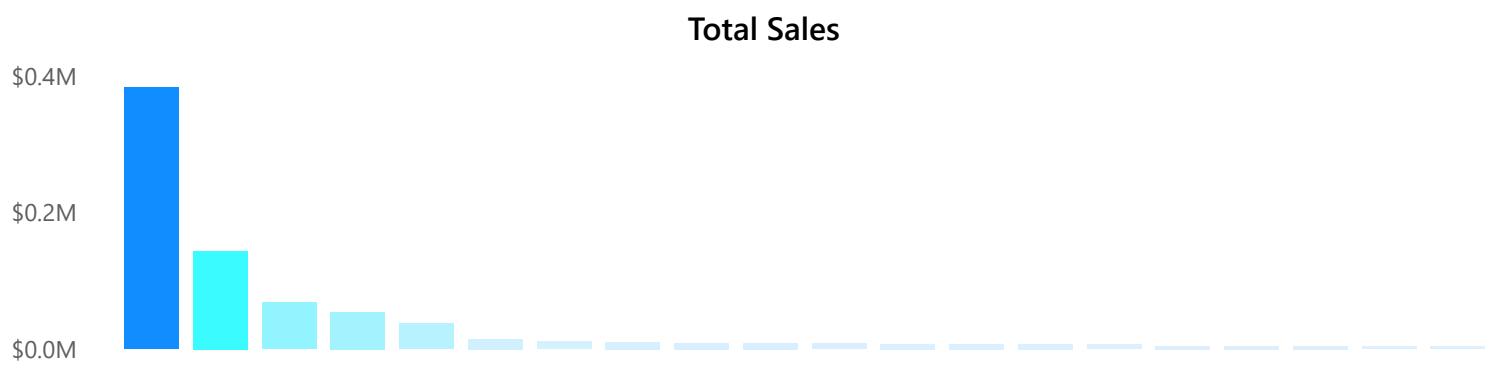
Last Order Date

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  
13/08/2024

**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?



**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
[REDACTED]	21/08/2025	62	22/10/2025
[REDACTED]	29/04/2025	75	13/07/2025
[REDACTED]	30/04/2025	84	22/07/2025
[REDACTED]	8/05/2025	59	6/07/2025
[REDACTED]	3/07/2025	165	14/12/2025
[REDACTED]	10/06/2025	139	27/10/2025
[REDACTED]	26/09/2024	121	25/01/2025
[REDACTED]	19/08/2025	28	16/09/2025
[REDACTED]	7/08/2025	25	31/08/2025
[REDACTED]	26/08/2025	38	3/10/2025
[REDACTED]	30/07/2025	32	31/08/2025
[REDACTED]	27/08/2025	34	29/09/2025
[REDACTED]	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.