

Subject: Request for Sales, Growth, and Customer Insights

Dear Data Analytics Team,

I hope this message finds you well. As we continue to refine our strategies for sales optimization and customer engagement, I'd like to request a detailed analysis that will help us achieve the following:

1. Sales Performance Overview:

We need a breakdown of our total sales over the last three years, focusing on product categories and top customers. Specifically, I'm looking for insights into our average order value, gross profit, and the number of items sold per customer. Could you provide a comparison between our actual sales and the budget projections during this period?

2. Monthly Sales Growth Trends:

Additionally, I'm interested in understanding the monthly sales growth, especially in identifying which product categories have contributed most to our performance month by month. Please also include a comparison with the previous month's sales figures and calculate the percentage growth for each category.

3. Customer Demographics and Insights:

Lastly, I'd appreciate an overview of our customer base, segmented by key demographics such as age, income, education level, and city. How do factors like marital status, presence of children, and income levels influence purchasing behavior? I'm especially interested in our customer distribution by age and purchase recency, to understand which customer segments are most engaged.

These insights will allow us to fine-tune our product offerings and better target our marketing efforts. Looking forward to your analysis.

Best regards,
Sales Director