**To increase sales and to convert the potential low spenders into high:**

**1. Store Optimization:**

**-** Review staffing levels in low-performing stores

- Optimize inventory based on weather patterns

**2. Customer Strategy:**

* **Low Spenders Strategy:**

**-** Introduce entry-level product lines

- Provide first-time buyer incentives

* **Medium Spenders Strategy:**

**-** Create upgrade paths to premium products

- Offer bundled discounts

* **High Spenders Strategy:**

**-** Implement a loyalty rewards program

- Provide exclusive early access to sales

**Recommendations**

**Short-term Actions:**

1. **Inventory Management**
   * Adjust stock levels based on weather forecasts
   * Focus on top-performing categories: Snow Equipment, Outdoor Furniture
   * Optimize inventory turnover in underperforming stores
2. **Customer Experience**
   * Target marketing to high-value customer segments
   * Implement weather-based promotions
   * Enhance customer service during peak shopping hours

**Long-term Strategies:**

1. **Store Operations**
   * Optimize store layouts based on category performance
   * Implement staff training for high-traffic periods
   * Develop weather-contingency plans
2. **Market Expansion**
   * Focus on high-performing markets (LA, Seattle)
   * Consider store format optimization based on location
   * Develop targeted expansion plans for successful categories