

Sales Analysis Report  
Online Retail Store - Key Findings & Recommendations

1 Top Revenue-Generating Products

	StockCode	Quantity
499	21212	60076
3856	85123A	58387
2362	84077	55058
3841	85099B	49807
51	17003	48384
2531	84879	45236
2574	84991	36348
1323	22197	33456
1135	21977	31805
516	21232	27060

- The top-selling products account for a significant portion of total revenue.
- These products are frequently purchased.
- **Actionable Steps:**
  - Ensure consistent stock availability.
  - Implement bundle pricing and cross-selling strategies.
  - Introduce promotions for repeat purchases.

2 Seasonal Trends in Sales



- **Sales peak in November & December**, likely due to holiday shopping (Christmas, Black Friday, New Year).
- **Sales drop in February and mid-year (July)**, indicating a low-demand period.

- **Actionable Steps:**
    - Launch **holiday season promotions** earlier (October) to maximize revenue.
    - Increase ad spending on best-selling products before peak months.
    - Offer mid-year discounts or exclusive deals to boost revenue during slow months.
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### ③ Improving Customer Retention & Revenue

	Customer ID	PurchaseFreq
38	12400.0	1
394	12946.0	1
262	12767.0	1
4195	18115.0	1
40	12403.0	1
...	...	...
791	13498.0	1
792	13500.0	1
2703	16100.0	1
2699	16095.0	1
698	13369.0	1
1417 rows × 2 columns		

- 1417 customers buy only once.
  - High-value customers contribute significantly to total revenue.
  - **Actionable Steps:**
    - Implement a **loyalty program** to encourage repeat purchases.
    - Provide **personalized offers** to high-value customers.
    - Send **restock alerts and recommendations** via email marketing.
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### Final Recommendations

- 📌 **Stock Optimization:** Keep best-selling products available to prevent revenue loss.
  - 📌 **Seasonal Promotions:** Capitalize on peak seasons and boost sales during slow months.
  - 📌 **Customer Engagement:** Use targeted marketing, discounts, and loyalty programs to drive retention.
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