

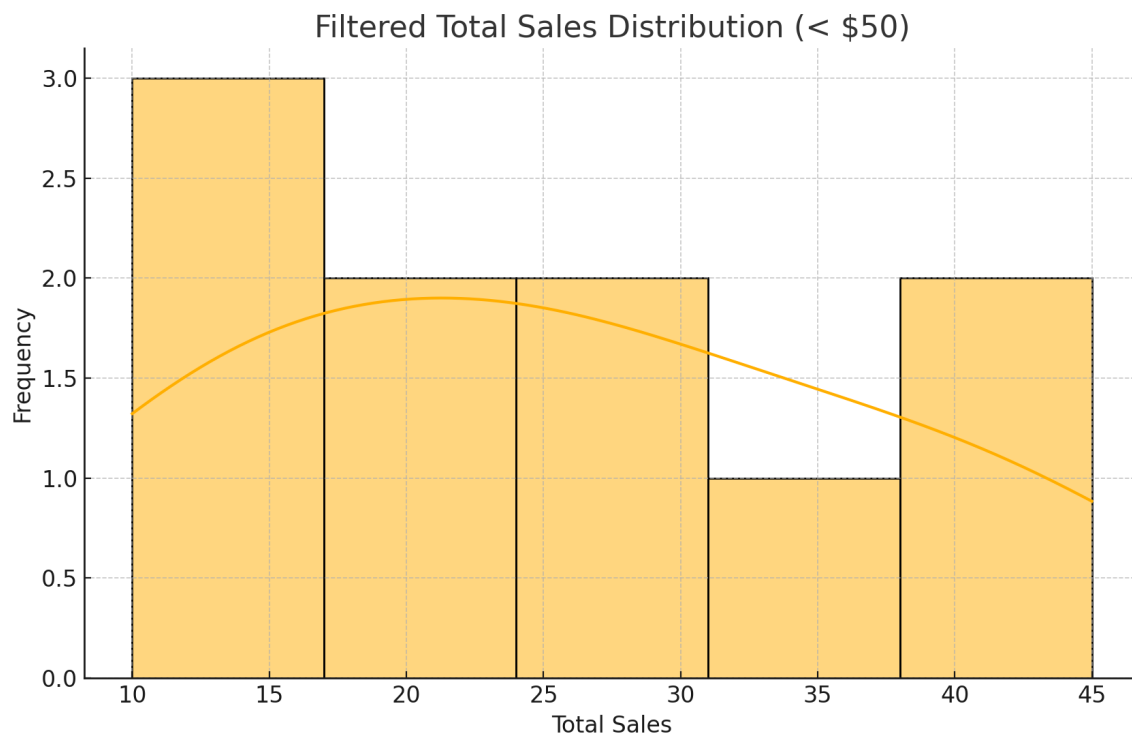
Quantum Analytics Report - Strategic Insights

1. Executive Summary

This report outlines insights derived from QVI's transaction dataset. The key focus areas include total sales trends, customer purchase behavior, and outlier transactions. Visualizations provide support for actionable recommendations aligned with Quantum's data standards.

2. Data Insights

- A total of 264,836 transactions were analyzed.
- Average total sales per transaction is approximately \$7.30.
- There are 97,934 transactions with sales above \$8.00.
- Distribution of sales under \$50 indicates a normal pattern with a peak near \$10.
- Outliers above \$50 were excluded for accurate modeling.



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3. Recommendations

- Focus marketing strategies on the \$8-\$15 sales range where majority of revenue lies.
- Monitor and analyze high-sales outliers to detect possible pricing or bundling strategies.
- Introduce loyalty programs for frequent buyers detected in transaction clustering.
- Encourage cross-store promotions based on high-performing store numbers in the dataset.