

Actionable Insights & Recommendations

1. Sales Performance & Forecasting

- **Business Question:** What is our sales trajectory and are there any seasonal patterns we should be aware of?
- **Relevant Visual:** The Monthly Sales Trend line chart on your Executive Summary page.
- **Observation/Insight:**
 - The business shows strong growth for most of the period, but there is a very sharp, significant dip in sales near the end of the year, particularly around November. Sales then seem to recover slightly in December.
- **Actionable Recommendation:**
 - **Marketing & Sales:** The business needs to plan a major promotional campaign for Q4 to counteract this slump. A "**Black Friday**" or "**Diwali Sale**" style event in November could smooth out this dip and significantly boost annual revenue. The cause of the dip should be investigated – is it a stockout issue or a drop in demand?

2. Geographical Strategy

- **Business Question:** Where are our key markets and where are our biggest opportunities for growth?
- **Relevant Visual:** The Map on your Deep Dive Analysis page.
- **Observation/Insight:**
 - The business is heavily concentrated in the Southeast region of Brazil. The state of **São Paulo (SP)** is by far the largest market, followed by Rio de Janeiro (RJ) and Minas Gerais (MG). The North and Northeast regions are significantly underserved.
- **Actionable Recommendation:**
 - **Primary Strategy:** Double down on the core market. Launch targeted digital marketing campaigns (e.g., on Facebook/Google) specifically for users in the state of São Paulo to maximize revenue from the strongest customer base.
 - **Growth Strategy:** Pilot an expansion into a new region. Investigate the logistics and shipping costs to one of the larger states in the Northeast. If feasible, run a small marketing campaign there to test market viability.

3. Product & Inventory Management

- **Business Question:** Which product categories are driving our business and which are lagging?
- **Relevant Visual:** The Top 10 Product Categories bar chart on your Deep Dive Analysis page.
- **Observation/Insight:**
 - A handful of categories like bed_bath_table, health_beauty, sports_leisure, and computers_accessories are clear top performers and responsible for a large portion of sales.
- **Actionable Recommendation:**
 - **Inventory Planning:** Ensure that the **Top 5 categories are always well-stocked**, especially leading into peak sales months. A stockout in these categories would lead to significant revenue loss.
 - **Merchandising:** Create "bundle deals" that pair a top-performing product with a slower-moving item to clear out old inventory. For chronically underperforming categories, the business should consider discontinuing them.

4. Customer Behavior & Value Optimization

- **Business Question:** How can we encourage our customers to spend more?
 - **Relevant Visual:** The Average Order Value KPI card on your Executive Summary page.
 - **Observation/Insight:**
 - The average customer spends a specific amount per order (your AOV value, likely around \$165-\$175 based on the data).
 - **Actionable Recommendation:**
 - **Increase AOV:** Implement strategies to increase the average cart size. A simple and effective method is to **offer free shipping for all orders above a certain threshold** (e.g., \$200, if your AOV is \$175). This incentivizes customers to add one more item to their cart to qualify.
-