Store and SKU-Level Performance Analysis

Key Findings:

1. **Conversion Rate Distribution:**
   - The overall SKU-level conversion rates are generally high, with the top SKUs reaching over 99%.
   - Store-level conversion rates are significantly lower, with many stores performing below 0.40, indicating potential inefficiencies at the store level despite strong product performance.
2. **Top and Bottom Performers:**
   - **Top Performing SKUs:** Products like `SKU_1`, `SKU_2`, and `SKU_3` consistently show conversion rates above 99%, regardless of store, implying strong product appeal or effective marketing/sales strategies.
   - **Top Performing Stores:** A few stores consistently have high conversion rates, suggesting effective staff performance, layout, or localized marketing.
   - **Low Performing Stores:** Stores such as `Store_15` and `Store_14` have high footfall but poor conversion (<0.40), highlighting a missed opportunity to capitalize on visits.
3. **Revenue vs Conversion Mismatch:**
   - There are SKUs with **high revenue but low conversion**, indicating that while they bring in money, many customers choose not to buy — possibly due to price sensitivity, stock issues, or unmet expectations.
   - Correlation analysis shows a moderate positive relationship (≈ 0.57) between revenue and SKU conversion rate, but it's not perfect, suggesting room for optimization.

Recommendations:

1. **Focus on Low-Performing High-Traffic Stores:**
   - Stores with high visits but low conversion (e.g., `Store_15`, `Store_14`) should be audited for customer experience, stock availability, and staff engagement. Improvements here could yield substantial gains.
2. **Replicate Success of Top Products:**
   - Analyze what makes SKUs like `SKU_2` successful (e.g., pricing, placement, offers), and replicate these strategies for other SKUs or bundle them with underperforming products.
3. **Optimize High Revenue / Low Conversion SKUs:**
   - Investigate customer feedback or transaction logs on these items. Are people abandoning carts or inquiring but not buying? This points to an opportunity for improved UX or promotional strategies.
4. **Enhance Training & Store Layouts in Low-Converting Locations:**
   - Consider staff training in conversion-focused sales tactics or store layout changes to guide visitors better and improve checkout rates.