

RESULT ANALYSIS

1. Descriptive Analytics

What happened?

The analysis shows that sales activity varies across products, customers, and time periods. Ranking results indicate that a small number of products contribute the highest share of total sales, while some products have not been sold at all. Monthly sales summaries and running totals reveal changes in sales volume over time, including periods of growth and decline.

2. Diagnostic Analytics

Why did it happen?

Customer segmentation using distribution functions indicates that higher sales are driven primarily by a small group of high-value customers. Month-over-month comparison using navigation functions suggests that sales fluctuations may be influenced by timing, customer purchasing behavior, or product demand. Unsold products and inactive customers identified through JOIN analysis indicate gaps in marketing reach or misalignment between product offerings and customer needs.

3. Prescriptive Analytics

What should be done next?

The business should focus on promoting top-ranked products and ensuring sufficient inventory to meet demand. Targeted marketing campaigns should be designed for high-value customers while offering incentives to activate low-engagement customer segments. Underperforming products should be reviewed for pricing, promotion, or possible discontinuation, and sales trends should be continuously monitored to support proactive decision-making.