Retail store Analytics Business Insights

Transforming complex retail data into actionable strategies for growth and optimization.

Total Revenue

$5.2 Million

Achieved this quarter across all channels.

Top Customer Value

$12,500

Identified 'Elite Shopper' for personalized campaigns.

Best-Selling Product
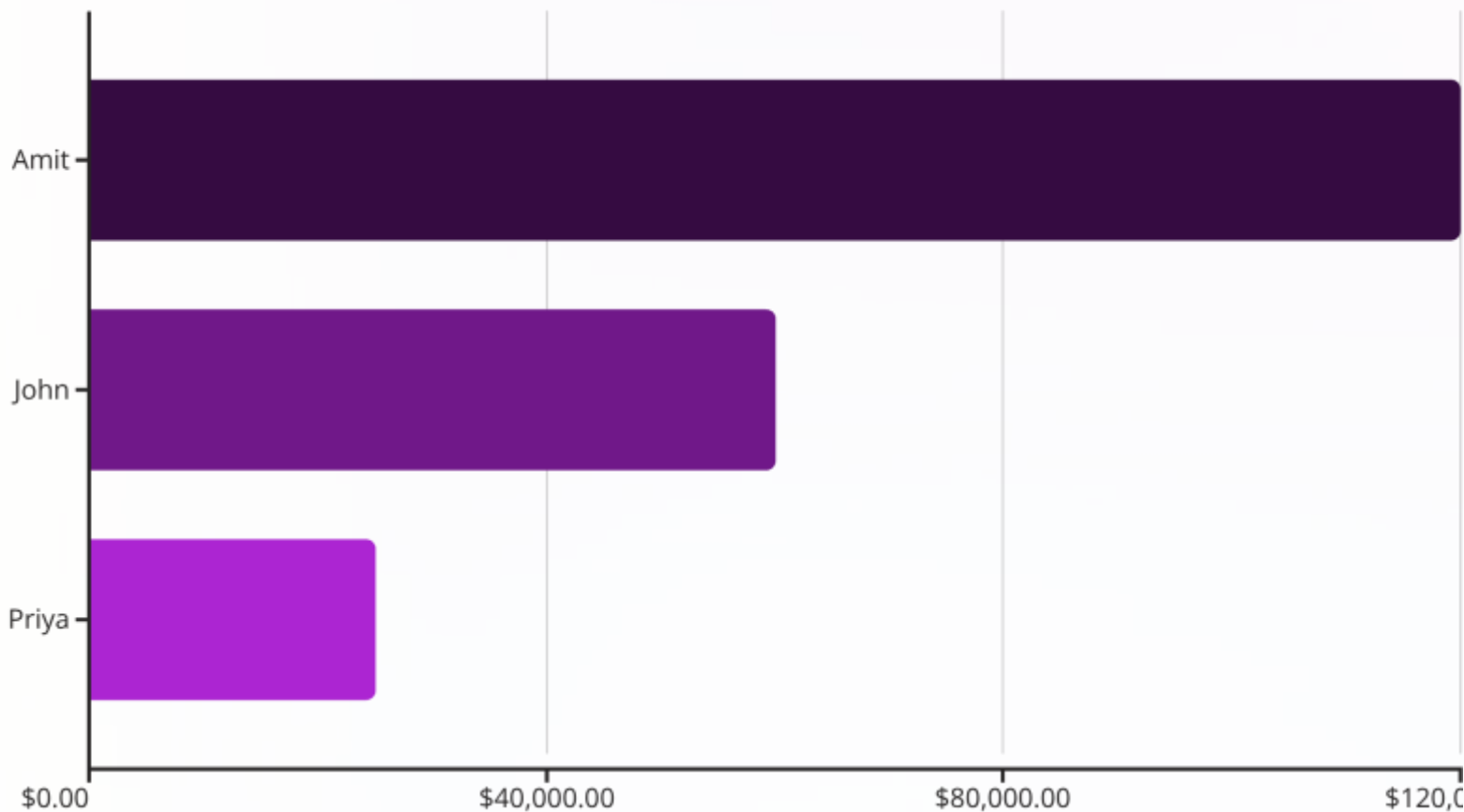
Premium Smartwatch

Analyzed sales to optimize inventory and promotions.

Customer Lifetime Value Analysis

Customer Performance

CLV analysis:

- *Measures total customer monetary contribution.*
- *Identifies high-value customers for retention.*

₹1.2L

Top Customer Value

Amit: Highest spender.

3

Active Customers

Total analyzed.

Key Insight: *Amit is our top-value customer. Focus retention on top customers to maximize revenue.*

Best-Selling Products

Smart TV

2 units sold, quantity leader

Laptop

1 unit sold, premium electronics

Mixer Grinder

1 unit sold, home appliance

Air Conditioner

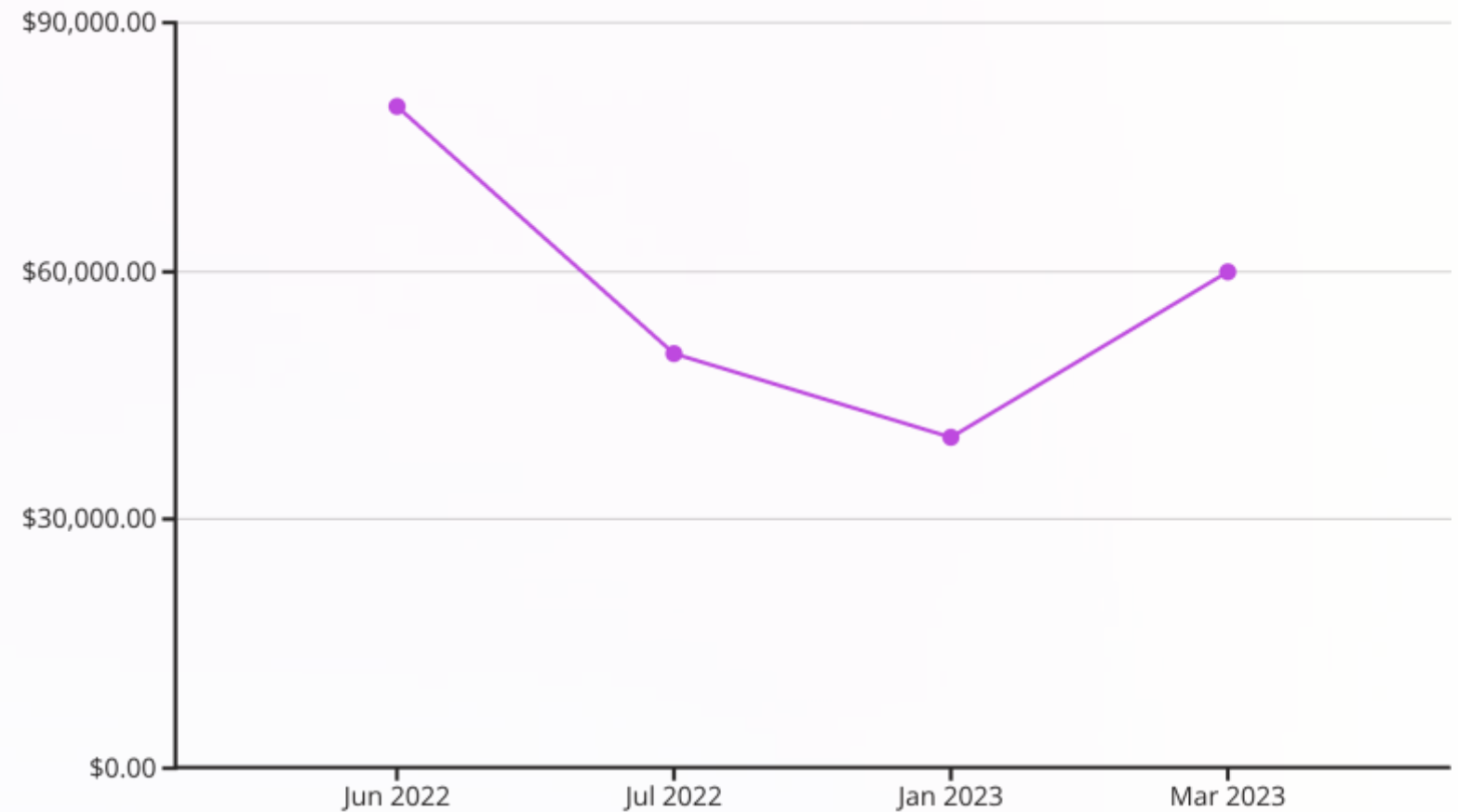*1 unit sold, seasonal demand*

Key Insights:

- *Smart TV is the best-selling product with 2 units.*

- *Laptop, Mixer Grinder, and Air Conditioner each sold 1 unit.*

- *These insights help optimize inventory and marketing efforts.*
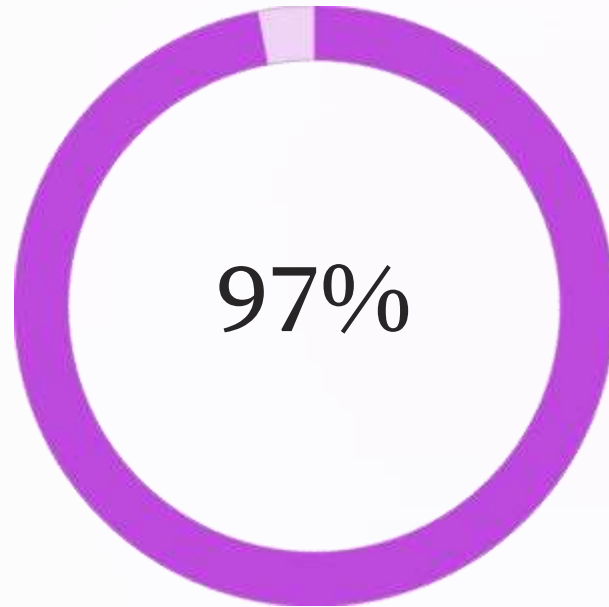
Monthly Sales Trend

Revenue Performance

- *Key for sales growth, seasonal trends, and inventory planning.*

- *June 2022: Highest revenue ($80,000).*

- *Strong performance: Jan and Mar 2023.*

- *Moderate revenue: Jul 2022 ($50,000), Feb 2023 ($40,000).*

> 🗒 ***Peak Performance:*** *Revenue peaked in June 2022. Strong Q1 2023 recovery indicates seasonal patterns or effective campaigns.*
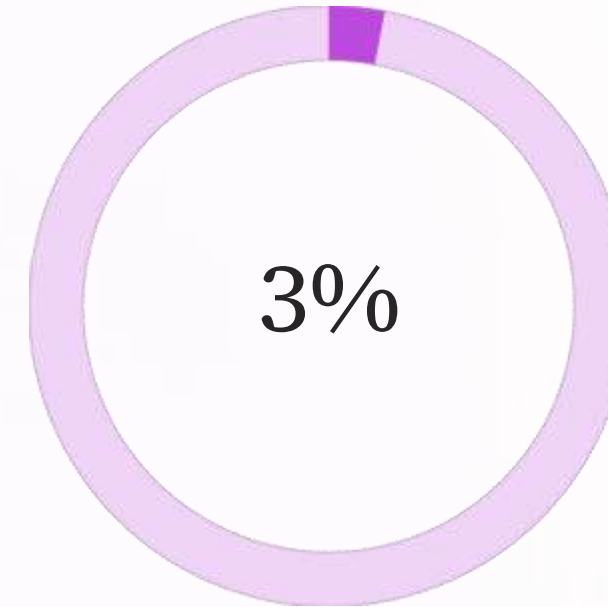
Category-wise Revenue Distribution

97%

Electronics

₹1,75,000 total

3%

Home Appliances

₹5,000 total

Electronics Dominate

- *Electronics: ₹1,75,000 (97% of sales)*

- *Strong market position in consumer electronics.*

- *Home Appliances: ₹5,000 (3% of sales)*

- *Untapped opportunity for diversification.*

Strategic Implications

- *Leverage electronics expertise for growth.*

- *Explore premium electronics lines.*

- *Targeted marketing for home appliances.*

- *Consider bundling strategies.*

Inventory: No Stock Risk

Zero Stock Risk

No stock below 10 units

Healthy Inventory

Adequate stock levels

Current Status

Customer Retention

1

Repeat Customer

Only Amit

2

Total Orders

From Amit

Average Order Value (AOV)

₹46.2K

Average Order Value

Mean transaction size

Why AOV Matters

- *AOV (₹46,250) reveals typical transaction size.*

- *Crucial for understanding customer spending.*

- *Guides sales targets.*

- *High AOV suggests premium purchases and strong market position.*

Strategic Uses

- *Set free delivery thresholds.*

- *Bundle offers around ₹46K.*

- *Target upsell opportunities.*

- *Benchmark industry performance.*

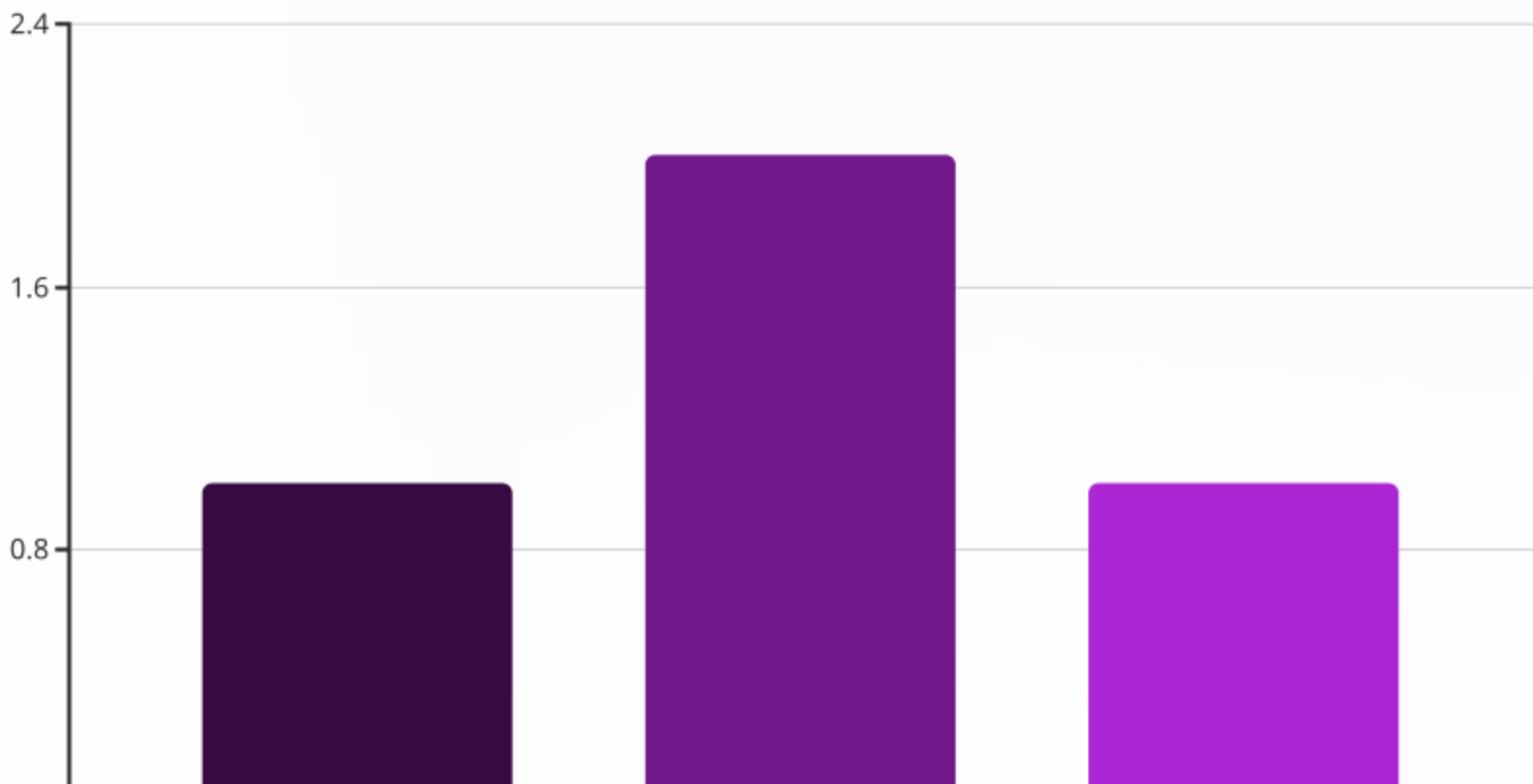- *Optimize customer acquisition cost.*

💬 ***Business Impact:*** *AOV insights optimize marketing spend, refine promo strategies, and boost transaction values through smart bundling and cross-selling.*

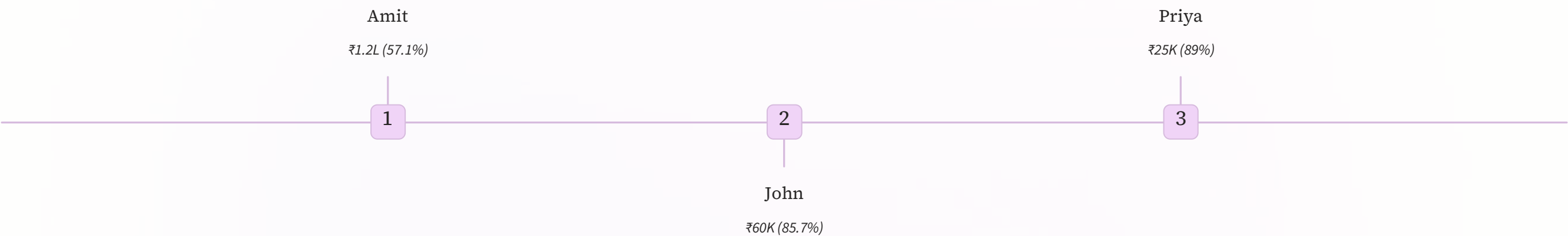# Regional Performance & Acquisition

Top Customers by Country

India

- *Top Customer: Amit*
- *Revenue: ₹1.2L*
- *Strongest performance*

United States

- *Top Customer: John*
- *Revenue: ₹60K*
- *Second largest market*

United Kingdom

- *No Orders, Revenue: ₹0*
- *Untapped market*

Acquisition Trend

- *Acquisition peaked in **2021** (2 new customers).*
- *Steady acquisition, opportunity for targeted growth.*
- *UK market is untapped: significant expansion opportunity.*
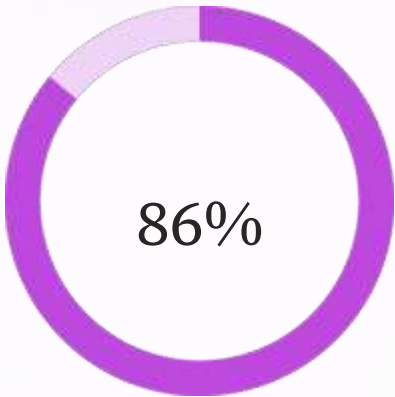- *Amit is top customer, leads India regionally.*

Revenue Pareto: 80/20 Rule

Amit

₹1.2L (57.1%)

1

John

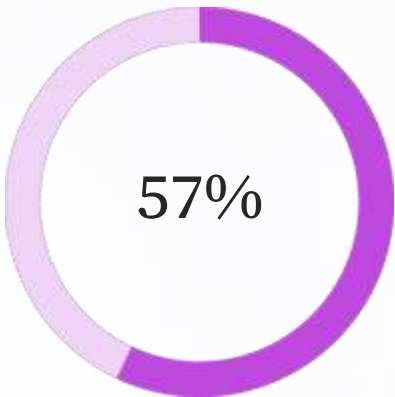*₹60K (85.7%)*

2

Priya

₹25K (89%)

3

Pareto Confirmed

The analysis confirms the 80/20 Pareto principle:

- *Top 2 customers (~67% of base) drive ~86% revenue.*
- *Amit alone contributes 57%.*
- *High-value customer retention is critical.*

86%

Top 2 Customers
Revenue validates Pareto

57%

Amit

THANK YOU.