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| **Sales Data Analysis** | **Customer Data Analysis** | **Market Data Analysis** |
| Capturing detailed sales transactions and product returns to understand sales performance. | Gathering information on purchase history and demographics to profile customer preferences. | Analysing competitor pricing and industry trends to stay competitive |

**1. Data Collection and Integration**

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| **Sales Performance Analysis** | **Customer Behaviour Analysis** | **Marketing Analysis** |
| Identifying top-selling products and understanding seasonal sales trends to optimise product offerings. | Studying purchasing patterns and calculating customer lifetime value to tailor marketing efforts. | Assessing stock turnover rates and forecasting demand to improve inventory efficiency. |

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| **Product Insight** | **Customer Insight** | **Market Insight** |
| Highlighting bestsellers and underperformers to inform product strategy. | Understanding customer preferences and segmenting them by demographics for targeted marketing. | Conducting competitive analysis and identifying emerging trends to stay ahead in the market. |

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| **Product Strategies** | **Customer Strategies** | **Sales Strategies** |
| Managing inventory effectively and optimising product placement and promotions to drive sales | Personalising marketing campaigns and developing loyalty programs to enhance customer retention. | Implementing pricing strategies and promoting bundling and upselling to maximise revenue |

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| **Technology Integration** | **Performance Tracking** | **Feedback Loops** |
| Utilising retail analytics platforms to streamline processes. | Designing and monitoring key performance indicators (KPIs) and customer satisfaction metrics to gauge success. | Establishing continuous improvement processes and conducting stakeholder feedback sessions to refine strategies. |



**Retail Analysis**

**4. Actionable Strategies**

**3. Insights Generation**

**5. Implementation and Monitoring**

**2. Data Analysis and Processing**