

## Insights & Recommendations :

- The months from March to August allow expanding Target's presence in Brazil as these are the months when there is increased e-commerce activity, providing offers and discounts, right marketing strategies to attract customers, and having a user-friendly interface for the customers to get notified about the deals and sale prices by following these practices Target can get maximum profit and become the customer's favorite.
- The months from September onwards can be a crucial turning point as the e-commerce activity is low these months target can analyze the products that customers purchased the most and try to offer periodic discounts on them and can focus more on marketing and bring back-to-school offers so that customers continue to buy that we can retain the customers.
- Target can focus on giving sales and discounts to get the maximum sales and can assist this with email marketing sending notifications at these times which can benefit the company for more sales.
- To increase the orders in the morning and Dawn period Target can go with the short duration or flash sales which is about 1 hour for the specific items. So that the order count can increase in these time also.
- Analyzing customer buying patterns can positively affect company sale
- Target should focus more on the states which are having high sales value. These are states with a strong e-commerce presence and should focus on customer satisfaction.
- Target should launch some marketing campaigns in these states and analyze customer requirements by doing surveys and focusing on finding out the reason and promoting products that interest people.
- Target should focus on seasonal trends like the peak month of August which is the time when all the people buy the most therefore introducing offers, sales, and different marketing methods to gain a stronghold on customers.
- To increase customer count for Target in the states of RR, AP, and AL in Brazil, implement targeted marketing campaigns, establish local partnerships, offer

region-specific products, enhance the customer experience, and optimize the online presence with localized content and promotions.

- Understanding the local market is essential.
- To increase customer count in RJ, MG, and SP, Target should prioritize improving the store experience, tailoring product selection, enhancing online presence, implementing competitive pricing and promotions, and engaging with local communities.
- These strategies aim to create a positive shopping environment, cater to regional preferences, optimize the online shopping experience, attract customers with attractive pricing, and build customer loyalty through community engagement.
- Improve the online shopping experience with a user-friendly interface and efficient checkout process(easy-to-understand interface).
- Enhance customer service through prompt responses and personalized assistance. Expand product scale to target a wider range of customer preferences.
- Strengthen marketing efforts to increase brand visibility and attract more Customers. Also invest in logistics, data analytics, and customer retention strategies to support growth and maintain competitiveness.
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- To retain credit card customers Target can provide offers on credit cards frequently so that the credit card payments can increase more and tie up with banks to issue Target Credit cards which can offer cash backs
- Simplify the payment process and remove any unnecessary steps or friction points to make it easy and convenient for customers to use debit card and UPI payments.
- Promote the benefits of debit card and UPI payments, highlighting their convenience, security, and instant transfer capabilities, and offer incentives such as cashbacks, discounts, or rewards to encourage customers to choose these payment options.
- Offer flexible payment options such as one-time payments and installment plans at the checkout to cater to different customer preferences and financial situations.
- Communicate the pricing, financing terms, and any associated fees or interest rates for installment plans to ensure transparency and to build trust with customers.

- Provide exclusive promotions, discounts, or incentives for customers who choose installment plans, encouraging them to opt for this payment method.
- Empower customers by allowing them to customize their payment schedules and choose payment options that suit their needs. By providing flexible payment options and incentives, you can increase e-commerce sales for Target and attract customers who may have been hesitant to make larger purchases.