Stakeholder Simulation Question :-

"The Head of Marketing asks why sales dropped in Q2. How would you investigate and respond?"

Answer:-

To understand a Q2 sales decline, I would first confirm whether the drop reflects a **broad seasonal pattern or a segment-specific issue**. Reviewing monthly revenue trends would help identify when the decline began and whether it follows expected post-peak behavior. In our analysis, revenue shows strong peaks followed by natural slowdowns, suggesting that seasonality may partially explain the drop rather than an abrupt demand failure.

Next, I would analyze performance by **product category** to determine if the decline is concentrated in specific areas. Categories such as Fashion exhibit relatively high order volume but lower average order value, which may contribute to revenue softness if discounting or promotional strategies shifted during Q2.

I would then examine **customer demographics**, particularly age groups. Revenue is disproportionately driven by the 46–60 age segment, so reduced engagement or lower purchase frequency within this group could materially impact overall sales, even if total order counts remain stable.

From a regional perspective, revenue is highly fragmented across cities, indicating that the decline is unlikely to be caused by a single geographic issue. This points toward potential **marketing execution or channel-mix factors**, such as campaign targeting or timing.

Based on these findings, I would work with the marketing team to review Q2 campaign alignment with high-value categories and core customer segments. Corrective actions could include refocusing spend toward higher-AOV segments, adjusting promotional strategies, and validating whether customer retention trends are contributing to the decline. This approach ensures responses are **data-driven rather than reactive**.