

EXECUTIVE SUMMARY

Company: Brentwood Industries

Period: March 2024 – March 2025 (Take home test data)

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Currency: USD (assumed)

1. Business Performance Overview

During the analysis period, Brentwood generated **\$737,326.88 in total revenue** from **1,000 orders placed by 1,000 unique customers**, indicating single-purchase behavior across the observed timeframe. The **average order value (AOV) stood at \$737.33**, reflecting a mid-to-premium transaction profile. Using the assumed 30% margin, the estimated total profit for the period is **\$221,198.06**, confirming stable overall unit economics.

2. Revenue Trends & Seasonality

Revenue showed strong early growth from **March to May 2024**, followed by mild stabilization in **June–July 2024**. A major surge occurred in **August 2024 (+36.5% MoM)**, followed by another strong peak in **December 2024 (+41.6% MoM)**, clearly indicating seasonal demand influence. However, a sustained post-peak decline was observed from **January to March 2025**, with revenue falling by over 36% by March, signaling post-seasonality correction and potential baseline demand softening.

3. Key Segment Insights

Electronics emerges as the strongest revenue and premium value category, generating the **highest revenue and AOV (~\$804)**, while **Fashion**, despite strong order volume, records the **lowest AOV**, making it the weakest monetization segment.

From a demographic perspective, the **46–60 age group** is the most valuable, contributing the **highest revenue and AOV**. The **36–45 segment**, despite high activity, shows the lowest AOV, highlighting an upselling opportunity.

Gender performance is well balanced between male and female customers, with **female customers exhibiting the highest AOV**, making them the strongest premium-spending group.

4. Most Profitable & Underperforming Areas

The most profitable cohort is driven by the **Electronics category**, customers aged **46–60**, and **female buyers** with high per-order spend. Underperformance is observed in **Fashion** and the **36–45 age group**, both showing strong engagement but weak monetization efficiency. No single region stands out as a consistent revenue driver due to extreme geographic fragmentation.

5. Growth Drivers & Strategic Recommendations

Revenue growth is primarily driven by **seasonal demand peaks (August & December)**, **high-value customer segments (46–60 and females)**, and **premium categories such as Electronics and Sports & Outdoors**.

Strategic focus should prioritize premium bundling in Electronics, structured upselling in Fashion and the 36–45 segment, loyalty programs for high-spending female customers, aggressive seasonal campaign planning, and improved customer data capture for better personalization.