

## ANALYTICAL INSIGHTS REPORT

### 1. Trend Analysis

What is happening?

Sales show a steady upward trend over the last 6 months.

Why is it happening?

- Increased marketing
- Seasonal demand
- Better product availability

What action should the business take?

- Increase inventory before peak months
- Boost ads during high-demand months

### 2. Profitability Insights

What is happening?

Category A and C generate most of the profit, while Category D underperforms.

Why is it happening?

- Higher margins in A & C
- Low demand and high cost in D

What action should the business take?

- Focus investment on A & C
- Reduce discounts on low-margin products

### 3. Customer / Segment Behavior

What is happening?

Repeat customers make up 60% of total sales; new customer conversion is dropping.

Why is it happening?

- Loyal customers respond well to offers
- Weak onboarding for new customers

What action should the business take?

- Referral programs
- First-time buyer discounts
- Improve targeted ads

#### 4. Category Performance

What is happening?

Category B gets high traffic but low conversion.

Why is it happening?

- Higher pricing
- Product reviews not strong
- Out-of-stock issues

What action should the business take?

- Adjust pricing
- Improve quality based on reviews
- Maintain stock availability

#### 5. Business Risks & Opportunities

What is happening?

Risk: High return rate.

Opportunity: Growing demand in Category A & C.

Why is it happening?

- Quality/size issues
- Market trend shifting toward these categories

What action should the business take?

- Improve product quality
- Expand high-demand categories
- Introduce bundled offers