

SALES PERFORMANCE ANALYSIS



BY

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OBJECTIVE



To understand trends, patterns, and relationships that can inform business decisions, the objectives for this analysis are:

- Identify the geographic distribution of customers by country and city to reveal market concentration and potential areas for expansion.
- Analyze demographic trends, including age groups and gender preferences, to uncover patterns in purchasing behavior and inform targeted marketing strategies.
- Determine which product categories generate the highest revenue to prioritize business resources and optimize product offerings for maximum profitability.

DATA SEGMENTATION FOR ENHANCED ANALYSIS

To facilitate a more targeted and insightful analysis, the dataset has been segmented based on age group. This approach aligns with best practices in market segmentation, enabling a clearer understanding of customer profiles and preferences.

Segment/Group	Description
Teens	Below 19
Young Adult	20-29
Adults	30-44
Middle-Aged	45-59
Senior	60+

CUSTOMER ANALYSIS

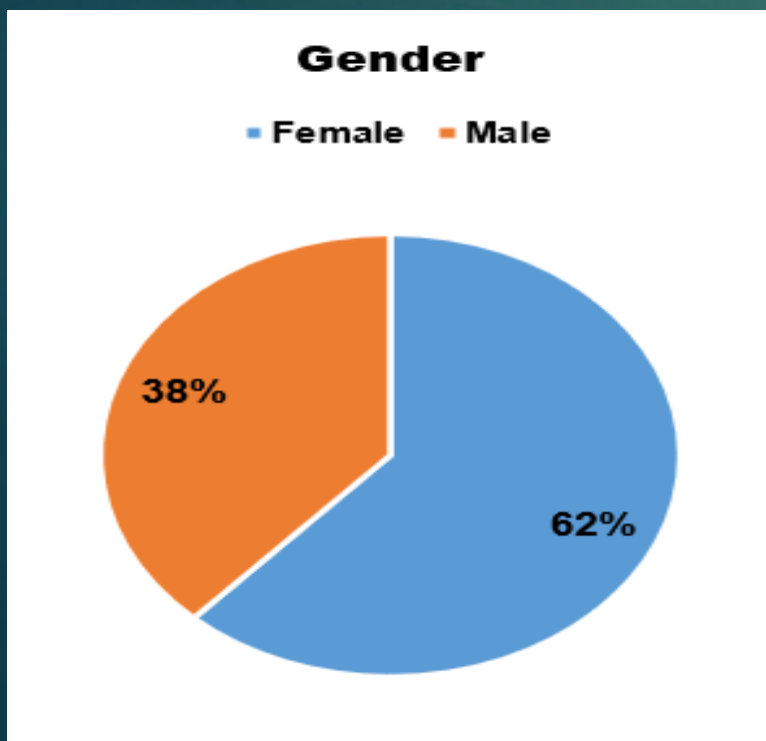
What is the distribution of customers by country and city?

Customer Name	City	Belgium	France	Nederland
Amina Loo	Brussels	25		
Antoine Legrand	Rotterdam			22
Arnaud Gastelblum	Mouscron	28		
Bjorn Bio	Charleroi	19		
Coralie Brent	Maastricht			29
Hilde Vanderelst	Amsterdam			25
Julien Pomodoro	Roubaix		19	
Lisa Dagusti	Antwerp	22		
Mike Jeff	Amsterdam			15
Pauline Peanut	Villefranche sur mer		21	
Sarah Croche	Paris		19	
Theresa Limande	Strasbourg		26	

What are the demographic trends age group, gender preference in purchasing behavior

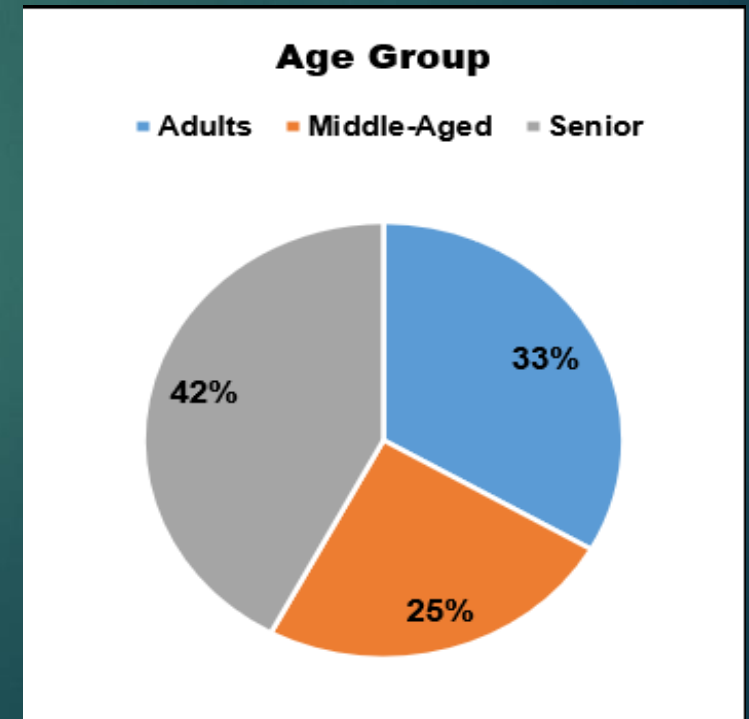
GENDER

Gender	Total
Female	167
Male	103
Grand Total	270



AGE GROUP

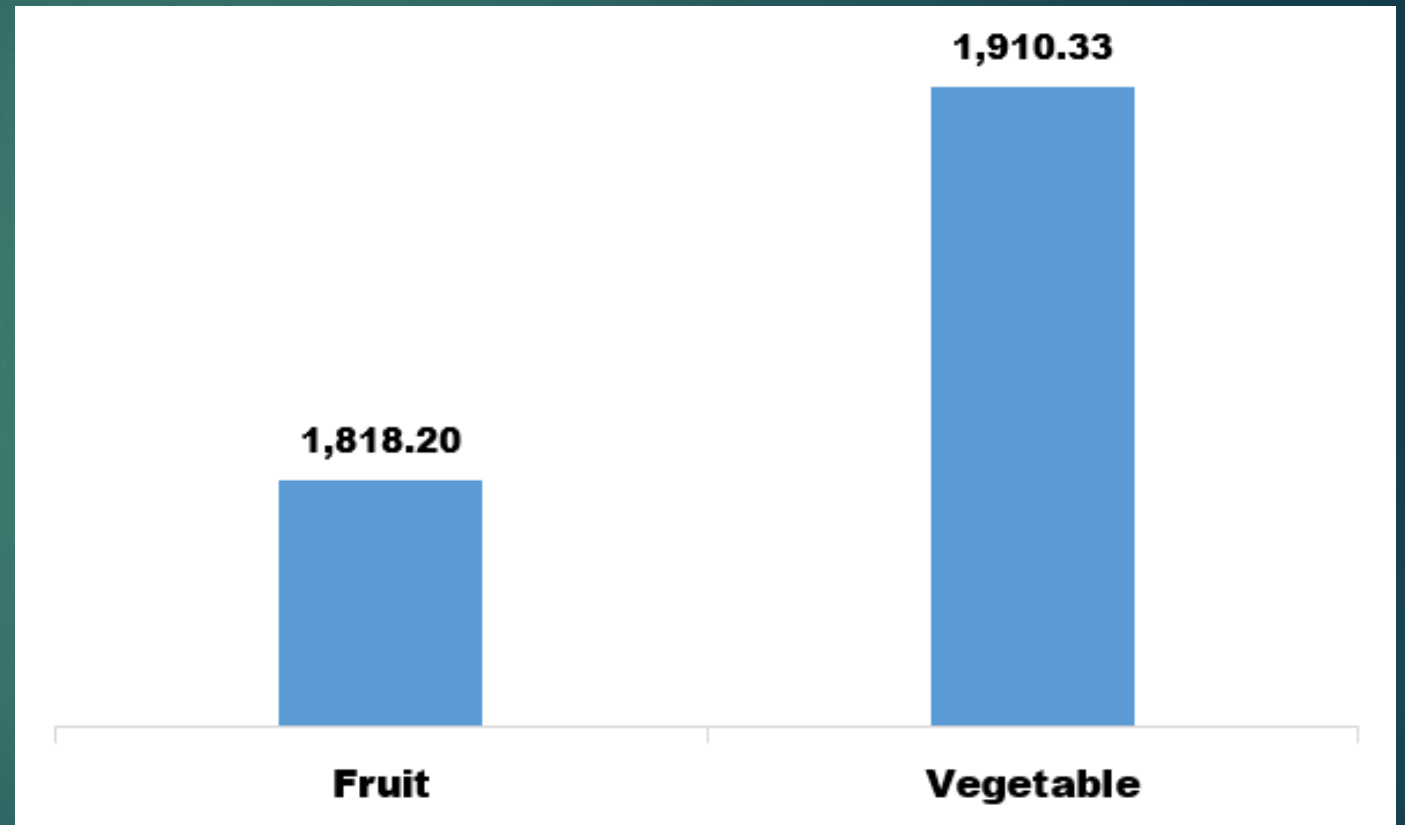
Age Group	Total
Adults	90
Middle-Aged	66
Senior	114
Grand Total	270



PRODUCT AND PRICING INSIGHTS

Which product categories generate the highest revenue?

Product Category	Total
Fruit	1,818.20
Vegetable	1,910.33
Grand Total	3,728.53



RECOMMENDATIONS



Customer Targeting & Engagement:

- ▶ Focus marketing efforts on Belgium, France, and the Netherlands, where the customer base is strongest.
- ▶ Develop gender-specific campaigns, considering higher female engagement (61%) in purchasing behavior.
- ▶ Introduce loyalty programs tailored to seniors (60+), the largest customer segment, ensuring long-term retention.



Product & Pricing Optimization:

- ▶ Leverage pricing strategies to increase fruit sales, as vegetables currently outperform them in revenue.
- ▶ Analyze discount impact to determine optimal pricing thresholds—ensuring discounts drive sales without reducing profitability.
- ▶ Bundle high-margin fruit products with top-selling vegetables to encourage cross-category purchases.



Revenue Maximization & Data-Driven Strategy:

Conduct further segmentation within top-performing age groups to personalize offers effectively.

Develop seasonal promotions based on purchasing trends across product categories.

Enhance data tracking—adding timestamps to future datasets—to enable forecasting and sales trend analysis.