

RetailStoreAnalysis

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Shift Wise Sales Performance

Key Insights:

- **Afternoon Shift:** Highest sales volume
- **Morning Shift:** Moderate sales
- **Evening Shift:** Lowest sales

Business Recommendations

- **Optimize Staffing:** Increase manpower during afternoon peak hours
- **Boost Evening Sales:** Introduce targeted promotions/offers in evening shift
- **Inventory Planning:** Replenish stock before afternoon to meet demand
- **Customer Engagement:** Launch loyalty programs or bundles in morning shift

One-Line Conclusion

Afternoon drives peak sales; evening requires strategic push.



Top 5 Countries Performance by Sakes Sales Performance

UK: \$7,308K, Netherlands: \$285.4K, ELRE: \$265.55K, Germany: \$228.87K, France: \$209.02K

Key Insights

UK dominates with significantly higher sales compared to others.

Netherlands & ELRE are mid-level performers.

Germany & France show steady but lower contributions.

Business Recommendations

Strengthen UK operations to maintain leadership.

Explore growth opportunities in Netherlands and ELRE.

Boost visibility & promotions in Germany and France to increase share.

One-Line Conclusion

UK leads the market; other regions need strategic growth focus.



Top 5 Stockcode Sales

Sales Performance

23843: \$168.47K, **85099:** \$136.21K, **22423:** \$133.42K, **85123:** \$99.09K, **23166:** \$80.99K

Key Insights

- **Stockcode 23843** is the clear leader.
- **85099 & 22423** are strong mid-tier performers.
- **85123 & 23166** contribute steadily but at lower levels.

Business Recommendations

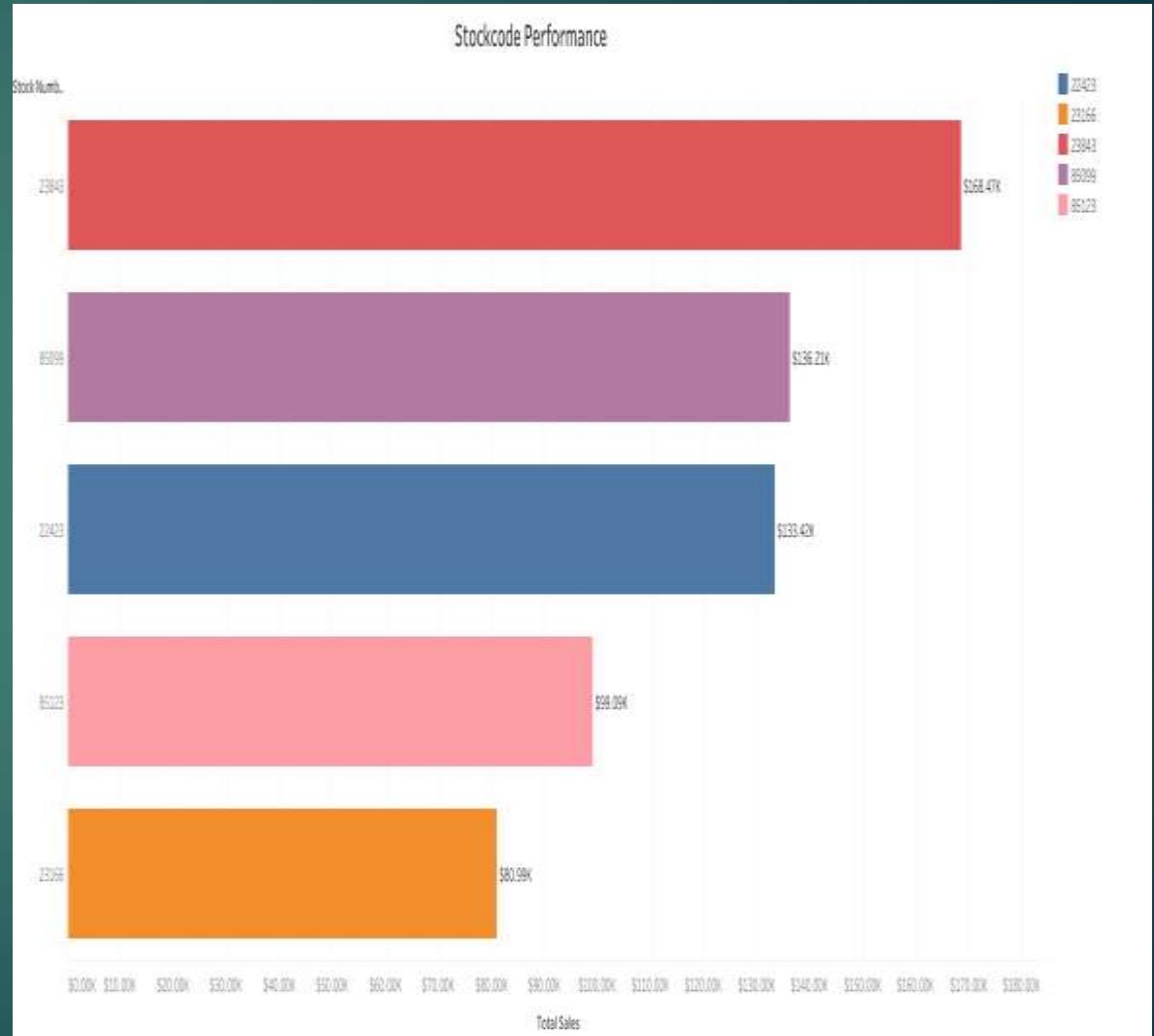
Prioritize inventory & marketing for Stockcode 23843 to sustain momentum.

Promote mid-tier products (85099, 22423) to push them closer to top performance.

Review pricing/placement strategies for 85123 & 23166 to enhance visibility.

One-Line Conclusion

“Stockcode 23843 leads; mid-tier items show growth potential.”



Top 10 Customers by Sales

Sales Performance

Customer ID 14646: \$280.2K

Customer ID 18102: \$259.66K

Customer ID 17450: \$194.55K

Key Insights

Customer 14646 is the top contributor overall.

Customer 18102 is a close second, showing strong performance.

Customer 17450 provides solid but comparatively lower sales.

Business Recommendations

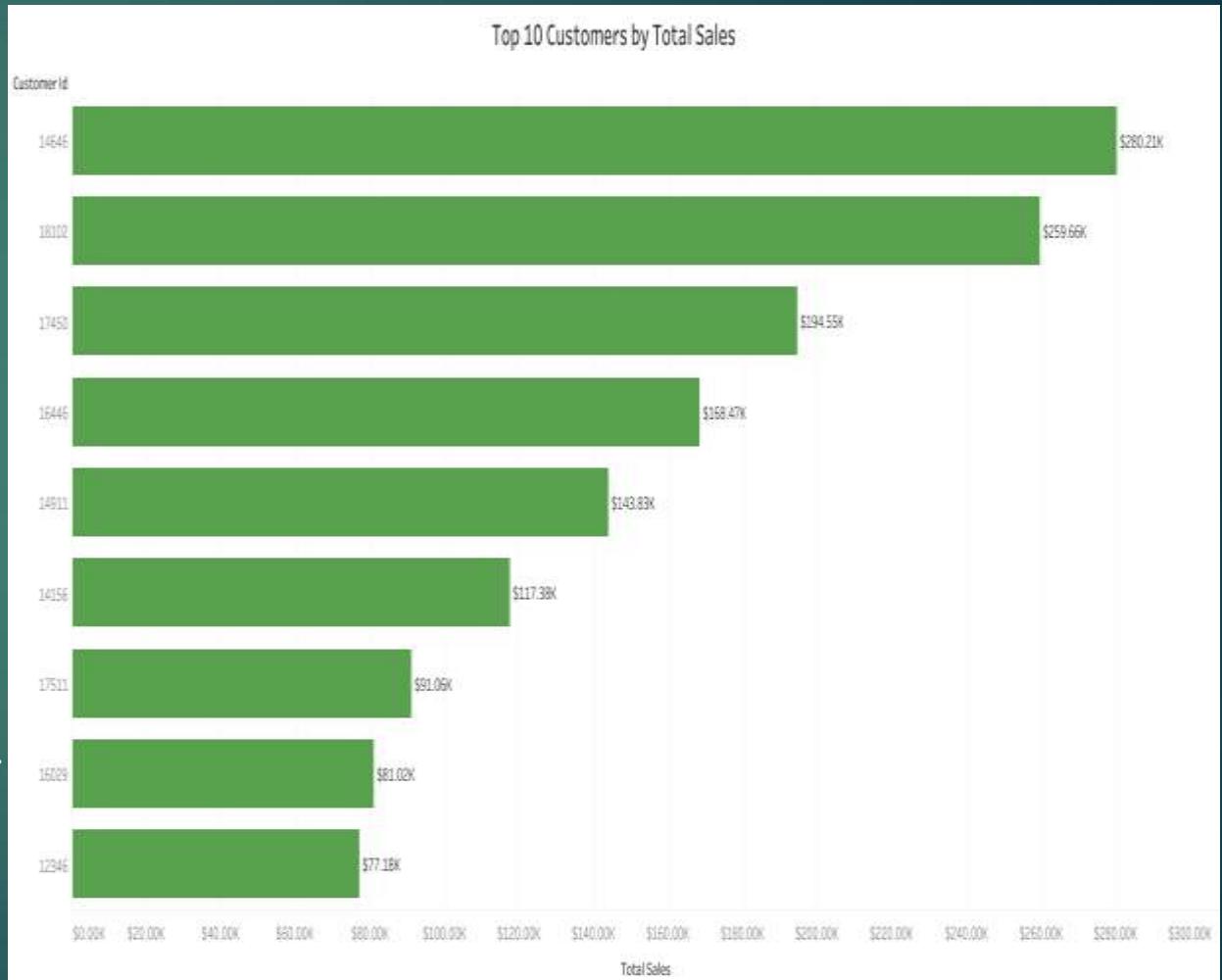
Strengthen engagement with Customer 14646 to retain leadership.

Upsell & cross-sell with Customer 18102 to push further growth.

Targeted promotions for Customer 17450 to increase spending.

One-Line Conclusion

Top 3 customers drive major sales; each requires tailored engagement.



Daily Performance by Sales

Key Insights

Afternoon shift consistently contributes the highest share of daily sales.

Morning shift remains moderate across most days.

Evening shift shows the lowest contribution overall.

Notable **sales peaks** observed around **Day 8, Day 9, and Day 18**.

Business Recommendations

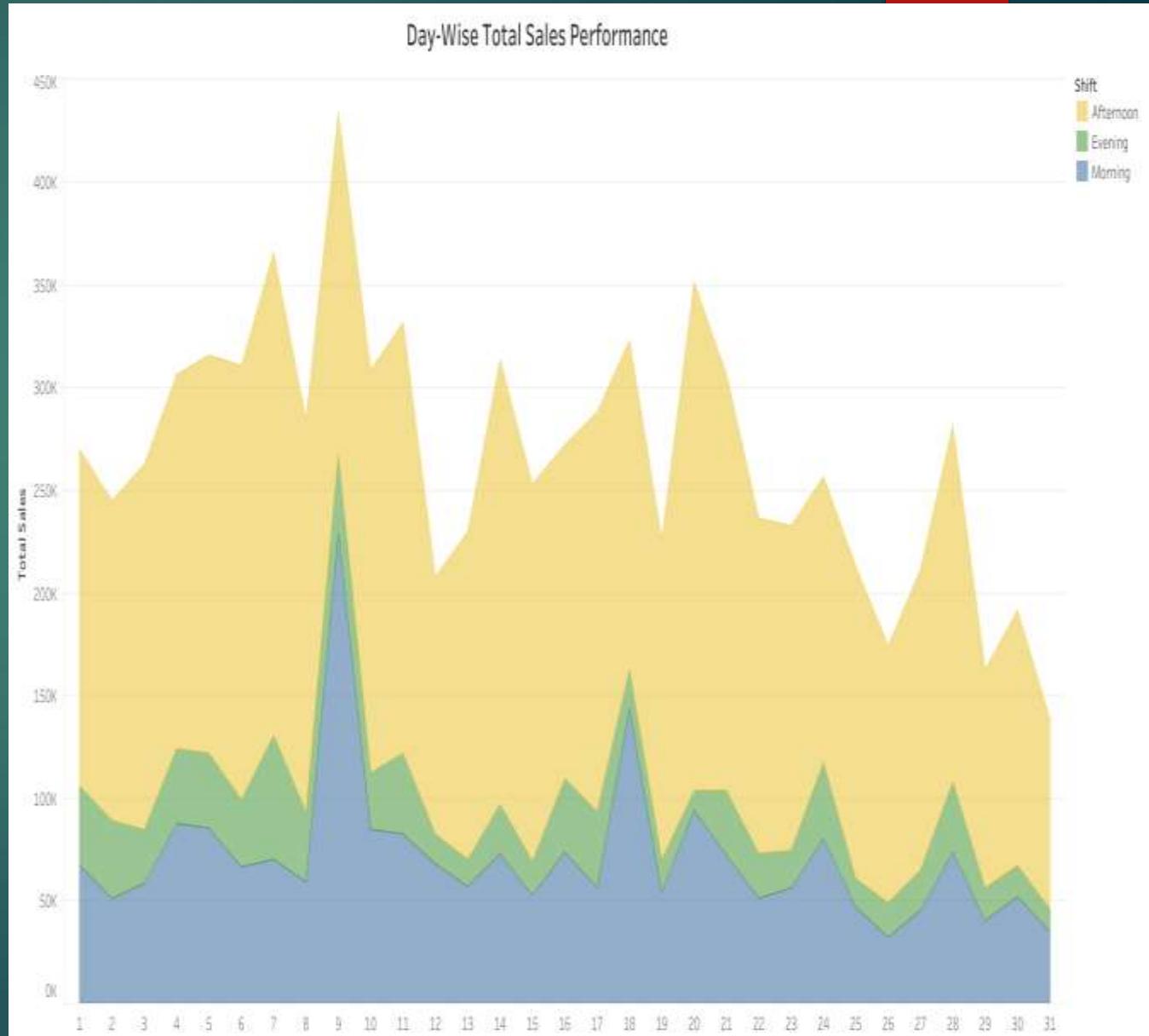
Prepare inventory and staffing ahead of afternoon peaks to avoid shortages.

Investigate reasons for spikes on Days 8, 9, and 18 to replicate success.

Boost evening sales through targeted promotions or extended offers.

One-Line Conclusion

"Afternoon dominates daily sales; peaks on select days highlight growth opportunities."





Thank You