



# RetailStoreAnalysis

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# Shift Wise Sales Performance

## Key Insights:

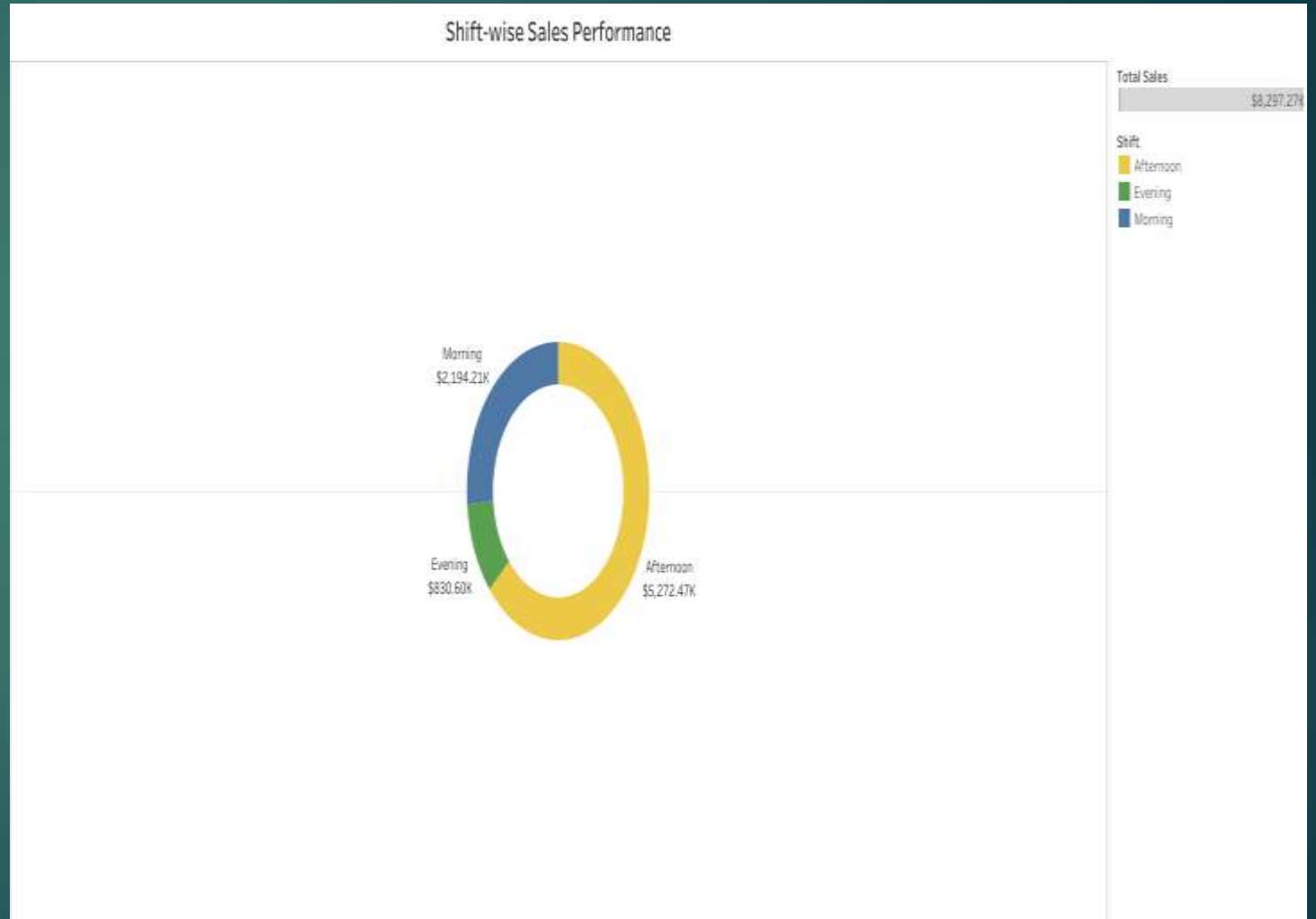
- **Afternoon Shift:** Highest sales volume
- **Morning Shift:** Moderate sales
- **Evening Shift:** Lowest sales

## 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

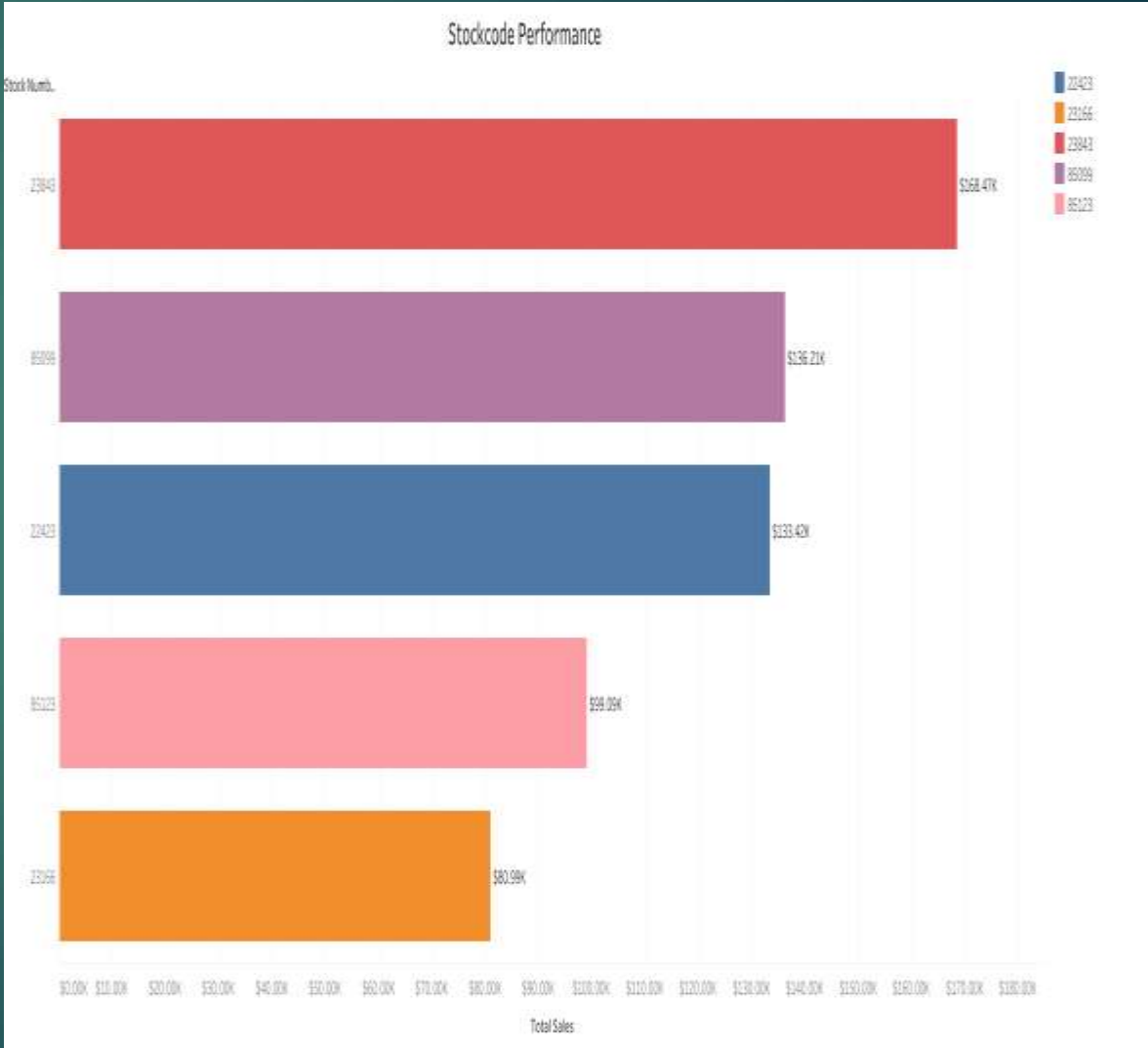
**Prioritize inventory & marketing** for Stockcode 23843 to sustain momentum.

**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 Id 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

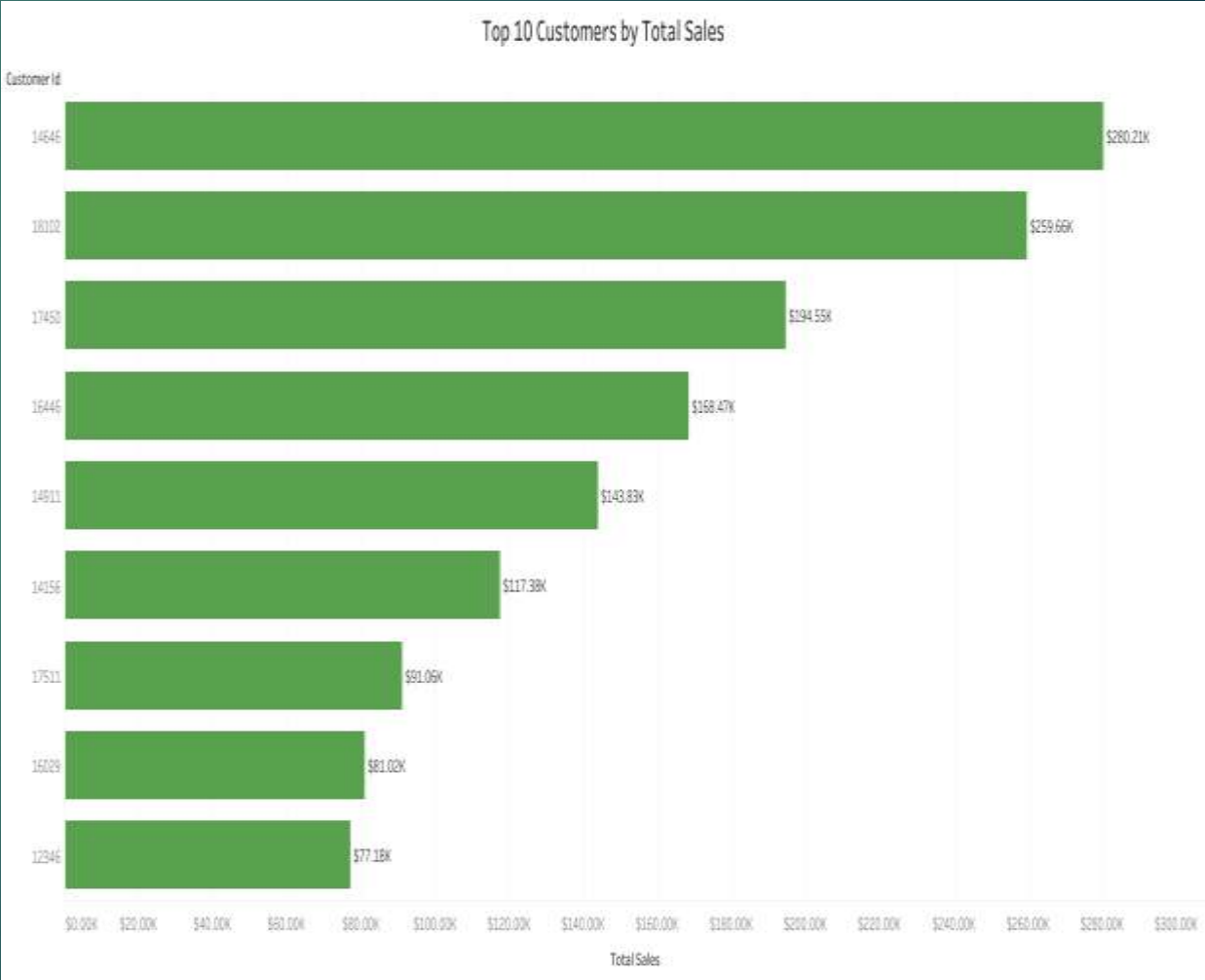
**Strengthen engagement** with Customer 14646 to retain leadership.

**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

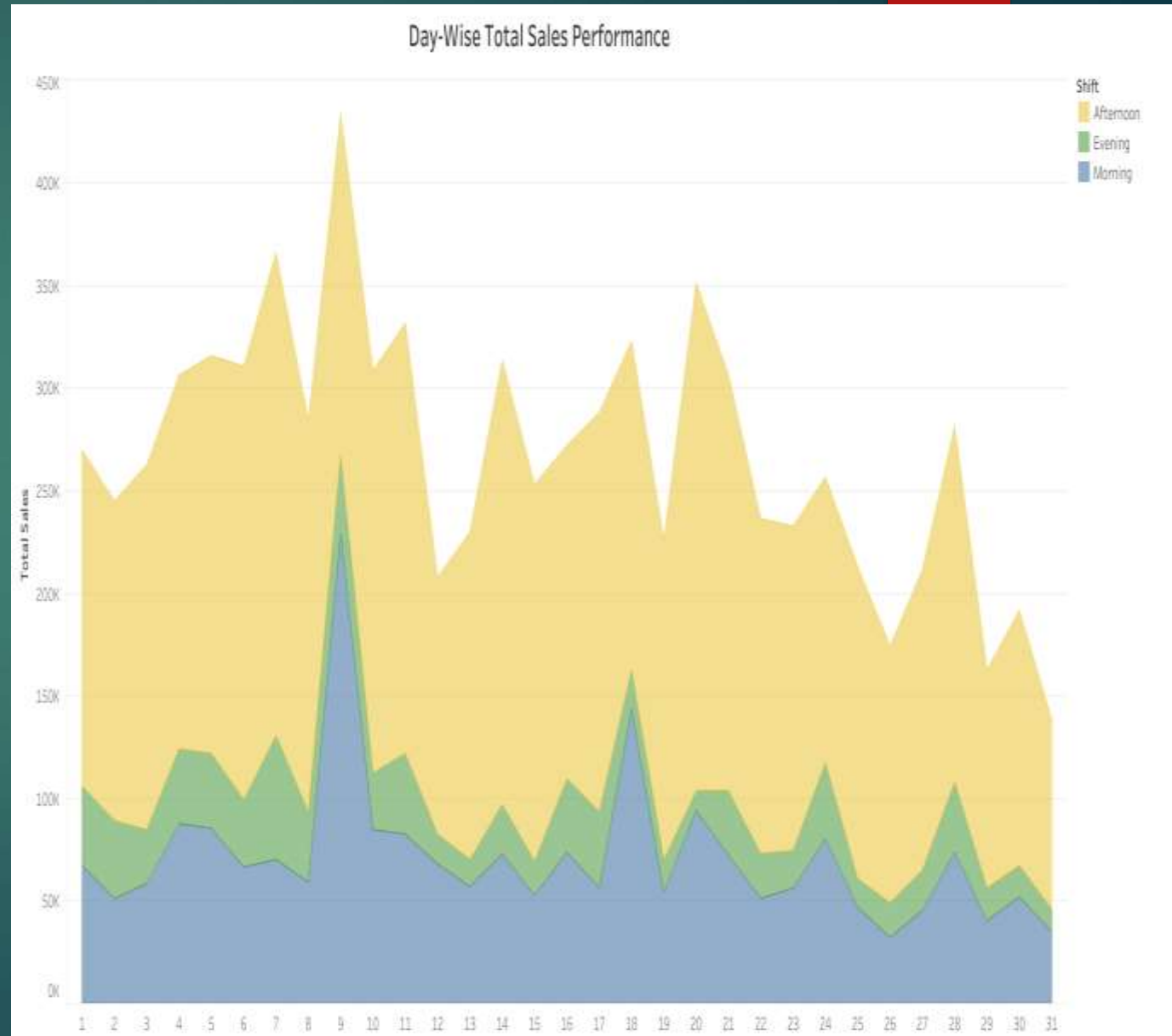
**Prepare inventory and staffing** ahead of afternoon peaks to avoid shortages.

**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**