

Project Report

Comprehensive Customer and Sales Analysis Report for Global Electronics

Prepared for: Global Electronics

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Executive Summary

This report analyses customer demographics, buying habits, product and store performance, and sales trends for Global Electronics. These insights will guide strategies to boost customer satisfaction, increase revenue, and improve efficiency.

1. Customer Demographics

Insights:

- The U.S. has the highest number of customers (6,828), making up 44.73% of all customers.
- Males spend more on average than females, with the largest difference seen in the adult age group.

Recommendations:

- Create targeted marketing campaigns focusing on U.S. customers and high-spending demographics.
- Boost engagement in countries with fewer customers, like Italy.

Impact: Improved customer engagement and increased sales in high-value demographics.

2. Purchasing Patterns

Insights:

- A negative correlation exists between purchase frequency and order value; frequent purchases tend to have lower order values.
- The highest order value was \$61,871.70, while the highest purchase frequency was 36 orders.

Recommendations:

- Launch a loyalty program for frequent buyers.
- Personalize promotions based on purchase habits.

Impact: Higher average order values and increased customer loyalty.

3. Customer Segmentation

Insights:

- Customer groups show distinct behaviour based on demographics and spending.

Recommendations:

- Tailor marketing campaigns for each customer group.
- Use customer feedback to improve products and services.

Impact: Higher marketing effectiveness and customer satisfaction.

4. Sales Performance

Insights:

- Sales peaked between 2016 and early 2021 but saw a decline in late 2019 and early 2020.

Recommendations:

- Plan inventory to match peak sales periods.
- Run seasonal promotions to drive revenue during high-demand times.

Impact: Improved stock management and increased seasonal sales.

5. Product Performance

Insights:

- The Adventure Works brand is the top performer, with sales 1,635% higher than the lowest-performing brand, Tailspin Toys.

Recommendations:

- Promote top-selling products.
- Reevaluate underperforming products for potential improvements.

Impact: Increased revenue from popular products and an optimized product line.

6. Store Performance

Insights:

- Wyoming had the highest SalesPerSquareMeter at \$1,453.53, infinitely higher than the Online store's \$0.
- SalesPerSquareMeter across all 58 states ranged from \$0 to \$1,453.53.
- The United States made up 14.78% of Total Sales in the category.

Recommendations:

- Conduct operational audits to improve underperforming stores.
- Implement local marketing strategies to boost awareness in high-potential regions like Wyoming.

Impact: Improved store efficiency and increased sales across both physical and online locations.

7. Currency Impact

Insights:

- Currency fluctuations impact sales, requiring careful management of pricing and revenue strategies.

Recommendations:

- Use currency hedging to manage risks.
- Adjust regional pricing based on currency trends.

Impact: Stabilized revenue and competitive pricing in global markets.

Conclusion

Implementing these recommendations will help Global Electronics enhance customer satisfaction, improve sales, and optimize store and product performance.

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