RECOMMENDATIONS

**1.  Implement a Point-based Loyalty Program:**

A retention rate of 71% is a positive indicator that the

store has loyal customer base, this implies that majority of customers are

satisfied with the products and services. offer a point-based loyalty program

where customers earn points for every purchase, and these points can be

redeemed for discounts, free shipping, or exclusive deals to encourage repeated

purchase as it's typically cost-effective to retain existing customers than

acquiring new ones, so further improvements in retention could significantly

impact profitability.

2.  **With Office Supplies accounting for 68% of Total Sales**, the highest selling category,

cross-sell items in this category with complementary furniture and technology

product to boost average order value. Target office supplies customers with

offers on desks, chairs and other furniture's essentials.

3**.  Optimize Logistic and Supply Chain**. Late delivery count across all shipping type is about 63000,

the highest delivery status count. Analyze the delivery timeline promised for

each shipping types and adjust expectations if necessary. Optimize warehouse

operations to reduce order processing time.

4.   Based on customer's interest in Office supplies expand items in this category to include

variety of products which could include eco-friendly, customizable items. For Categories

the are not exciting customers interest offer massive discount to first time

buyers of furniture or technology product to attract new customers to these

categories

5 **Boost sales in low performing Regions**. The south region had

the lowest sales, collaborate with local retailers or businesses to increase

brand visibility. Conduct surveys to understand customer needs and preferences

in these regions, adjust product offerings to carter to specific demands.