Retail Sales Data Analysis – Insight Report of Task 1

Objective :

The purpose of this analysis is to understand customer purchasing behavior, product performance, and revenue trends using retail transaction data. The insights help businesses make better decisions in marketing, inventory planning, and customer targeting.

Key Findings :

1. Product Category Performance
The analysis shows that a small number of product categories generate the majority of total revenue. This indicates that focusing promotions, stock availability, and marketing campaigns on high-performing categories can significantly improve overall sales.

2. Monthly Sales Trend
Sales vary across months, with noticeable peaks during certain periods that may correspond to festive seasons, discounts, or increased customer demand. Understanding these seasonal trends helps businesses plan inventory, staffing, and promotional strategies more effectively.

3. Store Type Contribution
Different store formats contribute unevenly to total revenue. One or two store types clearly outperform others, suggesting that the business should invest more in successful formats while improving or rethinking weaker ones.

4. High-Value Customers
A small group of customers contributes a large share of total revenue. Identifying and retaining these high-value customers through loyalty programs, personalized offers, and targeted communication can increase long-term profitability.

5. Gender-Based Sales Distribution
Sales contribution differs slightly between male and female customers. This insight can support gender-specific marketing strategies, product recommendations, and promotional campaigns.

Business Impact

Overall, the analysis highlights the importance of category focus, seasonal planning, store optimization, and customer retention. By acting on these insights, businesses can improve revenue growth, enhance customer satisfaction, and make data-driven strategic decisions.