**E-Commerce Store Performance**

**Recommendations**

* **Target marketing campaigns** and promotions toward **younger customers (<35)** to maximize revenue.
* **Maintain engagement** with the 36+ group through **loyalty programs** to increase their share of spend
* Low-income customers use discounts most frequently and show a significant increase in spending during discount periods.
* High-income customers use discounts less often and their spending remains stable regardless of discount offers.
* Target discounts primarily to low-income customers – since they respond strongly to price reductions, create tailored campaigns (e.g., discount codes, bundle offers) to maximize their conversion
* **Invest more in social media campaigns** targeting high-engagement audiences to maintain and grow this segment.
* **Increase engagement initiatives** (interactive posts, influencer partnerships) for **medium/low influence customers** to boost their conversion rates.
* **Leverage lookalike audiences** from high-influence customers for ad targeting.
* **Focus resources on Express and Standard fulfillment** to meet demand efficiently.
* **Maintain and promote No Preference options** for cost-sensitive customers.
* **Optimize logistics for Electronics, Sports, and Home Appliances —** they are top revenue drivers across all shipping methods.
* **Maintain strong capacity in Standard and No Preference shipping** to meet the bulk of demand.
* **Promote Express shipping selectively** to increase adoption without overspending on logistics.