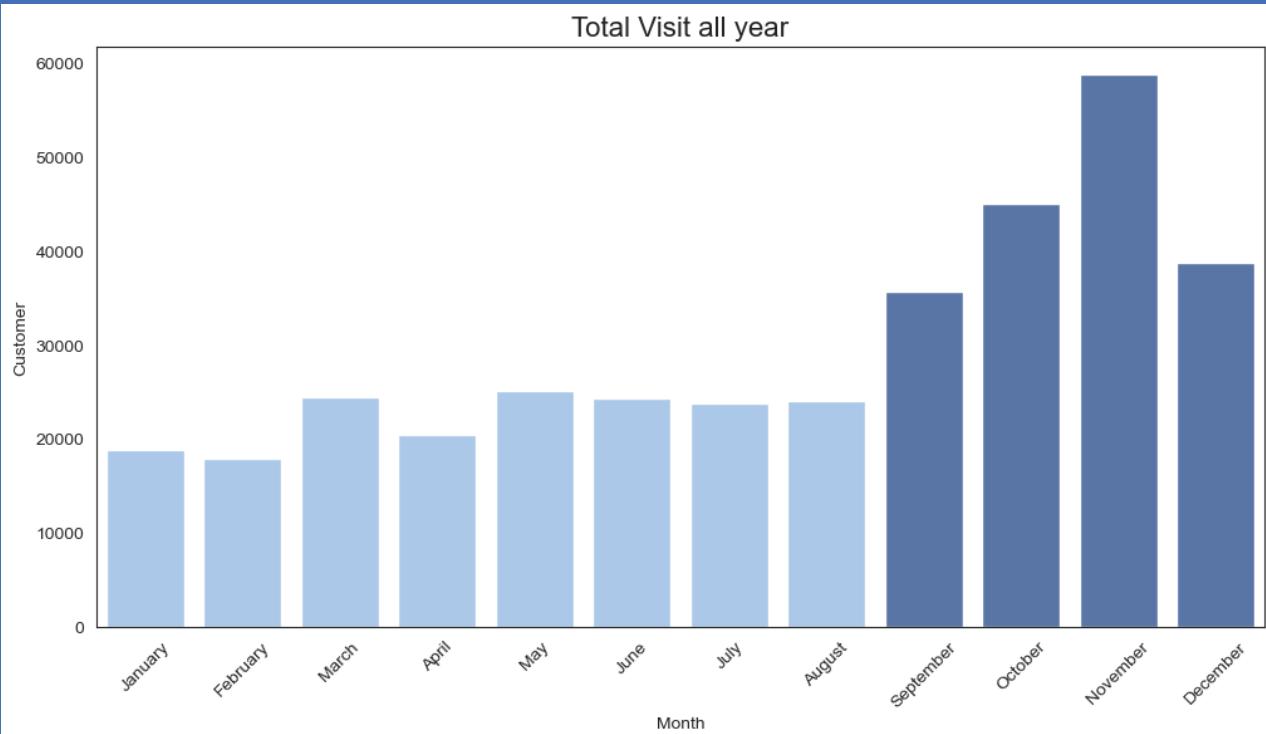


Business Recommendation

data-based recommendations from as the results of
exploratory data analysis of [retail datasets](#)



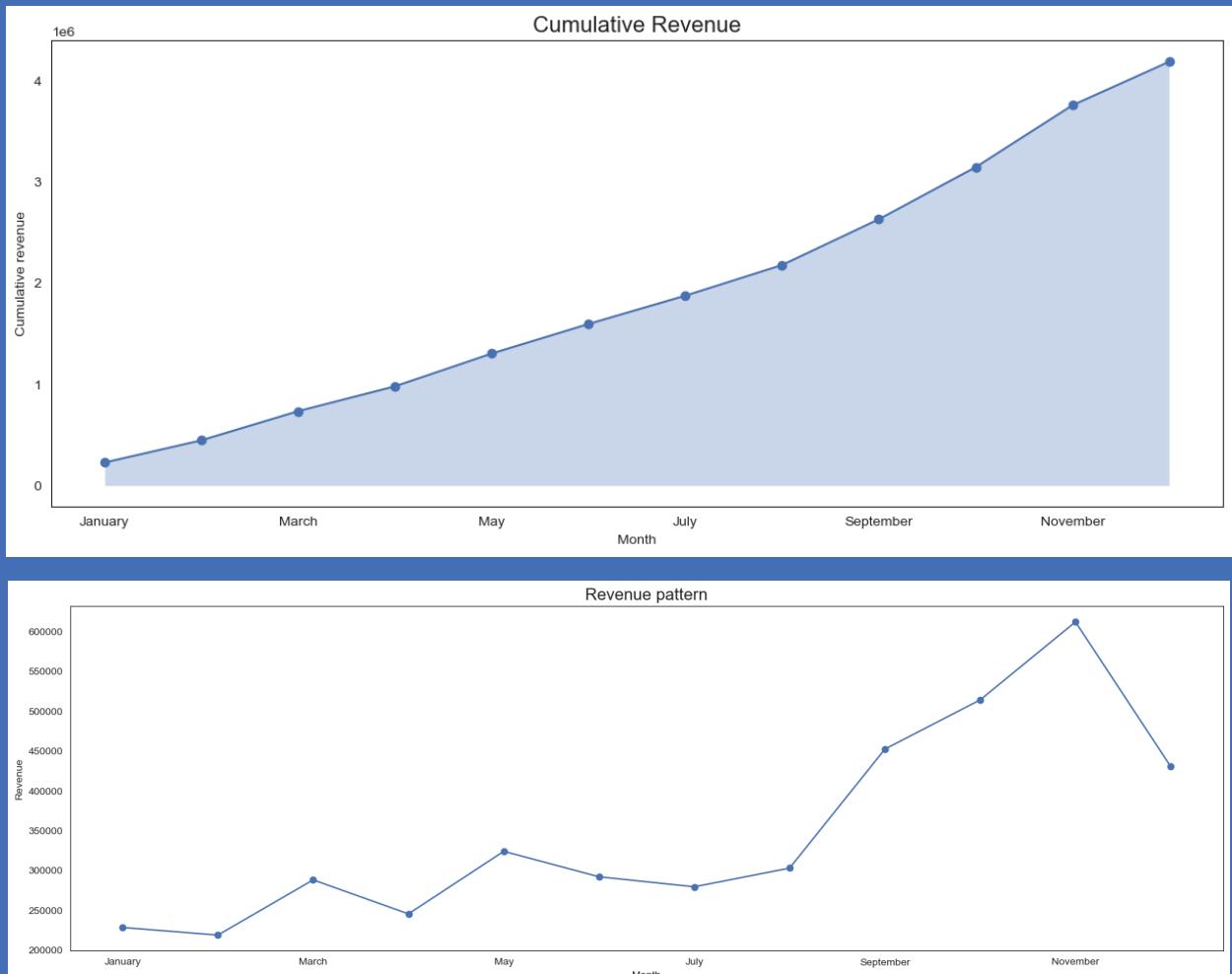
Monthly Visit



Stores experience a peak season from the end of the third quarter through the fourth quarter (Q4). November is the busiest month, while the first eight months show flat customer visits. After experiencing a peak in November, stores tend to experience a decline in December.

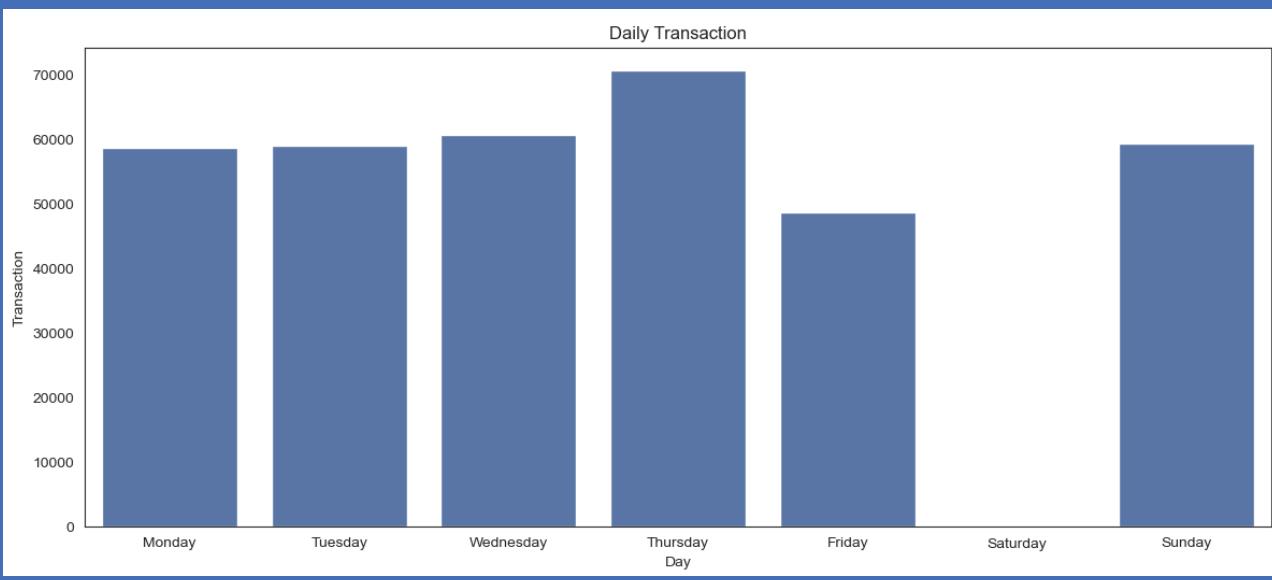
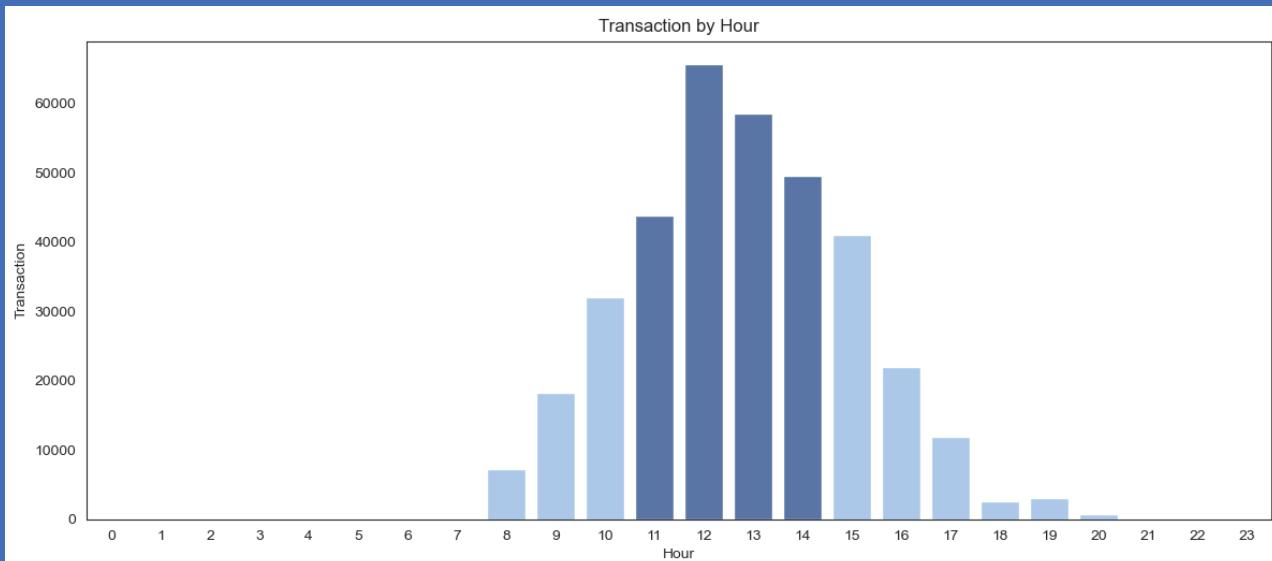
primary recommended strategy is to maximize revenue during peak seasons by intensifying promotions, increasing inventory, and optimizing staff. quieter periods should be strategically utilized to build customer loyalty through special programs and improve operational efficiency. such as staff training and store maintenance. While analyzing the causes of the post-peak decline in December for more stable growth in the future, the company should also utilize the following strategies:

Revenue trend



business has a very strong sales cycle in the third and fourth quarters (start from august). November was the most profitable month. Conversely, the first half of the year showed weaker performance and requires strategies to increase sales during that period.

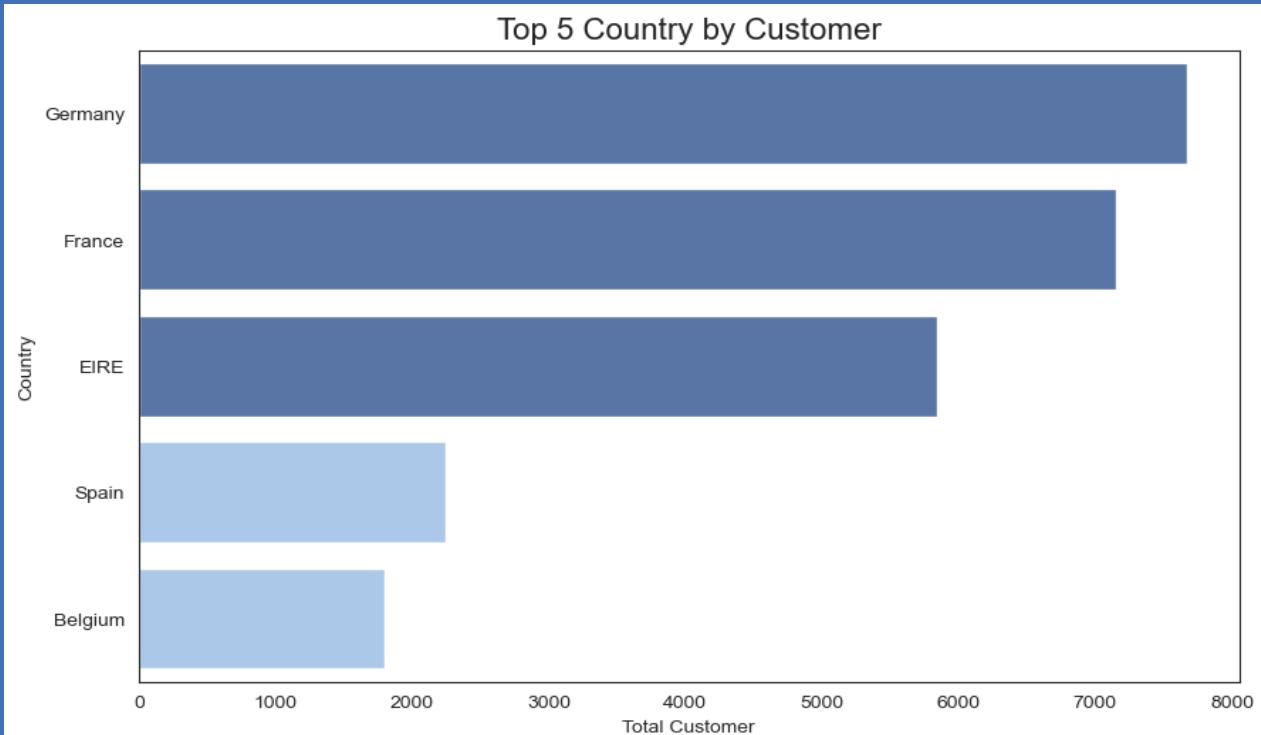
Customer Behavior



The peak daily transaction volume occurs at 12 noon, with activity also very high at 11 a.m. and 1 p.m. This indicates that the lunch period is a prime shopping time. There is no significant difference across days; transactions tend to be stable on all days.

adjusting staff schedules to ensure maximum personnel availability during peak hours, ensuring operational readiness at peak hours. after 4 o'clock make promotions for food items to reduce the potential for losses from stale food items.

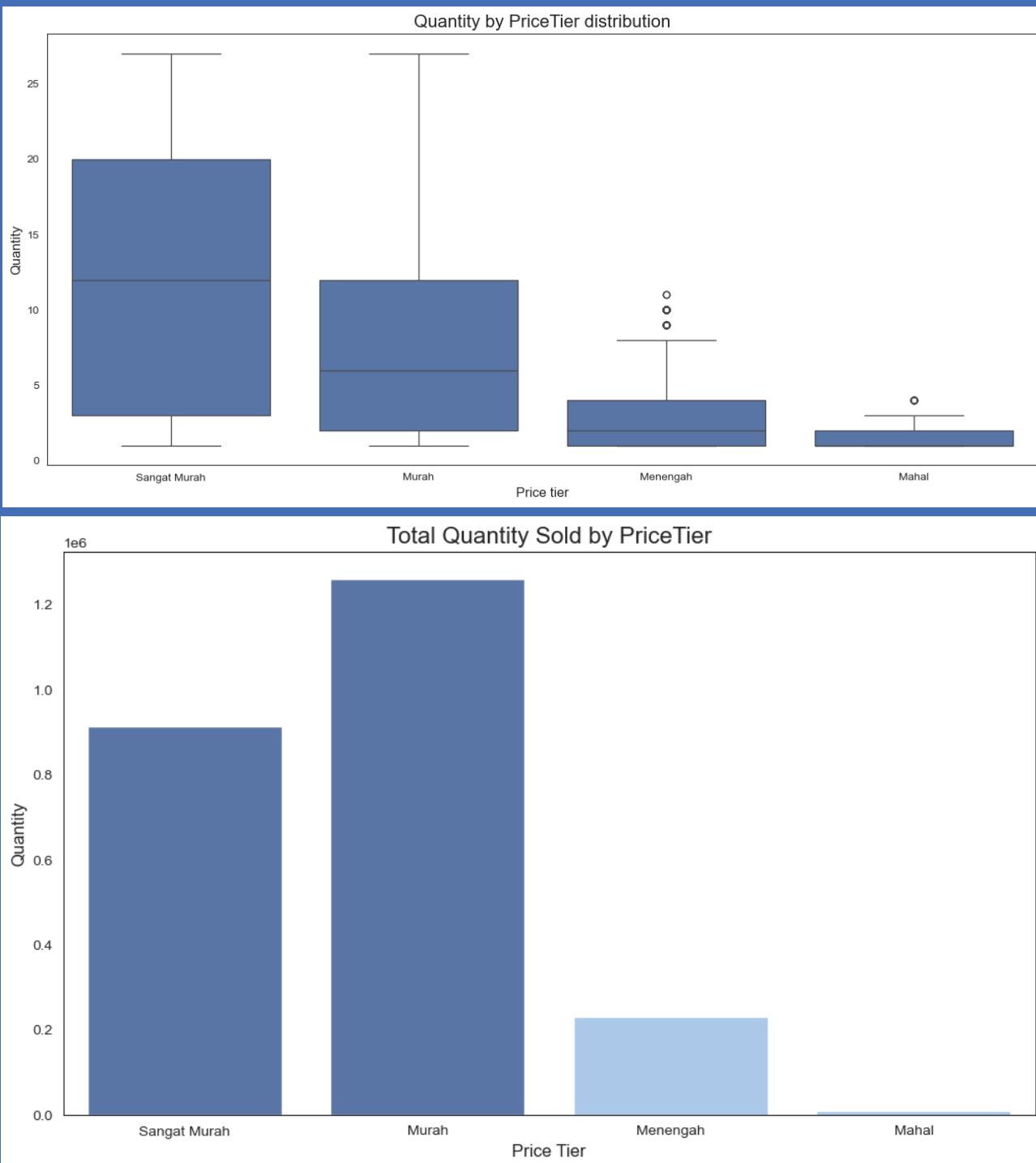
Market Outside UK



Best plans to expand the market by total customer and revenue generated, Prioritize resources to expand in Germany, France and EIRE, There needs to be an evaluation of whether resources are worth allocating to expansion in the Spanish and Belgian markets.

Allocate the expansion budget proportionally. Focus the majority of the budget on retention strategies in the top three countries, while the remainder is allocated specifically for experiments and acquisition strategies in Spain and Belgium.

Transaction Detail



Prioritize stock availability and product variety across both low and ultra-low price categories. Furthermore, marketing strategies should focus on encouraging larger purchases through promotions such as bundle deals, volume discounts, or wholesale pricing.