Capstone Deliverable
Data to Action Masterclass

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Platform: Excelerate – Data to Action Masterclass

Strategic Recommendations (SWOT Framework)

Based on the RetailX dataset analysis and visualizations (Bar Chart, Pie Chart, Line Chart, Scatter Plot), the following SWOT-based business recommendations are proposed:

Strengths

- North & West regions demonstrated the highest revenue, indicating strong market presence.
- Fitness products performed well with low return rates and healthy margins.
- Sales showed a positive growth trend with spikes during promotional campaigns.

Weaknesses

- Electronics category had the highest return rates, reducing profitability.
- South & East regions underperformed compared to other territories.
- Heavy reliance on Cash on Delivery (COD) increased return risks and cash flow issues.

Opportunities

- Expanding marketing and inventory in high-performing regions (North & West) can further grow revenue.
- Promoting Fitness category as a reliable low-return product line.
- Using targeted promotions around high-demand months to stabilize sales trends.
- Encouraging prepaid payment methods through discounts or loyalty points.

Threats

- High return rates in Electronics may harm brand reputation if not addressed.
- Overdependence on COD transactions exposes the company to return-related losses.
- Seasonal dips in sales could hurt revenue stability without corrective actions.

Final Recommendation

To maximize profitability, focus resources on North & West regions, strengthen the Fitness product line, and reduce Electronics returns through better product quality checks and descriptions. At the same time, gradually shift customers toward prepaid methods to reduce returns and improve revenue consistency across all regions.