

Capstone Deliverable

Data to Action Masterclass

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Platform: Excelerate – Data to Action Masterclass

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RetailX: Data Analysis & Insights

Key Insights:

- **North region** generated the **highest total revenue**, making it a strong performer for future investments.
- **Fitness** category had the **highest product return rate**, suggesting a need for quality control or improved sizing guidance.
- **Average revenue per transaction** was approximately **\$364.92**, indicating a strong customer basket size.
- **Cash on Delivery (COD)** had the **highest return percentage** among payment methods, pointing to potential risk with post-paid options.
- **Sales peaked consistently over time**, with certain months showing higher unit sales, ideal for targeted promotions.

What does this mean for the business?

RetailX is performing strongly in the North region, where customer trust and revenue are high. However, the return rates in the Fitness category and COD orders are concerning. Targeting these issues with better customer communication, improved product quality, and optimized payment options will help reduce losses and improve retention. With the current average transaction value, optimizing high-performing regions could significantly boost quarterly revenue.