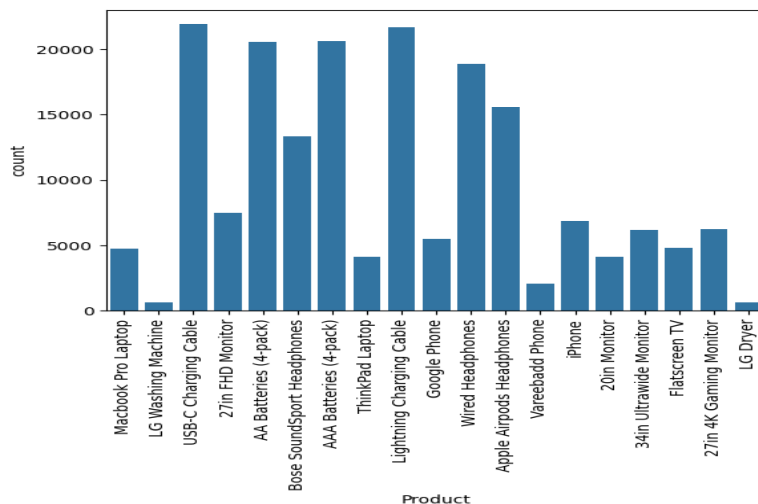


Sales Analysis Report and Strategic Recommendations

Introduction

Based on the analysis of sales data, several important insights have been drawn that can help improve marketing and sales strategies. In this report, we will discuss the best-selling and least-selling products, seasonal trends, geographical areas with the highest and lowest sales, and peak demand hours, along with recommendations to improve performance.

Product Analysis



Best-selling products:

- Lightning Sharing Cable
- USB-C Charging Cable

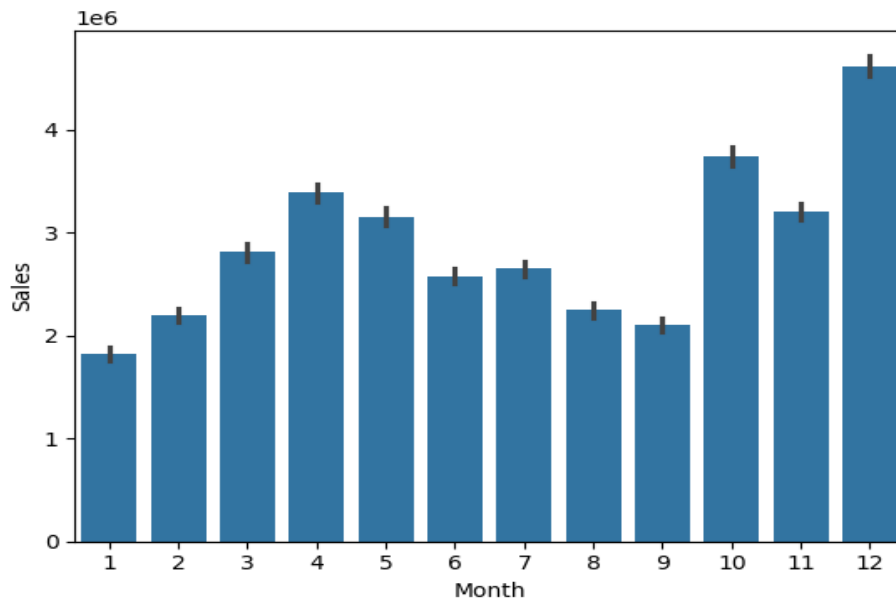
Least-selling products:

- LG Washing Machine
- LG Dryer

Recommendation:

- Focus marketing campaigns on the best-selling cables by offering promotions and discounts to boost sales further.
- Analyze the reasons for the weak sales of large appliances (LG Washing Machine & LG Dryer), possibly due to high prices or low demand, so consider:
 - Offering seasonal promotions or installment plans.
 - Enhancing customer experience through positive reviews or user testimonials.

Sales Time Analysis



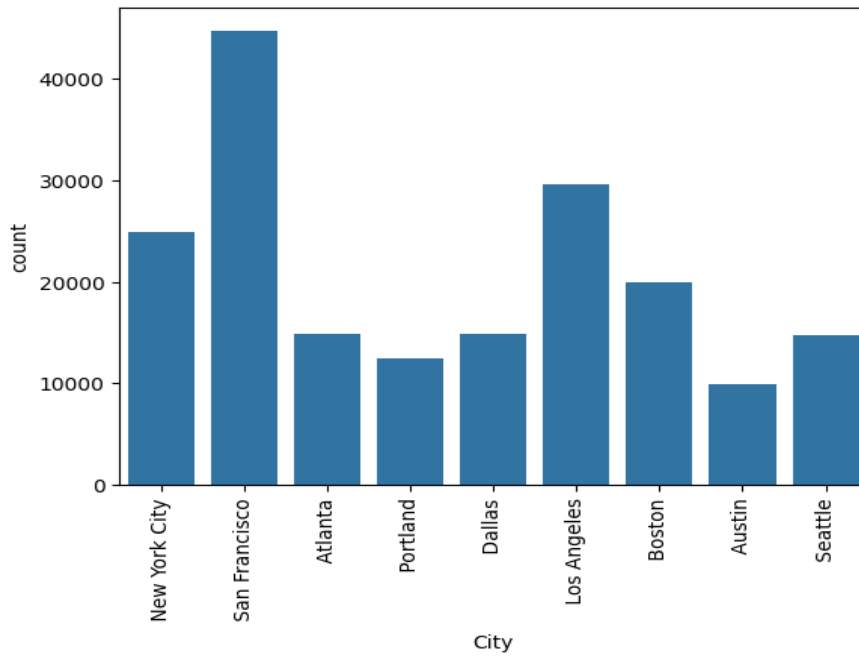
Highest sales month: December

Lowest sales month: January

Recommendation:

- December sees a significant increase in sales, so take advantage of this season with strong promotions and intensive advertising.
- January is the lowest sales month, so consider:
- Launching special discount campaigns in January, such as New Year offers.
- Using targeted ads during this month to encourage customers to buy.

Geographical Sales Analysis



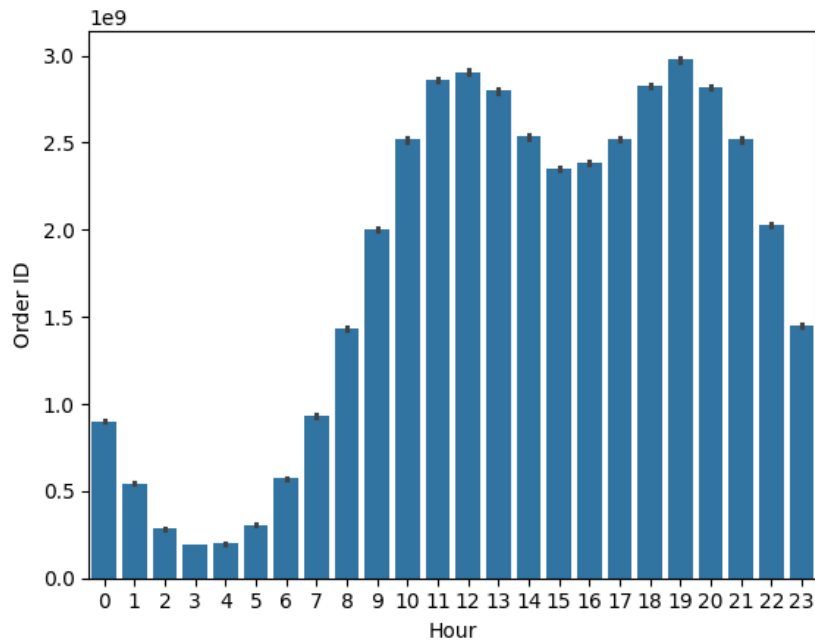
Highest sales: San Francisco

Lowest sales: Austin

Recommendation:

- In San Francisco, increase marketing campaigns to boost sales success there.
- In Austin, analyze the reasons for weak sales, whether it is due to weak marketing, lack of product availability, or low purchasing power?
- Improve targeted ads for this city and try targeted campaigns.
- Study the feasibility of offering special promotions for residents of this area.

Demand Hours Analysis



Peak sales hours:

- 7 PM
- 12 PM

Lowest sales hours:

- 3 – 4 AM

Recommendation:

- Target customers with paid ads during peak hours (7 PM and 12 PM) to increase sales.
- Offer golden time promotions during these hours to boost sales further.
- Reduce ad budget during early morning hours when demand is low.

General Conclusion

1. Enhance marketing for successful products like charging cables and reconsider strategies for selling less popular appliances.
2. Take advantage of December's season with strong promotions and increase marketing in January to compensate for weak sales.
3. Strengthen ads in high-sales cities and analyze the reasons for weak demand in Austin to improve performance there.
4. Focus ad campaigns during peak hours (7 PM and 12 PM) to maximize revenue.

Target Audience for These Recommendations

- Digital Marketing Team: To execute targeted ad campaigns based on regions and time periods.
- Sales Team: To work on pricing offers and appropriate strategies for each region.
- Product Management Department: To reassess poorly performing products and improve sales.