**Executive Summary and Recommendations**

**Customer Segmentation & CLV Analysis:**

* In customer demographic data males and females have the highest customer lifetime value (CLV) as compared to unknown this indicates a strong long-term engagement.
* Male customers tend to have a slightly higher CLV than female customers.

**Transaction Analysis:**

"Sales increased in April, May, July, August, and October due to factors such as promotions and favorable economic conditions".

**New Customer Insights:**

The highest influx of new customers comes from the state of **NSW** showing a growing market potential.

**2. Recommendations**

**Marketing Strategies for High-Value Segments:**

**Targeted Campaigns** – Focus marketing efforts on high CLV customers, offering exclusive discounts or loyalty programs.

**Personalized Offers** – Use demographic-based promotions to engage female customers with retention incentives.

**Business Expansion Opportunities:**

**Regional Expansion** – Invest in advertising and distribution channels in QLD, and VIC state where new customer growth is strongest.

**Product Line Growth** – Introduce new variations of best-selling premium products to attract high CLV customers.

**Product & Service Improvements:**

**Improve product :** Norco Bicycles and Ohm cycles may be improved selling.

**Improve Customer Experience** – Enhance after-sales support and streamline online purchasing for repeat customers.

**Subscription Models** – Consider subscription-based offerings for frequently purchased products to improve retention.