

Retail Analytics

Sales Performance Analysis:

Regional Sales	Sales Growth Drivers	Top Customers
Analyze which regions generate the most revenue and why.	Identify factors like promotions, product mix, and seasons boosting growth.	Understand how much top customers contribute to total sales.

Customer Insights:

Segmentation	Loyalty Analysis	Demographic Trends
Segment customers by demographics, credit score, and order frequency.	Examine repeat purchases and customer retention drivers.	Analyze how preferences change with age, gender, or region.

Product Analytics:

Best Sellers	Stock vs Profit	Pricing Impact
Identify high-performing products across categories.	Assess profitability against quantity in stock.	Explore how price influences customer buying behavior.

Geographic Trends:

Regional Preferences	Localized Marketing	Untapped Markets
Understand demand differences across geographic regions.	Customize campaigns based on local consumer behavior.	Identify and plan for low-penetration but high-potential areas.

High-Value Customer Strategy:

CLTV Channels	Customer Profiling	Target Acquisition
Compare Customer Lifetime Value across acquisition channels.	Profile loyal high-value customers by purchase patterns.	Use profiling to find and attract similar customers.