Store and SKU Conversion Analysis Summary

Report generated on: 2025-04-17

Key Findings

1. Performance Disparity: Stores show significant variance in conversion rates, ranging from 34.6% (Store_15) to 66.5% (Store_39).

2. Top Performers: Store_39 (66.5%), Store_49 (64.6%), and Store_44 (63.1%) lead in conversion.

3. Underperformers: Store_15 (34.6%), Store_14 (36.5%), and Store_36 (37.6%) lag significantly.

4. Revenue vs. Conversion Mismatch: Some high-revenue SKUs have moderate conversion rates, suggesting fewer but higher-value transactions.

Recommendations

1. For Top-Performing Stores (Store_39, Store_49, Store_44)

- Share best practices across other locations
- Replicate successful formats in new stores

2. For Underperforming Stores (Store_15, Store_14, Store_36)

- Conduct operational audits
- Implement targeted training for staff

3. For High-Conversion SKUs (SKU_11, SKU_7, SKU_16)

- Increase inventory to meet demand
- Feature them in promotions

4. For Low-Conversion SKUs (SKU_12, SKU_19, SKU_20)

- Test pricing adjustments or bundling
- Improve in-store placement

5. Data & Team Enhancements

- Deploy real-time dashboards
- Adopt hybrid data team structure

Expected Impact

- 15-20% revenue growth by optimizing underperformers
- Better inventory turnover

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Conversion Rate Summary

Metric	Value
Average Store Conversion	50.30%
Top Store Conversion	63.87%
Bottom Store Conversion	36.95%
Average SKU Conversion	50.36%
Top SKU Conversion	55.52%
Bottom SKU Conversion	44.44%

Next Steps: Prioritize quick wins (e.g., SKU placement fixes) while planning long-term strategies (e.g., staff training programs).