# REGIONAL ANALYSIS REPORT

## Internet Sales:

### The number of repeated orders of new customers is 2595 out of 13659 not repeated and their count is 16254. The number of repeated orders of old customers is 815 out of 1415 not repeated and their count is 2230.

### Case:

1-**New Customers**

Comparing to the smaller number of old customers, new customers should have more repeated orders. New customers have different preferences, behaviors, and needs that are different than new customers. We should gather data and insights offer **personalized recommendations** (relevant products), **promotions**, **Onboarding Emails** (information to get started), **A/B testing** (onboarding email), and **surveys** to understand more customer’s needs to make them repeat their orders. New customers may come not knowing exactly their needs so we should make **market research** to reduce the gap between their demands and our offers. Focus groups by collecting **qualitative data** (thoughts, feelings, and experiences of individuals, social, cultural, and situational factors affecting).

2-**Old Customers**

We should implement **loyalty programs** for customer by giving them special offers, offer rewards, discounts, or exclusive benefits to make them feel special. **Staying up-to-date** is important with old customers by sharing information about new products, offers and company news. It’s recommended to make **Timely Follow-Ups** after a customer purchased a product to ask about their satisfaction or any concerns of the product. **Community building** by making events like being part of a marathon to share customers experience with the company.

## Reseller Sales:

Businesses with different product lines (Mountain, Touring, and Road) shouldn’t have the same promotion type.

### Case:

1-**Touring**

In **Paris** 3 resellers with touring product line are given **Half-Price Pedal Sale** which encourage the purchase of pedals for mountain bikes. They should take either **touring-3000 Promotion, touring-1000 Promotion or volume Discount** (11 to 14, 15 to 24, 25 to 40, 41 to 60, over 60). Touring-3000 Promotion is high-end touring bikes ideal for serious **touring enthusiasts** that have more priority for quality of the bikes. **Touring-1000 Promotion** are more **budget-friendly** for casual touring.

2-**Mountain**

Most of the Mountain resellers have the same **Half-Price Pedal Sale promotion**. This **would narrows down** our share of the market. If our competitors different promotions, they might capture more diverse customer who are looking for a good deals. This might **reduce our overall market share** for bike-related sales. **Mountain-100 Clearance Sale** is an offer for Mountain-100 model that will be **older** or discontinued inventory in the future. We shouldn’t keep this model because it will become **less popular** and to make space for new inventory. We will attract **Bargain shoppers** to purchase older models at a lower cost. **Selling outdated inventory** at a discount helps businesses **free up capital and space**, reducing financial losses and generating much-needed cash flow.

We don’t have offers for mountain resellers on **Mountain Tire Sale.** Offering discounts on essential accessories like tires build customer loyalty. Riders may return to your brand for repeat their purchase if they are in a good quality.

3- **Discount band**

**Field Trip Store**, one of our greatest resellers ordered with 671,618$ of sales amount and we only offered them 512 out of 1434 orders with no discount. We also offered 5 types of promotion though their product line is mountain and we didn’t gave them most of the available offers. It’s important to make discount band for valuable clients as discount **enhance loyalty** to your brand and improve the bound with the client. Large orders might **reduce shipping cost** especially if they are in a far region. Discount encourage the sellers to **order larger amount** of products which clears out older models.

## Customer analysis:

### Case:

1-**Morderate and low income customers targeting**

Our moderate customer and low income customers are eighty seven percent of our total customers. It’s important to know **customers who earn low income** especially most of our low income customers **don’t own a car** .Their needs and uses of the bike differs from car owners. Their bike should be suitable for **short distances** as it serve them instead of a car. If they own a car it would serve as saving budget on them for close routes. The recommended bikes should be comfortable to carry their groceries or children. The bikes that could be recommended for these types of customers are (**hybrid bikes, folded bikes**, **Single-Speed**, **Cargo Bikes)**

**Recommended accessories:**

Bike Lock, Panniers, Reflective Gear, Child Seat.

2**- High Balance customers targeting**

The usage of bikes for high balance of customers differ from essential use in moderate ones. Bikes are used for **fitness, specific goals** (competition riding, extreme off-road adventures). **Performance and Quality** is crucial as most of these riders are competitive riders or enthusiasts that travel more than 5 miles (**1460 out of 2928 riders**). **Premium bikes** are one of the top choices because they are equipped with advanced technologies like GPS, fitness and performance tracking apps, high quality and durability that makes it last longer and more reliable. Some of the customers are searching for exclusive brands with custom design and are owning a bike for prestige because they desire more unique bikes. **Community and group rides** is another preference to participate in these events with premium bikes.

**Recommended accessories:**

**High-Quality Helmets, Carbon Fiber Accessories (lightweight and add a touch of luxury,** **Wheelsets-Aerodynamic wheels), High-security locks, Saddle Upgrades,** **Bike Cameras,** **Child Bike Seats,** **Children's Cycling Apparel.**