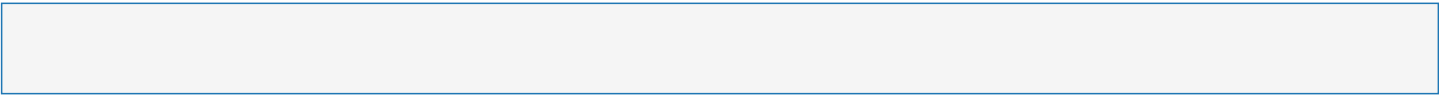


CDP Analysis Report

Electronics Retail CDP Trend Analysis Report

Generated: 2025-07-10

Executive Summary



Category Analysis

Analysis of product category sales trends and growth rates.

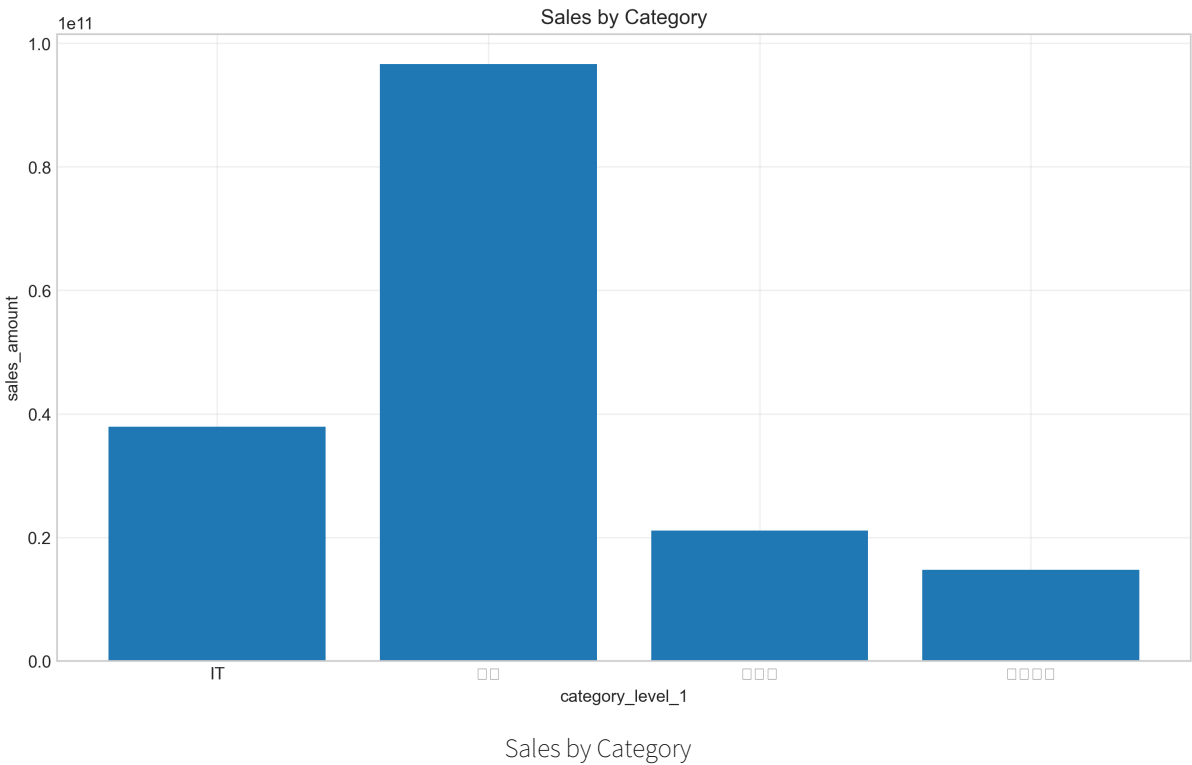


Chart showing total sales amount for each product category.

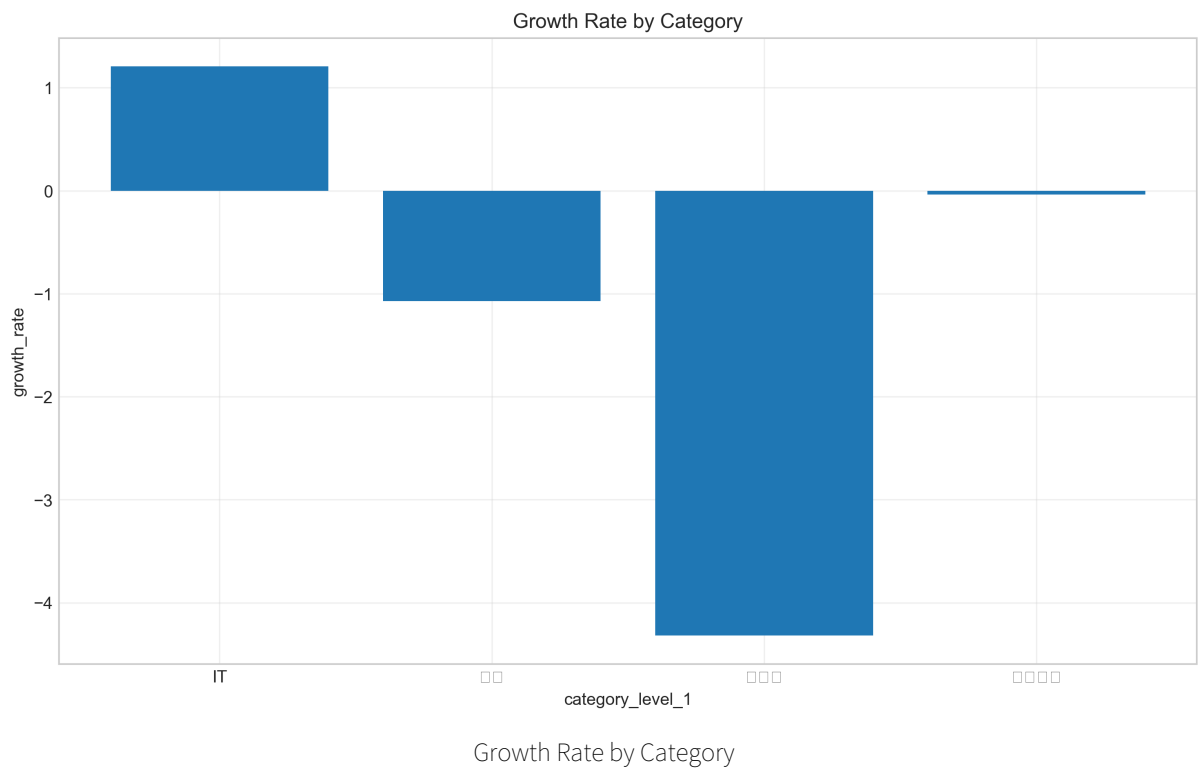


Chart showing growth rate for each product category.

## Channel Analysis

Comparison of online and offline channel performance.

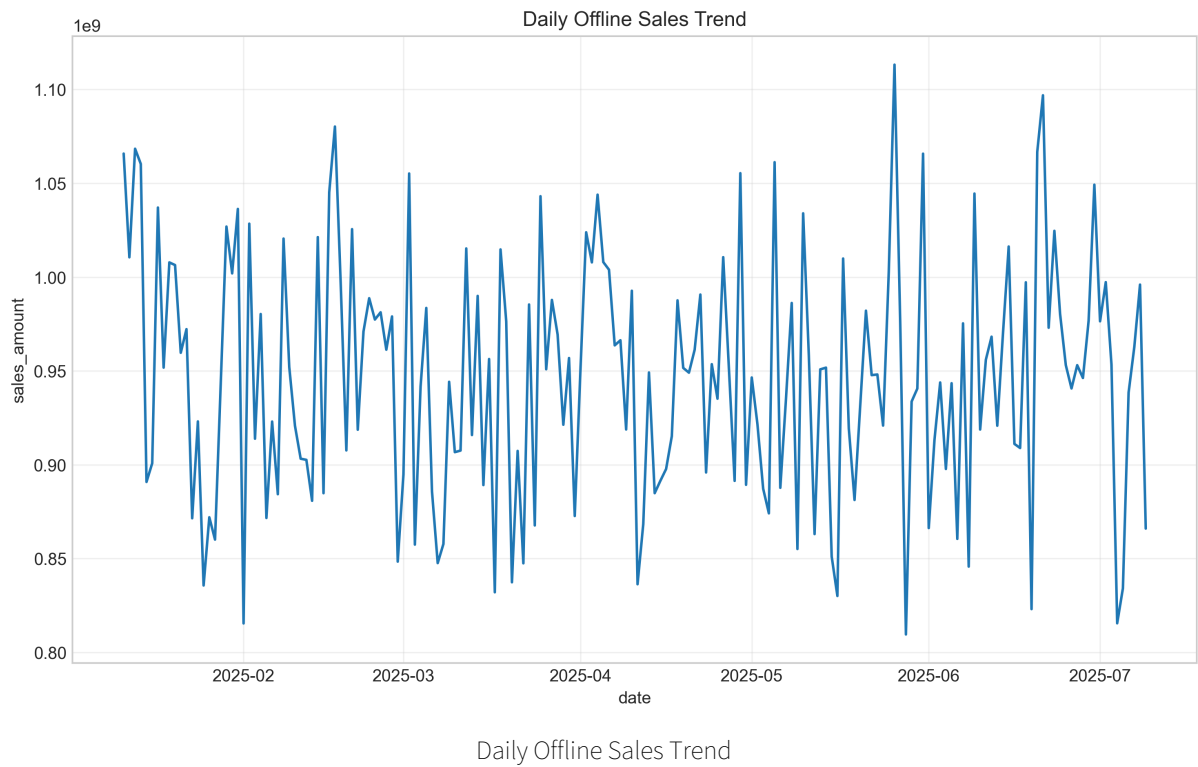
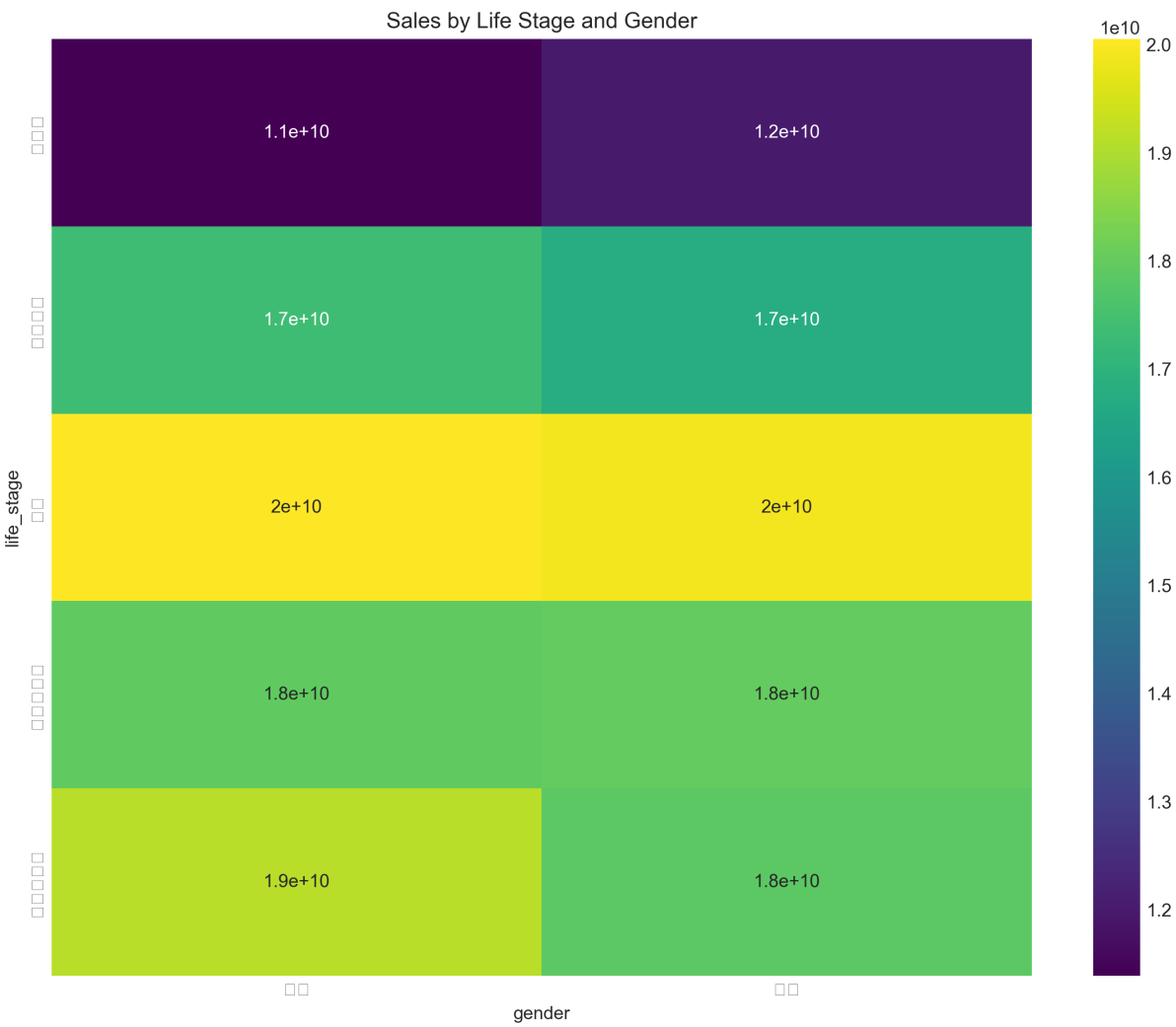


Chart showing daily sales trend for offline channel.

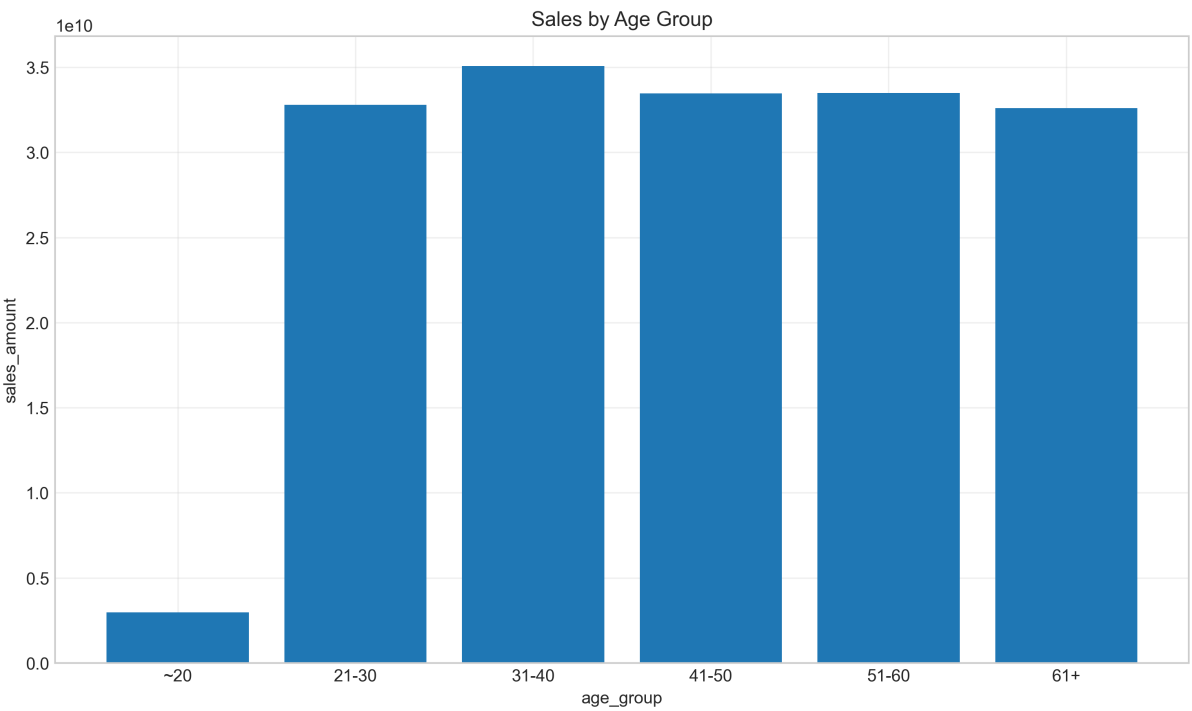
## Customer Analysis

Analysis of customer segments and purchasing patterns.



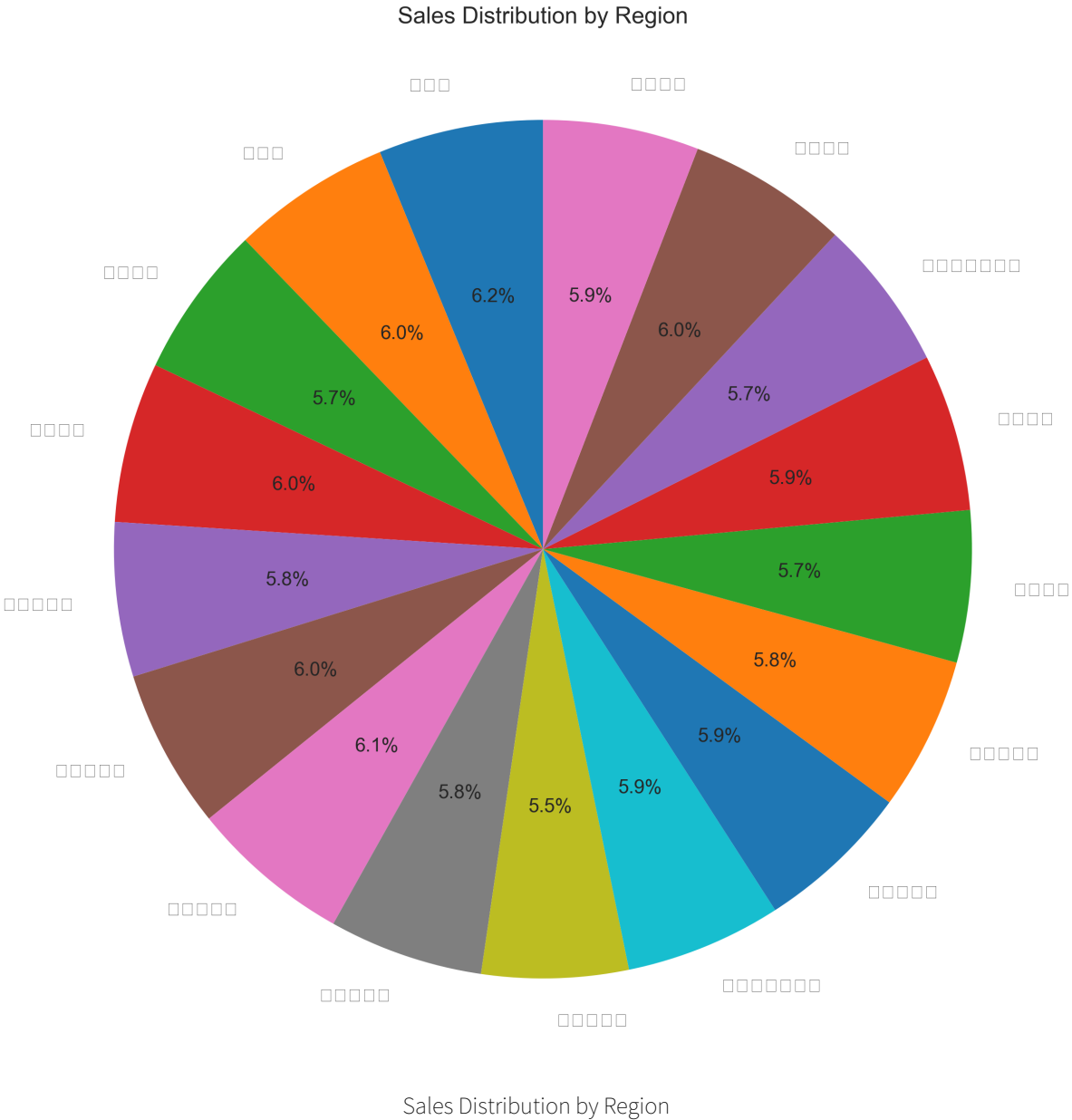
Sales by Life Stage and Gender

Heatmap showing sales distribution by customer life stage and gender.



Sales by Age Group

Chart showing total sales amount by customer age group.



Pie chart showing sales distribution by region.

## Key Insights

## Recommendations

- Based on the analysis, the following actions are recommended:
- Strengthen marketing for high-growth categories
  - Develop personalized promotions for different customer segments
  - Enhance synergy between online and offline channels