

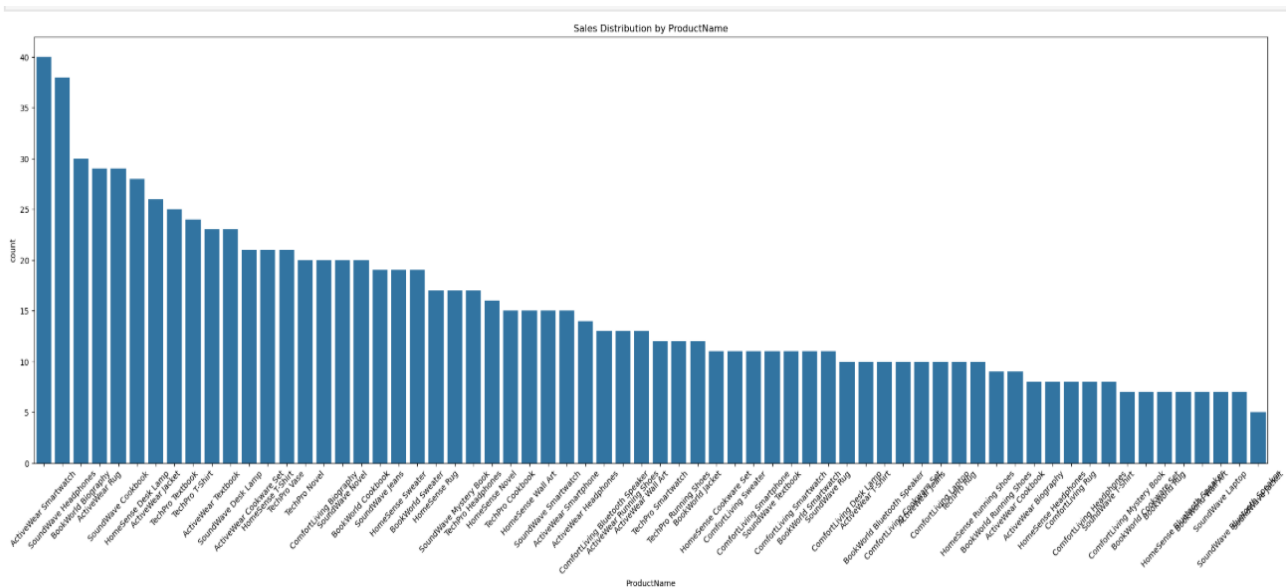
# Business Strategy Report

## Task 1: Exploratory Data Analysis (EDA)

### Sales Distribution by Product Name

The ActiveWear Smartwatch has emerged as the highest-distributed product, closely followed by SoundWave Headphones. These products demonstrate strong demand and customer preference. To further capitalize on this trend:

- ActiveWear Smartwatch marketing campaigns should be expanded to maintain momentum.
- Bundle offers including both products could increase cross-selling opportunities.



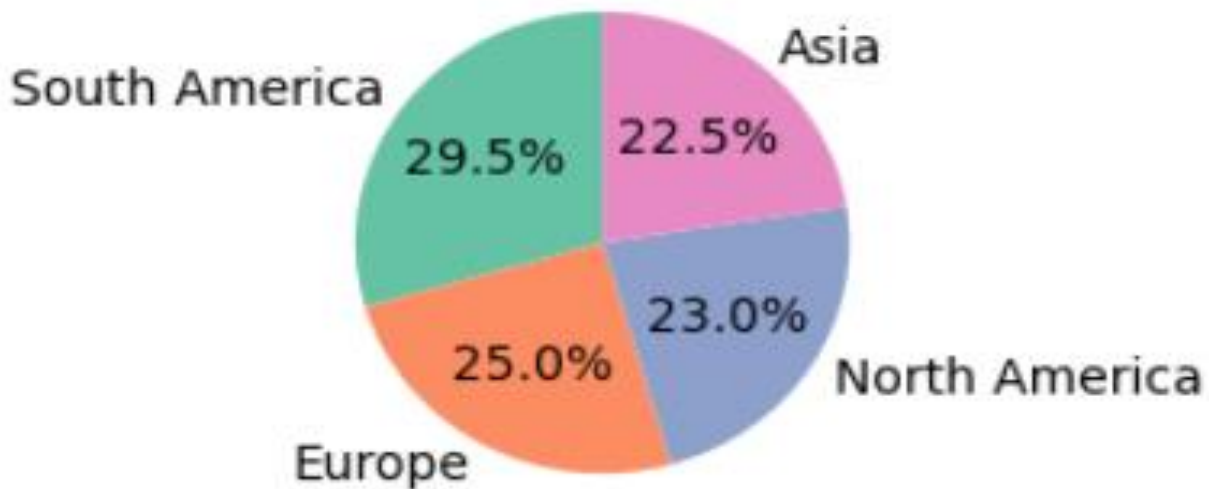
## Business Strategy Report

### Customer Distribution by Region

South America leads the customer base with 29.5%, followed by Europe at 25.0%.

- South America: Focus on maintaining customer loyalty through localized promotions and tailored advertising.
- Europe: Expand regional outreach through partnerships and targeted campaigns to further grow the customer base.
- Explore potential in other regions with low market penetration to drive growth.

### Customer Distribution by Region

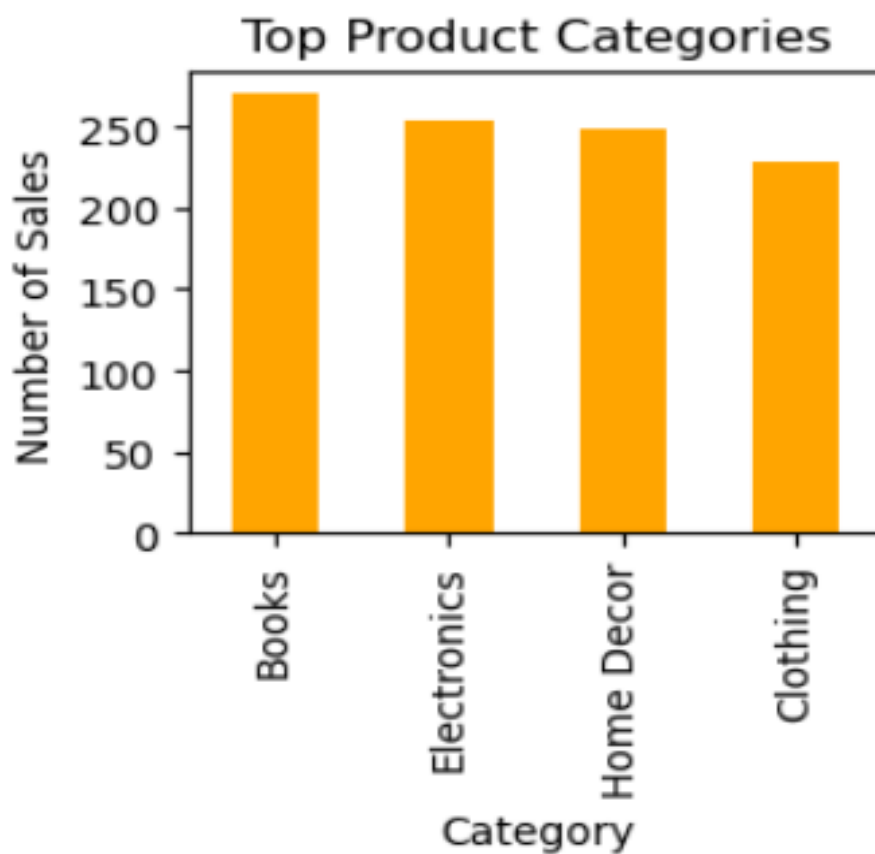


# Business Strategy Report

## Popular Product Categories

Books rank as the most popular category with 270 sales, followed by Electronics with 254 sales.

- Leverage the popularity of books by introducing curated recommendations, seasonal book sales, or subscription services.
- The Electronics category should focus on enhancing product variety and leveraging the popularity of items like the ActiveWear Smartwatch and SoundWave Headphones.



# Business Strategy Report

## Time-Series Analysis of Sales

Monthly sales trends highlight peak periods which can be strategically utilized for:

- Optimized promotions during peak months to maximize revenue.
- Inventory and resource planning to avoid stockouts or overstocking.
- Implementing targeted advertising campaigns during low-sales periods to stimulate demand.



# **Business Strategy Report**

## **Top-Selling Products by Quantity**

The ActiveWear Smartwatch leads with 100 units sold, generating \$39,097, followed by SoundWave Headphones with 97 units sold, generating \$25,212.

- Expand the product lines for ActiveWear Smartwatch to include accessories or upgraded versions.
- Enhance marketing efforts for SoundWave Headphones, focusing on highlighting their features and competitive pricing.
- Conduct customer feedback surveys to identify potential improvements or desired features for these top-performing products.

# Business Strategy Report

## Recommendations for Business Improvement

### 1. Regional Strategy:

- Strengthen focus on South America and Europe while exploring untapped markets.
- Tailor campaigns based on regional preferences and customer behavior.

### 2. Product Strategy:

- Focus on top-performing products and categories.
- Introduce complementary products or services to increase customer retention and basket size.

### 3. Promotional Strategy:

- Use time-series sales data to strategically plan promotions and resource allocation.
- Optimize advertising spend during low-sales months.

### 4. Customer Engagement:

- Leverage data from top-selling products and categories to create loyalty programs.
- Use personalized recommendations to enhance customer satisfaction and repeat purchases.

By implementing these strategies, the company can enhance its market presence, customer loyalty, and revenue generation.