

## Executive Summary Document

### Meeting Prep: Online Retail Data Insights for CEO & CMO

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**Overview:** This summary provides strategic questions and data-driven insights tailored for the CEO and CMO based on analysis of the Online Retail dataset. It is designed to guide the upcoming business review and shape the direction of your data presentation.

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#### CEO-Focused Questions (Business Growth & Profitability):

- 1. Which customer segments contribute the most to total revenue, and how consistent is their purchasing behavior?**
    - Focus on RFM (Recency, Frequency, Monetary) segmentation.
    - Identify top 20% of customers by revenue.
  - 2. What are the top-performing countries or regions in terms of sales volume and revenue? Are there emerging markets we should invest in?**
    - Analyze by country-level sales and trends.
  - 3. What percentage of our revenue comes from repeat customers vs. one-time buyers? What does this imply for our strategy?**
    - Compare unique customer IDs with frequency.
    - Retention vs. acquisition metrics.
  - 4. Are there seasonal trends where revenue spikes or dips? How can we align operations and inventory accordingly?**
    - Temporal analysis of sales across months/quarters.
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#### CMO-Focused Questions (Customer Behavior & Marketing Strategy):

- 1. What are the most frequently purchased product combinations that we can use to design bundled offers or cross-sell promotions?**
    - Apply Apriori algorithm or market basket analysis.
  - 2. Which customer segments are highly active but have low spending? How can we convert them into high-value customers?**
    - Target “Potential Loyalists” via email campaigns.
  - 3. Are there products or categories that are frequently returned or cancelled?**
    - Flag InvoiceNo with ‘C’ to assess returns.
  - 4. How do buying behaviors vary across regions? Should we tailor campaigns by geography or language?**
    - Behavioral segmentation by country.
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**Next Steps:** - Visualize insights using Power BI or Excel dashboards. - Prepare presentation slides to support the key points above. - Anticipate follow-up queries on revenue optimization, retention strategies, and product lifecycle insights.

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