

Customer Analysis Report

1. Closing Attractive Older Age

The beauty products aimed at older customers are perceived as attractive, suggesting positive reception among this demographic.

2. Beauty Product and Younger Customer

Beauty products are especially attractive to younger customers, which may guide marketing efforts to target this age group.

3. Best Sale from Mansoura City - Why?

Clothing products represent the highest sales category in Mansoura city. This suggests a strong demand or preference for clothing in this region.

4. Beauty Section - Customer Dissatisfaction

The beauty section has received customer complaints. Key issues include:

- Poor employee behavior
- Product quality concerns
- Delayed deliveries

5. Mansoura - Marketing Needs

Recommendations for Mansoura:

- Increase marketing efforts for Home products
- Introduce promotional offers to stimulate interest and sales

6. Assuit - Marketing Strategy

Assuit shows potential in the clothing category. Recommendations include:

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- Implementing marketing campaigns
- Providing offers to boost clothing product sales

7. General Recommendation

Expand marketing focus on Clothing and Home products across all key regions to capture customer interest and improve sales performance.