Week 4 – Insights & Storytelling Report

Key Findings

Sales are highly concentrated in a small number of product categories and regions.
Customer purchasing behavior shows clear seasonal trends.
High-value customers contribute disproportionately to total revenue.

Why These Results Matter

Understanding sales concentration allows better inventory and marketing planning.
Seasonality insights help improve demand forecasting.

Business Recommendations

1. Focus marketing efforts on high-performing regions.
2. Develop loyalty programs for high-value customers.
3. Optimize inventory for top-selling categories.
4. Adjust pricing strategies based on demand periods.
5. Expand product offerings in underperforming regions.
6. Use regional pricing optimization.

Limitations and Future Improvements

The dataset is simulated and may not capture all real-world behaviors.
Future work could include real-time data, customer demographics, and predictive models.