INSIGHTS AND RECOMMENDATIONS
1. City Insights
Top 3 cities with the highest sales

- Cusco

- Seville

- Arequipa

INSIGHT:
These cities drive the highest sales volume. Two of them (Cusco and Arequipa) are touristic cities, which may explain a higher consumption dynamic.

RECOMMENDATION:
Strengthen supply and promotions in these locations to maintain competitive advantage. Establish partnerships with local businesses to increase product visibility.

Cities to monitor due to low growth

- Trujillo

- Antofagasta

INSIGHT:
Although sales are high, they are below the average of the top-performing cities, which could indicate stagnation.

RECOMMENDATION:
Design activation campaigns, seasonal promotions, or partnerships with local distributors to reactivate demand.

2. Product Insights

Top-performing products

- Cheese

- Yogurt

- Coffee

- Arepa

- Chocolate

INSIGHT:
 Dairy products and hot beverages dominate the portfolio, while Chocolate, although relevant, ranks as the lowest-selling product in the Top 5.

RECOMMENDATION:
 Maintain promotions for dairy products and introduce bundles or cross-selling with complementary items (e.g., coffee + cookies, cheese + bread).
 Boost Chocolate through seasonal campaigns or new product presentations.

3. Product Category Insights

Sales by category

- Dairy

- Beverages

- Groceries

- Snacks

INSIGHT:
 The Dairy category represents nearly 40% of total sales, making it the core driver of the business.
 Beverages and Groceries are almost tied → an opportunity for cross-category strategies.

RECOMMENDATION:
 Focus commercial efforts on the Dairy line (inventory, distribution, campaigns).
 Create bundles combining beverages and grocery items to increase the average ticket size.

4. Customer Type Insights

Sales by segment

- Retail

- Wholesale

- Government

- Corporate

INSIGHT:
 Sales are well balanced across segments, reducing risk. Retail customers lead slightly.

RECOMMENDATION:
Strengthen retail promotions (discounts, loyalty programs).
For corporate clients, offer recurring purchases with preferential pricing.

5. Sales Channel Insights

Sales by channel

- Online

- Call Center

- Physical Store

- Distributor

INSIGHT:
Online is the strongest channel, slightly outperforming Call Center. This reflects significant progress in digital adoption.

RECOMMENDATION:
Invest in digital marketing, improve user experience, optimize delivery times, and apply advanced analytics for online customer segmentation.

6. Country Insights

Sales by country

- Colombia

- Perú

- México

- Spain

- Chile

- Argentina

- United States

INSIGHT:
Sales are very balanced across the seven key markets. Colombia leads slightly, indicating a stable and diversified regional structure.

RECOMMENDATION:
 Leverage this stability to expand inventory, improve distributor negotiations, and plan regional marketing strategies.
 In Colombia, invest in premium campaigns or strategic categories.

7. Average Ticket Insight

Global average ticket

3,113.03

INSIGHT:
 The average ticket is medium-high, reflecting strong value perception and room for upselling strategies.

RECOMMENDATION:
 Implement upgrade offers (e.g., larger sizes at special prices), premium bundles, and 2x1 promotions to increase purchase volume.