



# INSIGHTS FROM RETAIL DATA

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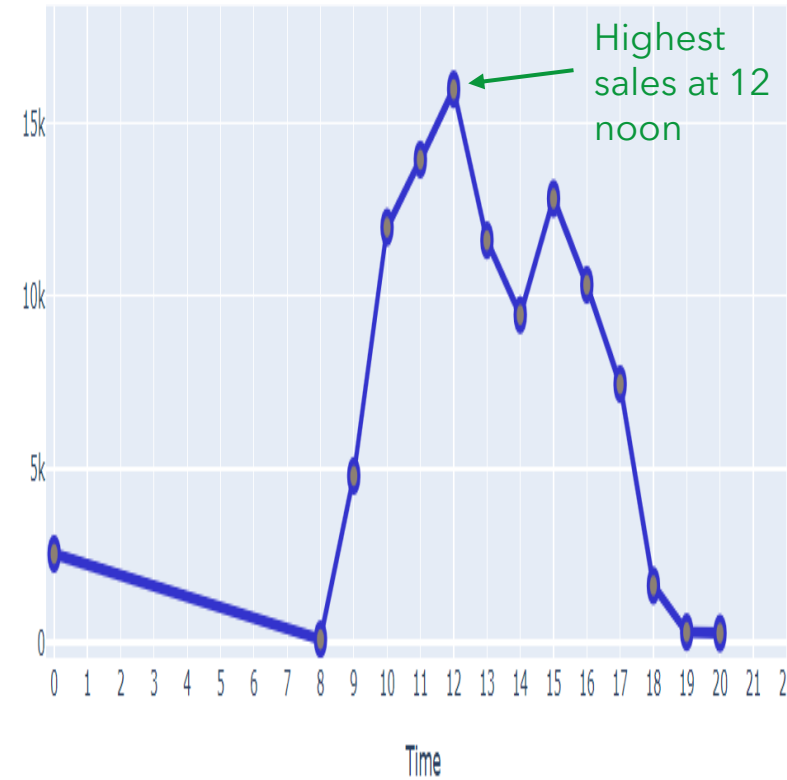
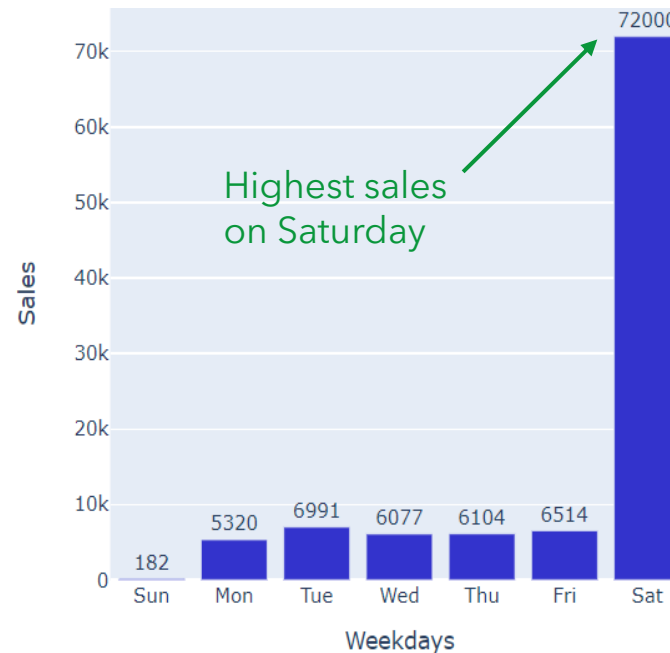
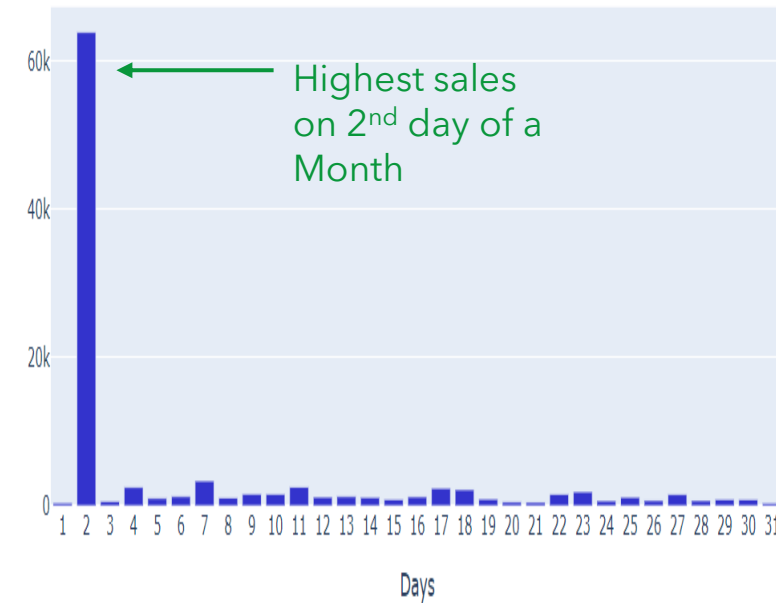
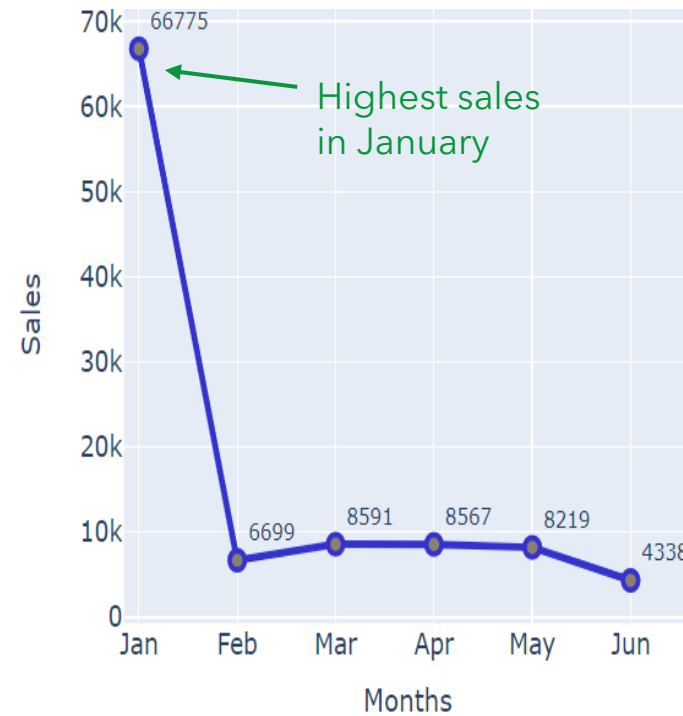
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# Sales Insights

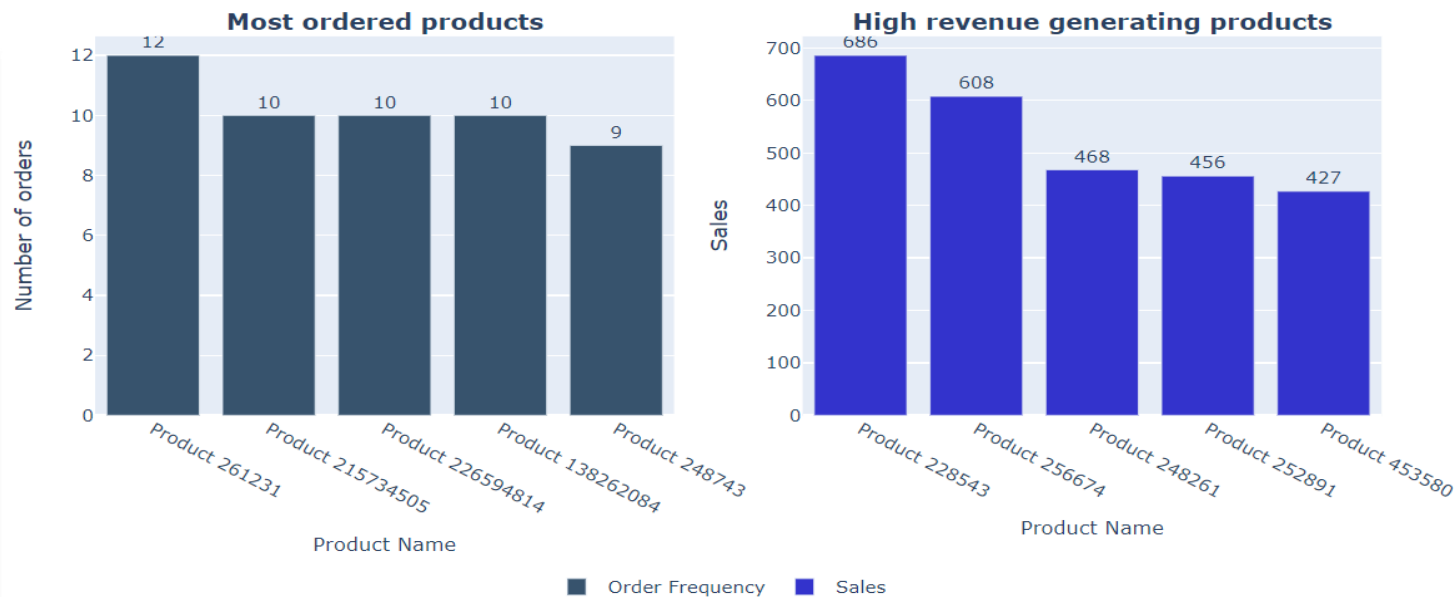
- Highest sales in January, 2<sup>nd</sup> day of a month, Saturday and at 12 noon.
- Highest number of orders are also placed in this same trend.
- Customer engagement and sales are highest at peaks in the graph.
- Create most noise by providing the best offers at these times for higher acceptance of offers.



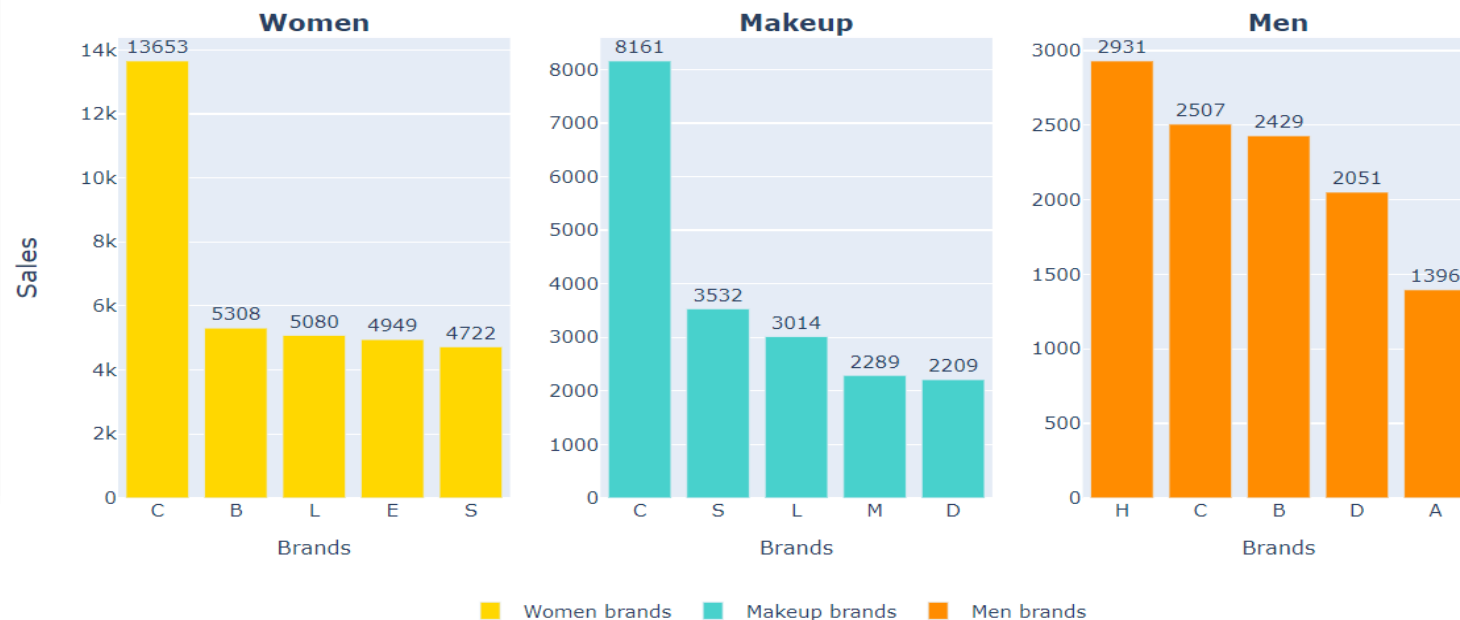
# Product Insights

- Top 5 most sold products and Top 5 high revenue generating products.
- Brand C generates high revenue in both the categories of Women and Makeup.
- Target these products or brands by bringing more similar types from the market or by providing more offers.
- Higher chances of quick acceptance by customers for these brands.

**Top 5 most ordered products v/s Top 5 high revenue generating products**



**Sales Report of top 5 brands from 3 famous categories**



# Customer Insights

- These customer segments are created using Recency, Frequency, Monetary(RFM).
- Based on the business needs more segments can be created using RFM. For instance, 'Need Attention', 'New Customers', 'Hibernating', 'Can't Lose Customers'

Customer Segments	Customer Segment Details	Number of Customers
Champions	Best customers who bought most recently, most often, and are heavy spenders. Reward these customers. They can become early adopters for new products and will help promote your brand.	162
BigSpenders	Number of customers who spends a lot of money	243
Loyalists	Number of customers who orders alot and spends a lot of money	204
Potential Loyalists	Number of customers with average order frequency and who spend a good amount.	502
At Risk	Number of customers who are not ordering from quite some time but they used to spend a lot.	33