

INSIGHTS

1) Analysis of '*average value of goods purchased by all the regions*' reveals that average cost of the goods bought by Europe and South America regions is higher and almost on par with one another. This evidently indicates that both these regions purchase valuable/luxury goods. However, the total revenue from Europe is significantly less, when compared to the revenue from South America which indicates dismal sales in Europe. It is therefore suggested that the European market needs special attention and efforts should be made to harness the full potential of this region by introducing more and more *Veblen goods* under attractive schemes.

2) *Month wise Revenue Trend analysis of all the Regions* indicates that revenue from Asia, Europe and North America does not dip below Rs. 7,500/- which shows that these regions have a dedicated customer base for the company. It is advised that the company may focus on this customer base and introduce *customer loyalty programmes* in order to retain them even during the stiff competition from other similar companies.

3) *The month wise revenue trend analysis of all the regions* shows that there are huge fluctuations in the sales of *clothing*. The increase in revenue may be due to *special occasions like festivals* and the dip in revenue is in all probability relates to *offseason*. It is suggested that, *lucrative incentives/discounts* may be offered to boost the sales during *offseason* also.

4) *The month wise revenue trend analysis of all the regions* indicates sharp dip in sales during certain months e.g. Asia- during (Feb & Nov), South America- during (March & April) and North America- during (June & Nov.). It is recommended that analysis should be done and remedial measures must be adopted for maintaining consistency in sales.

5) *The Sales Trend analysis of all the regions* shows poor sales of books and Electronics from Asian region. It is advised that special efforts may be taken to boost the sales of these goods such as focusing on sales of items of local taste, reduction of production costs, promoting books from local authors etc.

6) *The month wise revenue trend analysis of all the regions* indicates a *sharp dip* in sales of cloths from all time high January to all time low in February month in Europe region. This can be understood as *seasonal and requirement changes* of people's dressing. By providing an early season and end season discounts could attract more customers.

7) *The month wise revenue trend analysis of all the regions* shows that the sales of home décor has been consistent across all the regions. By providing additional discount schemas and clearance sales can boost the sales.