

STRATEGIES TO BOOST SALES AND PERFORMANCE

1. Seasonal Sales Optimization

Observation: Sales peak in October and December, but drop in January and February.

Strategy:

- Launch New Year promotions in Q1 (January–March) to maintain sales momentum.
- Introduce pre-holiday promotions in September to capture early shoppers before peak season.

2. Regional Expansion & Targeting

Observation: The West region has the highest sales, while the South has potential for improvement.

Strategy:

- Increase marketing efforts in underperforming regions (South & East) with targeted ads and regional promotions.
- Provide location-based pricing or discounts in regions where sales are low.

3. Sales Training & Incentives

Observation: Sales by region vary, indicating possible differences in sales efforts.

Strategy:

- Train sales teams in underperforming regions to improve conversion rates.
- Offer commission-based incentives for top-performing sales representatives.

4. Geographic Expansion Strategy

Observation: Sales are concentrated in key urban areas.

Strategy:

- Identify untapped high-potential states/cities and run location-based campaigns.
- Partner with local retailers/distributors to improve product accessibility.
- Offer regional discounts or localized promotions based on customer demographics.