

## **Tailwind Traders Sales Analysis**

### **Important Observations: -**

- It has been Seen that from the Analysis that UAE is the most of the contributor of total sales which is around 45 % of total Sales. But surprisingly received lowest loyalty points.
- Modular sofa set generated most revenue followed by Bamboo Plant Pot and Organic Potting Soil.
- While UAE has highest number of sales but USA has the highest Profit Margin.

### **Recommendations: -**

1. Tailwind Traders must have to go with digital marketing campaign with offers, deals and promotion to capture the potential customers. Regular Email campaign also can help in the customer acquisition.
2. Tailwind need to introduces loyalty points based on the amount spent. The more they spent the more loyalty points they will get. There should be some mechanism to convert those loyalty points into coupon or gift card.
3. Prime support system for the regular customer needs to be introduced to generate trust and maintain the relationship with the company.
4. Focus on the products which have higher profit margin. Such products need to promote regularly. Products which are sold in mass but less profit margin need to grouped together it means product need to be sold minimum qty basis.
5. Continuous feedback Programme need to be introduced to track how the products are performing. It can maintain the Product Quality and also increase Trust.
6. Create a robust automated IT system to collect important data for business purposes and analyse the data through regular intervals.