**Summary Report: Sales Data Analysis**

**Overview**

This report provides an overview of customer sales trends, product performance, and regional insights. The goal is to understand what’s working well, where improvements are needed, and how to focus efforts for maximum growth.

**Key Insights**

1. Top customers bring in the most revenue. A small group of customers contribute to the most sales.
2. Sales vary regionally: Bikes are the top selling product in evey region.
3. Profits vary by location. Germany and North-east give the most profit.
4. Sales are high in March but slow down by May.
5. High value customers are the key: High value customers made a purchase of $3.09M, whereas regular value customers made a purchase of $2.2M, even though the number of high value customers is less.

**What should be done?**

1. **Focus on High Value Customers**

Focus on the customers who are loyal and tend to buy more than the regular customers.

1. **Smart Discounts**

Introduce discounts on clothing and accessories, but keep a low discount percentage on bikes because they sell regardless of the discounts.

1. **Regional Growth Opportunities**

Promote sales in regions like Germany and North-east because sales are high there.

Also try productive marketing in the areas having low sales.

1. **Plan Around Peak periods**

Sales seem to be high around march period. Trying to run campaigns will help gain maximum profit.

This analysis shows where the business is doing good and where adjustments can be made. By focusing on the right customers, products, and regions, the company can continue to grow and improve profits.