Subject: Insights into Customer Spending Patterns

Dear Data Analyst,

I hope this email finds you in good spirits.

We have been evaluating our sales tactics and examining the outcomes they've produced. Our sales performance has been satisfactory. We are striving to gain **deeper insights into each customer's purchasing behaviour.** This investigation **may shed light on the effectiveness of our pricing strategies**, **the introduction of new product lines**, and **the impact of our recent marketing campaigns.**

At a minimum, we aim to find answers to the following questions:

* How have our customers' spending patterns evolved over time?
* Have our customers been increasing their purchases from us over time?
* Are there specific months when each transaction appears larger than usual?

We are interested in tracking the **AOV (Average Order Value)** metric, which signifies the average amount a customer spends in a single purchase. Observing AOV offers valuable insights into customer spending patterns and the overall value obtained from each transaction. This data can inform decisions related to pricing strategies, product development choices, and promotional offers, all with the goal of boosting the average expenditure per customer and driving revenue growth.

The **use of visual representations**, especially if they reveal trends over time, could prove highly valuable. This information could serve as a foundation for enhancing our upcoming marketing and sales endeavours.

Once again, I'm turning to you to make sense of the patterns hidden in our data.

Best regards,

Mr. X

Head of Sales Strategy