

Retail Analytics Case Study Report

1. Executive Overview

This analysis evaluates sales performance, customer behavior, and revenue trends using SQL-based exploration. The objective is to identify key revenue drivers, customer segments, product performance patterns, and monthly growth trends to support business decision-making.

2. Customer Segmentation Insights

- Majority of customers fall into the Medium purchase segment, followed by Low purchase segment.
- A very small proportion of customers are classified as High-value buyers.
- Revenue growth depends heavily on a limited group of high-value customers.

3. Customer Loyalty & Retention

- Several customers show long gaps between first and last purchase, indicating moderate retention.
- Low-frequency buyers (2 or fewer transactions) contribute limited revenue.
- Retention strategies should focus on converting medium customers into repeat buyers.

4. Product Performance

- Product ID 51 generates the highest revenue despite lower units sold.
- This indicates a premium pricing strategy driving profitability.
- Revenue is influenced by both volume and average selling price.

5. Category Performance Analysis

- Clothing category shows the highest overall revenue contribution.
- A major revenue spike is observed in Month 6 for Clothing.
- The growth in Month 6 appears to be driven by high-value customers.

6. Revenue Concentration (Top 10% Customers)

- Top 10% of customers contribute a disproportionately high share of total revenue.
- Revenue spike in Clothing is largely influenced by this top segment.
- The company shows dependency risk on a small group of customers.

7. Strategic Recommendations

- Strengthen retention strategies for high-value customers.
- Introduce loyalty programs to increase repeat purchases.
- Analyze Month 6 activities to replicate successful strategies.
- Optimize pricing strategies for premium products.