Retail Analytics Project – Executive Summary

Business Context

A retail company was experiencing stagnant growth and limited visibility into customer behavior and product performance. This analysis was conducted using SQL to identify revenue drivers, customer segments, and sales patterns.

Key Insights

- Customer Segmentation: Majority of customers fall into Low and Medium segments, while a small High-value segment contributes disproportionately to revenue.
- Revenue Concentration: The top 10% of customers generate a significant share of total revenue, indicating strong revenue dependency on high-value buyers.
- Product Performance: Product ID 51 generates the highest revenue despite lower units sold, suggesting premium pricing strength.
- Category Performance: Clothing is the top revenue-driving category, with a sharp spike in Month 6 indicating seasonal or campaign-driven impact.
- Sales Trend: Revenue shows fluctuations with one month recording 116% growth, likely driven by increased average selling price and higher category demand.

Business Impact & Recommendations

- Strengthen retention strategies for top 10% customers through loyalty rewards and personalized offers.
- Leverage Clothing category momentum during peak months with targeted marketing campaigns.
- Promote high-margin products like Product ID 51 strategically rather than focusing only on volume.
- Engage low-frequency buyers with reactivation campaigns to improve repeat purchase behavior.