



RAINBOW RETAIL

DATA ANALYSIS REPORT

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Sales Performance 2018-2022

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EXECUTIVE SUMMARY



KEY FINDINGS

- Consistent sales and revenue growth
- Top products dominate, indicates need for diversification
- Opportunities exist for market expansion and resource optimisation
- AOV suggests opportunities for upselling and cross-selling

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RECOMMENDATIONS

- Expand technology products, review underperforming furniture line & explore unclassified categories for growth
- Focus on high-performing regions, target low-performing areas and develop strategies to increase AOV
- Analyse seasonal sales trends and implement dynamic pricing strategies
- Improve product categorisation, analyse customer behaviour and refine data collection

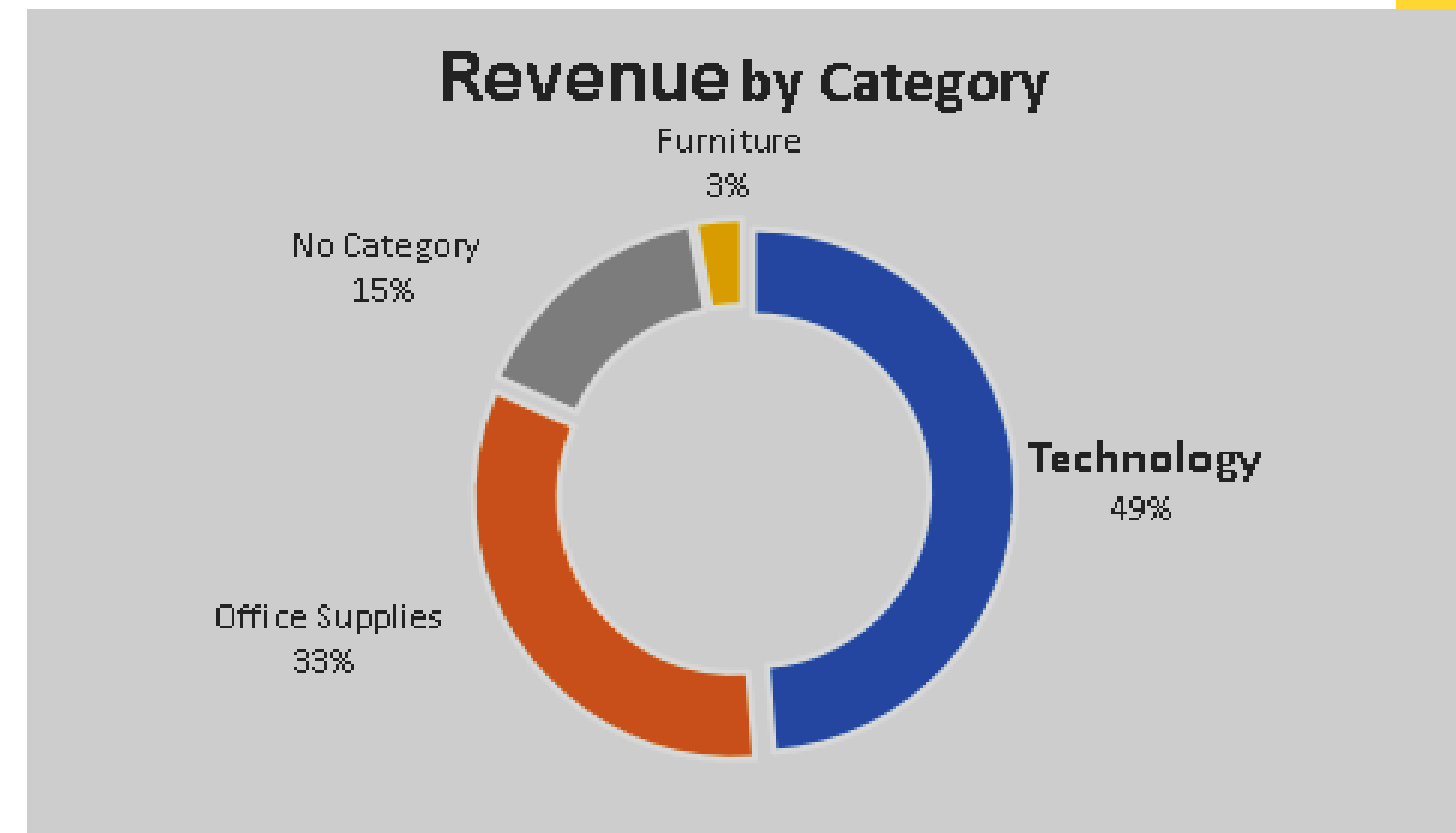
SALES & REVENUE

- Consistent upward trend
- Technology products drive 49% of revenue
- Office supplies at 33%, furniture at 3%



CATEGORY PERFORMANCE

- Unclassified categories account for 15% of revenue, warranting further investigation
- Furniture category underperforms significantly
- Highlights a heavy reliance on technology products
- Need for diversification to reduce dependency on a single category



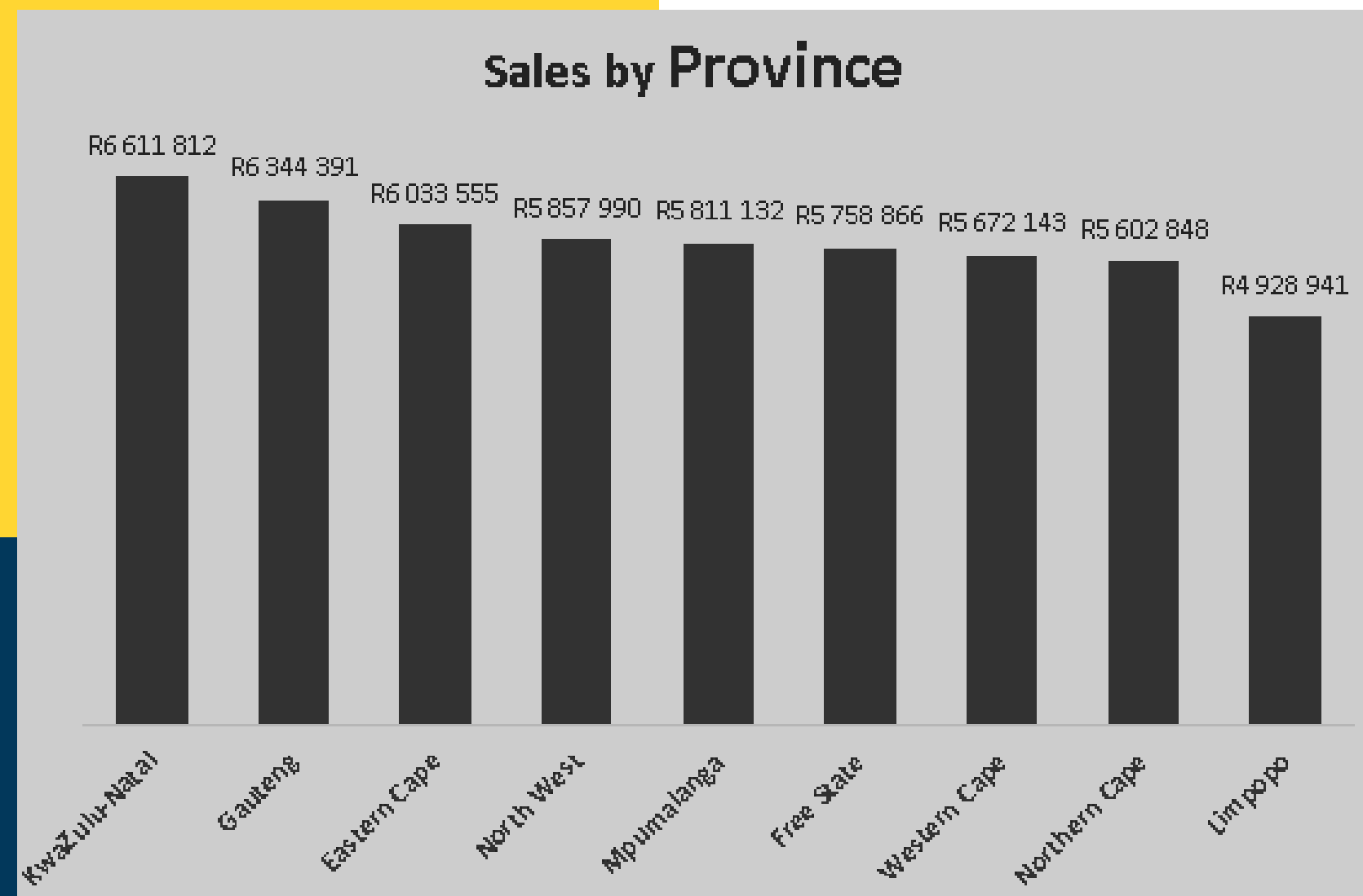
TOP PERFORMING PRODUCTS

- Top products: Electric Letter Opener, Cisco Telepresence System
- Product diversification needed
- Opportunity to enhance promotion of underperforming items

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REGIONAL SALES ANALYSIS



- Key markets: KwaZulu-Natal, Gauteng, Eastern Cape
- Growth potential in Limpopo and Northern Cape
- Strategies for market expansion and resource optimization

AVERAGE ORDER VALUE

- AOV: R4,467
- Insights into purchasing behaviour
- Potential for upselling and cross-selling

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RECOMMENDATIONS (1/2)

PRODUCT

- Expand technology product range
- Review underperforming furniture line
- Investigate unclassified categories

SALES & MARKETING

- Focus on high-performing regions
- Target campaigns in low-performing areas
- Strategies to increase AOV

RECOMMENDATIONS (2/2)

DATA

- Improve product categorisation
- Deepen customer behaviour analysis
- Refine data collection processes

CONCLUSION





Focus on:

PRODUCT OPTIMISATION

MARKET STRATEGIES

DATA ENHANCEMENT

THANK YOU

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