Recommendations

We should not expect sales to continue to increase during the forecasted period for Q1 of 2012, as we should see a seasonal drop off throughout the winter and early spring. However, to mitigate that drop off, I recommend business leaders do the following:

1. Focus on increasing the number of big spenders. The top 5% of customers account for 50% of sales, and attracting more customers like them will help boost overall sales numbers.
2. Focus on growing SEO. It’s the second biggest sales channel, accounting for 28.4% of total sales, but it saw one of the lowest rates of growth throughout the year.