

# **Recommendations Based on Dashboard**

## **1. Sales Performance**

Total Sales: \$24,660,164 > 5m

Average Sales Per Transaction: \$4,932

Max Sales (Single Transaction): \$10k

**Insight:** The average transaction value is relatively high, indicating strong customer spending.

**Recommendation:** Identify factors contributing to high-value sales (e.g., product type, merchant) and focus marketing efforts accordingly.

## **2. Transaction Volume**

Total Number of Transactions: 5000

**Insight:** A steady number of transactions suggests consistent customer engagement.

**Recommendation:** To increase transactions, introduce promotions, loyalty rewards, or discounts for repeat purchases.

## **3. Sales by Category**

**Insight:** Some categories are driving higher revenue than others.

**Recommendation:** Identify top-selling categories and allocate more marketing resources to them while optimizing the underperforming ones.

## **4. Top 5 Merchants**

**Insight:** The highest transaction volumes are concentrated among a few key merchants.

**Recommendation:** Build strong ties with these merchants through exclusive deals and joint promotions.

## **5. Payment Methods & Cashback**

**Insight:** Some payment methods might be more popular due to cashback or loyalty points.

**Recommendation:** Promote preferred payment methods that offer better customer incentives and negotiate better cashback offers with payment providers.