

Retail Sales Analysis Report - 2010

Key Findings

Top 10 customers identified based on purchase frequency. Most sold products identified and association rules mined to suggest product recommendations.

Top 10 Customers (CustomerID)

12748.0, 17850.0, 15061.0, 13777.0, 15311.0, 14606.0, 13089.0, 16029.0, 13767.0, 17841.0

Top 30 Best Selling Products (StockCode)

84077, 85123A, 22834, 21212, 22693, 22616, 22492, 22189, 22188, 84879, 21915, 85099B, 84950, 22197, 21137, 20668, 84347, 17096, 22086, 22469, 79321, 22423, 22659, 82484, 22867, 84946, 84945, 84991, 21232, 84029E

Product Recommendations (Top 3 for each Top Customer)

Customer 12748.0: 37370, 82482, 82483

Customer 17850.0: 84997B, 84997C, 84997C

Customer 15061.0: 37370, 82482, 82483

Customer 13777.0: 37370, 82482, 82483

Customer 15311.0: 82482, 82483, 82482

Customer 14606.0: 82482, 82483, 82482

Customer 13089.0: 84406B, 84406B, 21730

Customer 16029.0: 37370, 82482, 82483

Customer 13767.0: 37370, 82482, 82483

Customer 17841.0: 37370, 21730, 21730

Sales Strategy Suggestions

- Offer personalized bundles to top customers based on their purchase history.
- Promote high lift products together (e.g., products with strong association rules).
- Launch loyalty programs for frequent buyers.
- Use email campaigns targeting top customers with exclusive offers.
- Introduce seasonal discounts on products with low sales velocity.

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Association Rule Highlights

[82482, 82483, 21068] => [37370, 82486] (Lift: 99.31, Confidence: 1.00)

[37370, 82486] => [82482, 82483, 21068] (Lift: 99.31, Confidence: 1.00)

[82483, '84406B', 21068] => [37370, 82486] (Lift: 99.31, Confidence: 1.00)

[37370, 82486] => [82483, '84406B', 21068] (Lift: 99.31, Confidence: 1.00)

[82482, 82483, 21071] => [37370, 82486] (Lift: 99.31, Confidence: 1.00)